



MOBILE



Blackboard

Blackboard®

Líder no setor de
soluções de e-learning,

Atendemos 72% das 200
maiores universidades do mundo.



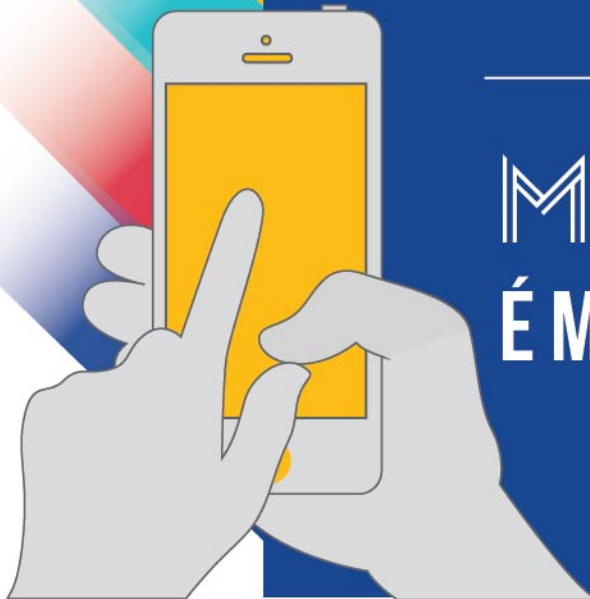


MOBILE
NÃO É

modismo



MOBILE
É MANDATÓRIO





WE'RE ADDICTED TO CHECKING OUR PHONES

58%

OF SMARTPHONE USERS

**DON'T GO
1 HOUR
WITHOUT CHECKING
THEIR PHONES**



AGE 18-34:



AGE 35-44:



AGE 45-54:



AGE 55+:



 Lookout

A close-up photograph of a person's hands holding a red smartphone. The person's fingers are visible, with one hand supporting the phone from the bottom and the other hand's fingers hovering just above the screen. The background is blurred, showing a wooden surface and a blue object. The word "Nomophobia" is written in large, white, sans-serif font across the center of the image, partially obscuring the phone and the person's hands.

Nomophobia

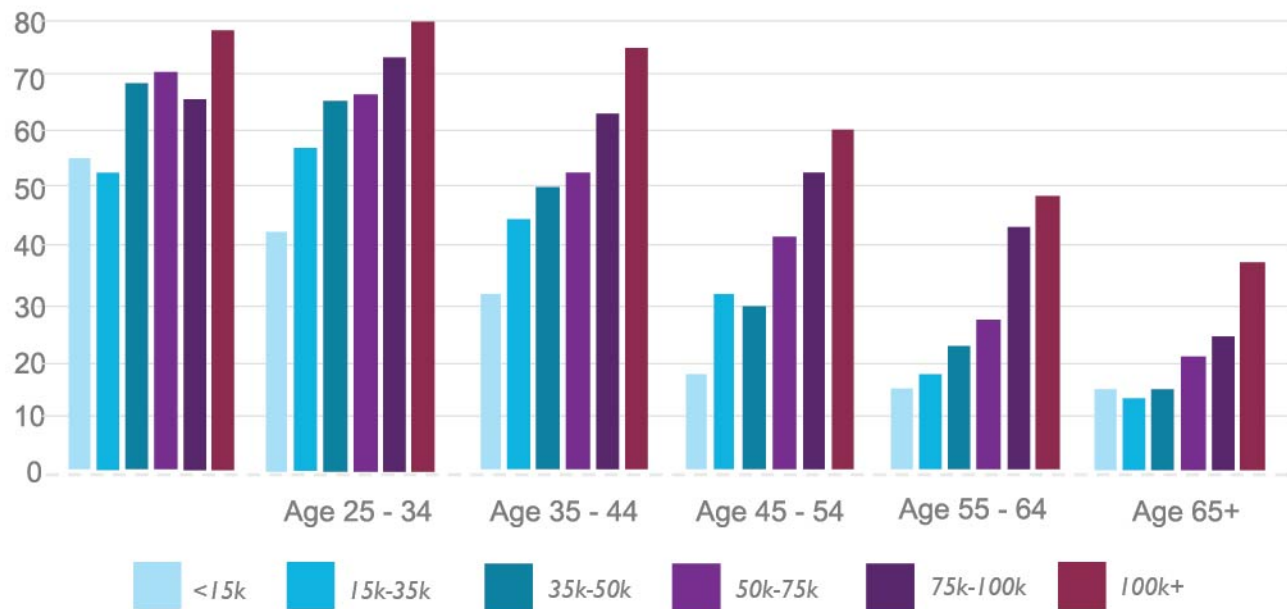
PENETRAÇÃO DE SMARTPHONES



POR IDADE



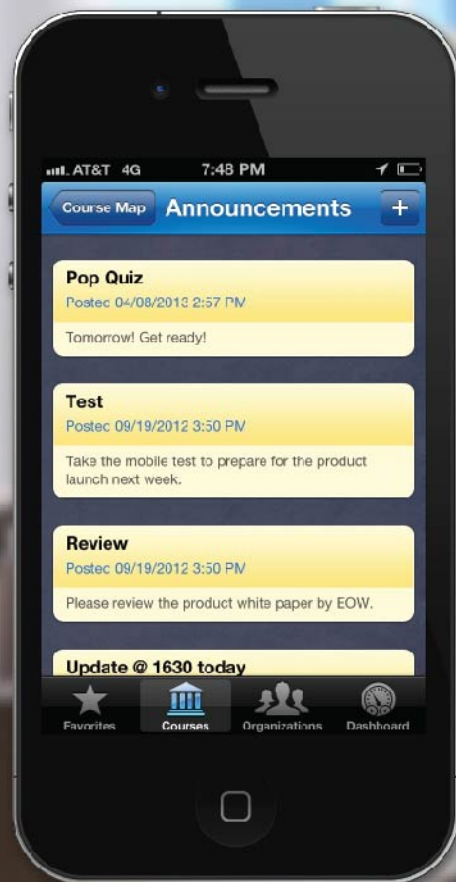
E RENDA



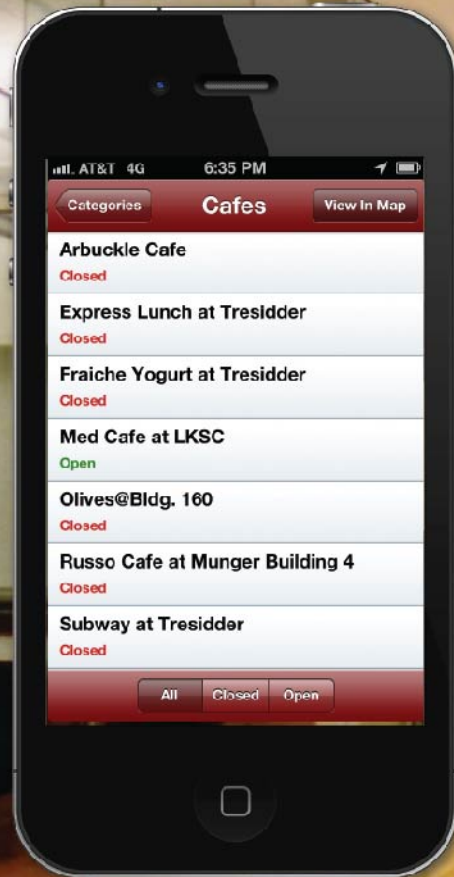




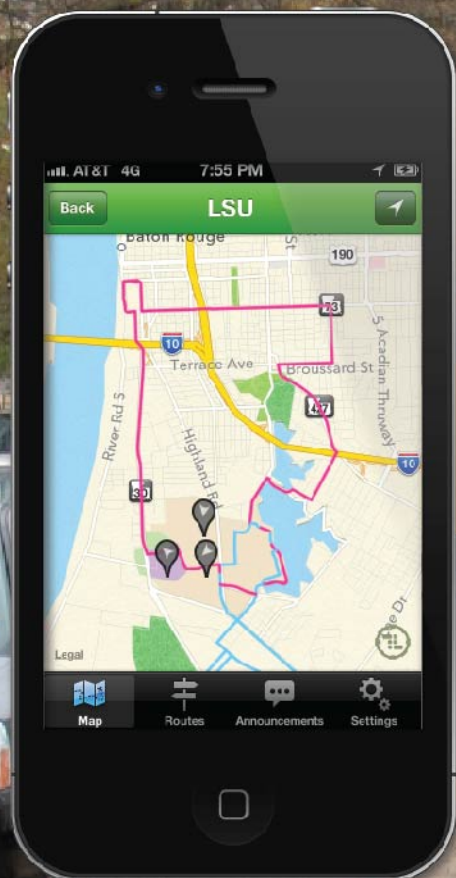
8h



8:34

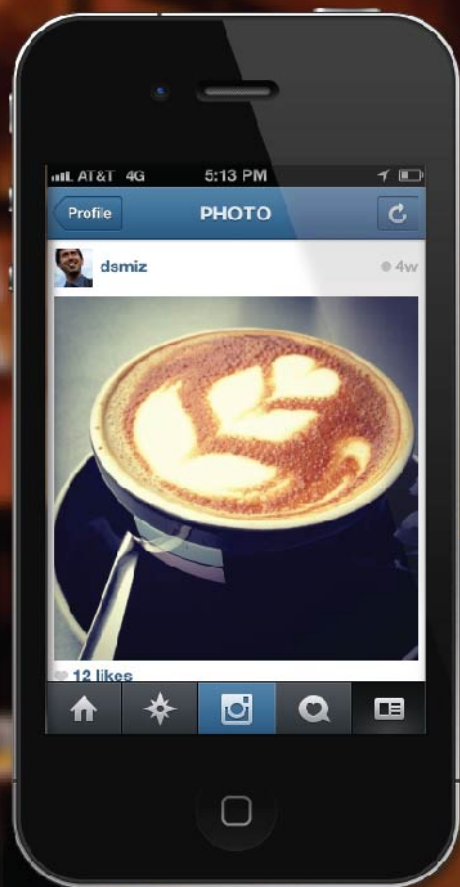


8:42



8:47

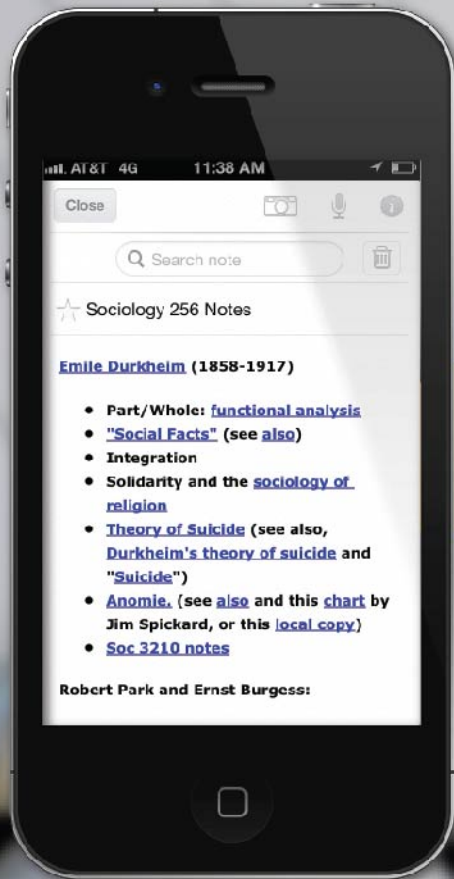




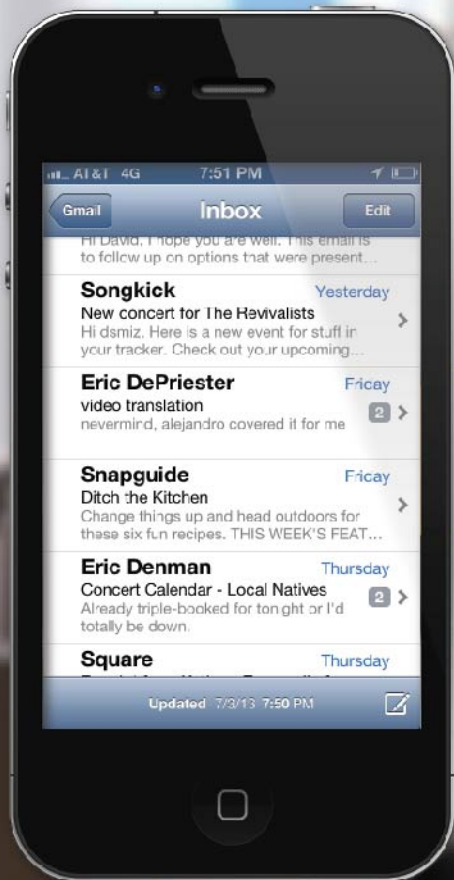
9:12



9:55



10:47



FÁCIL

PERSONALIZADO

AGORA



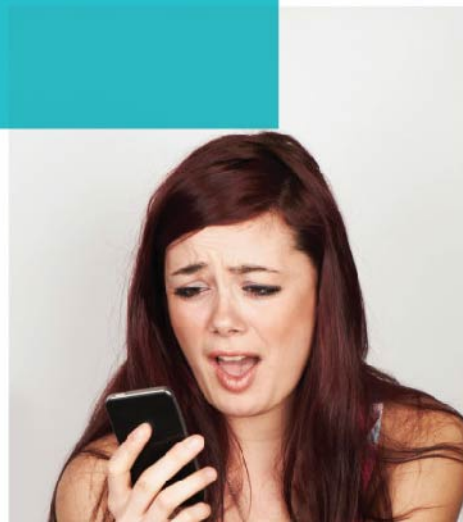
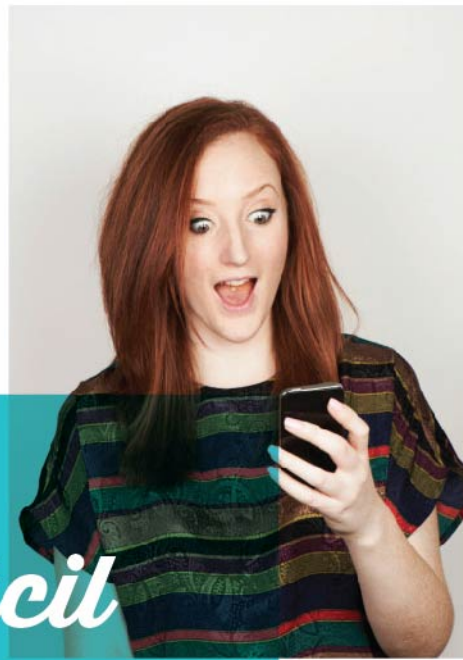
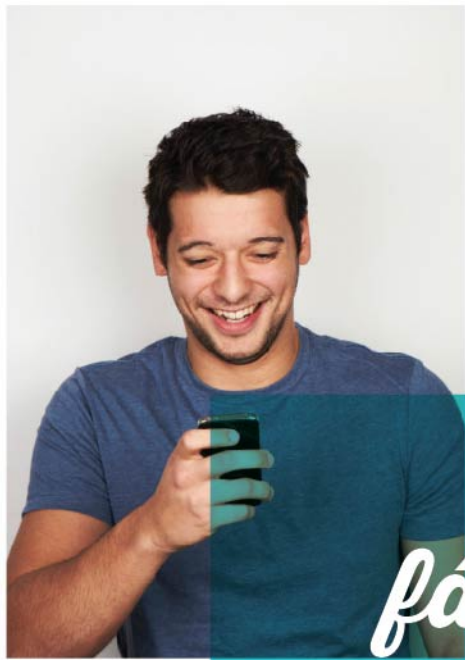
Blackboard®



**ESTÁ FOCADA
NA EXPERIÊNCIA**

MOBILE

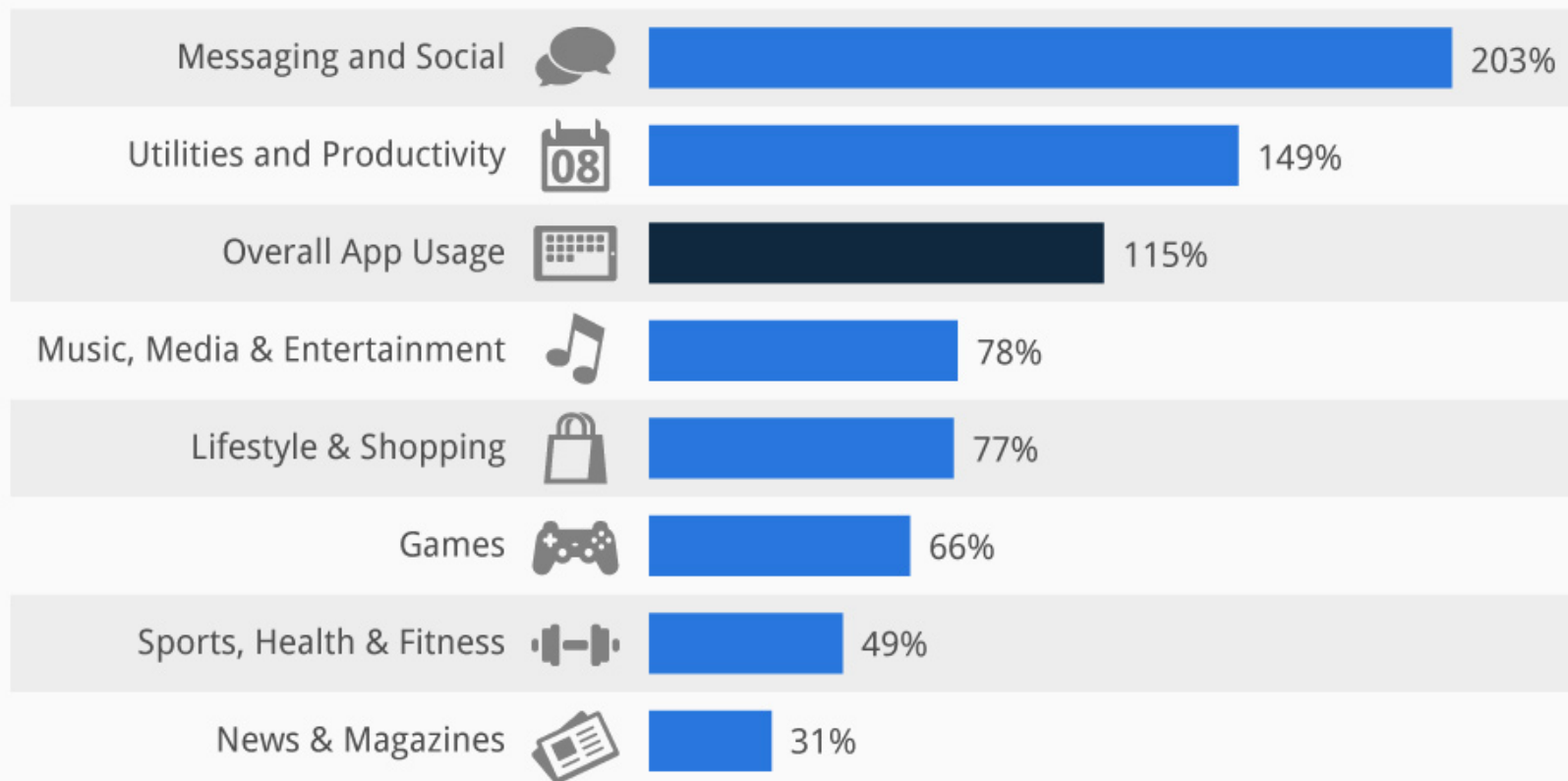




fácil

Messaging & Social App Use Triples in 2013

Year-over-year growth of app usage, by category*



* app use defined as a consumer launching an app



@StatistaCharts Source: Flurry Analytics

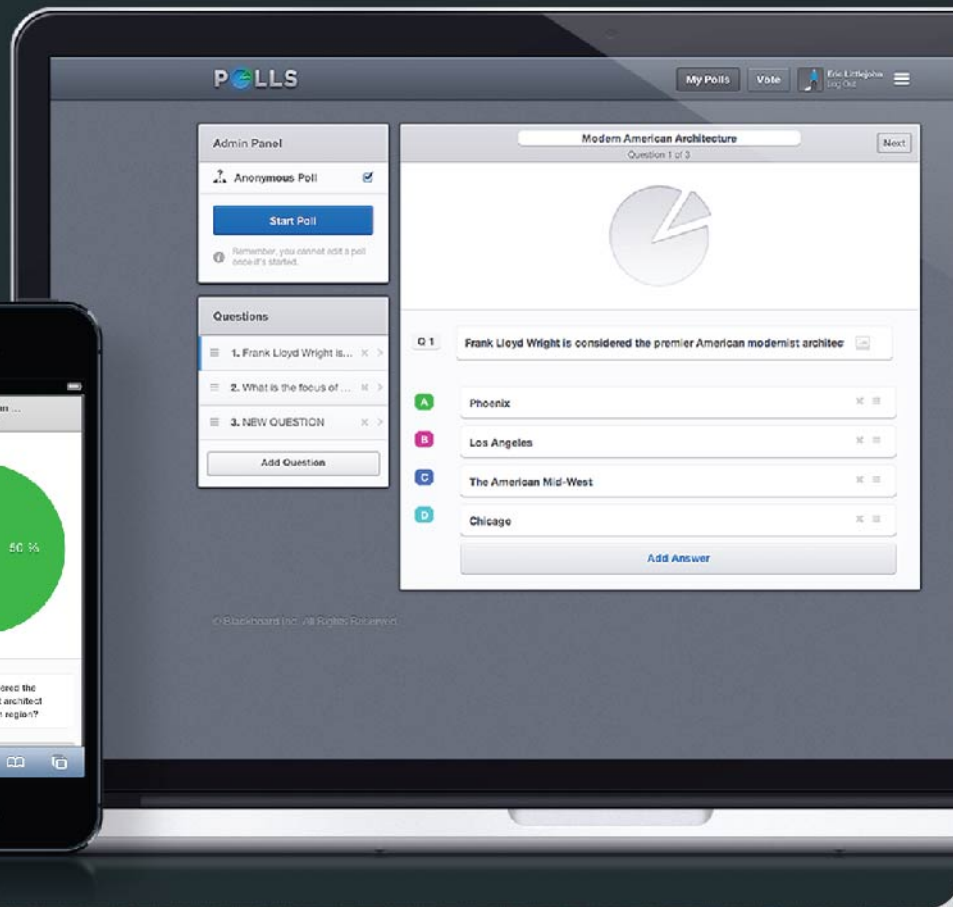
statista





POLLS

by Blackboard

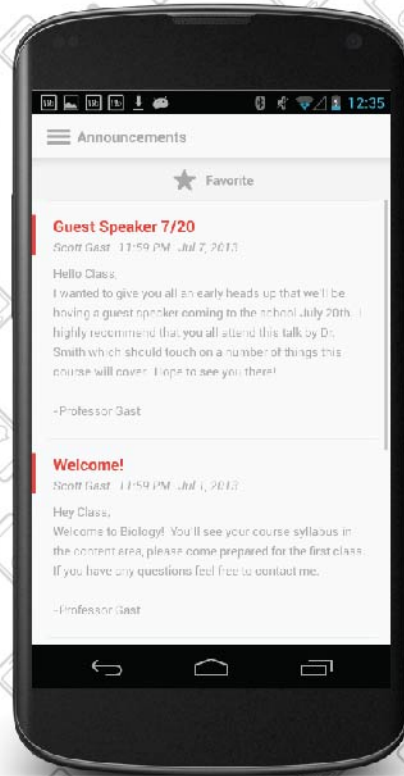


PERSONALIZADO



MOBILE LEARN 4.0



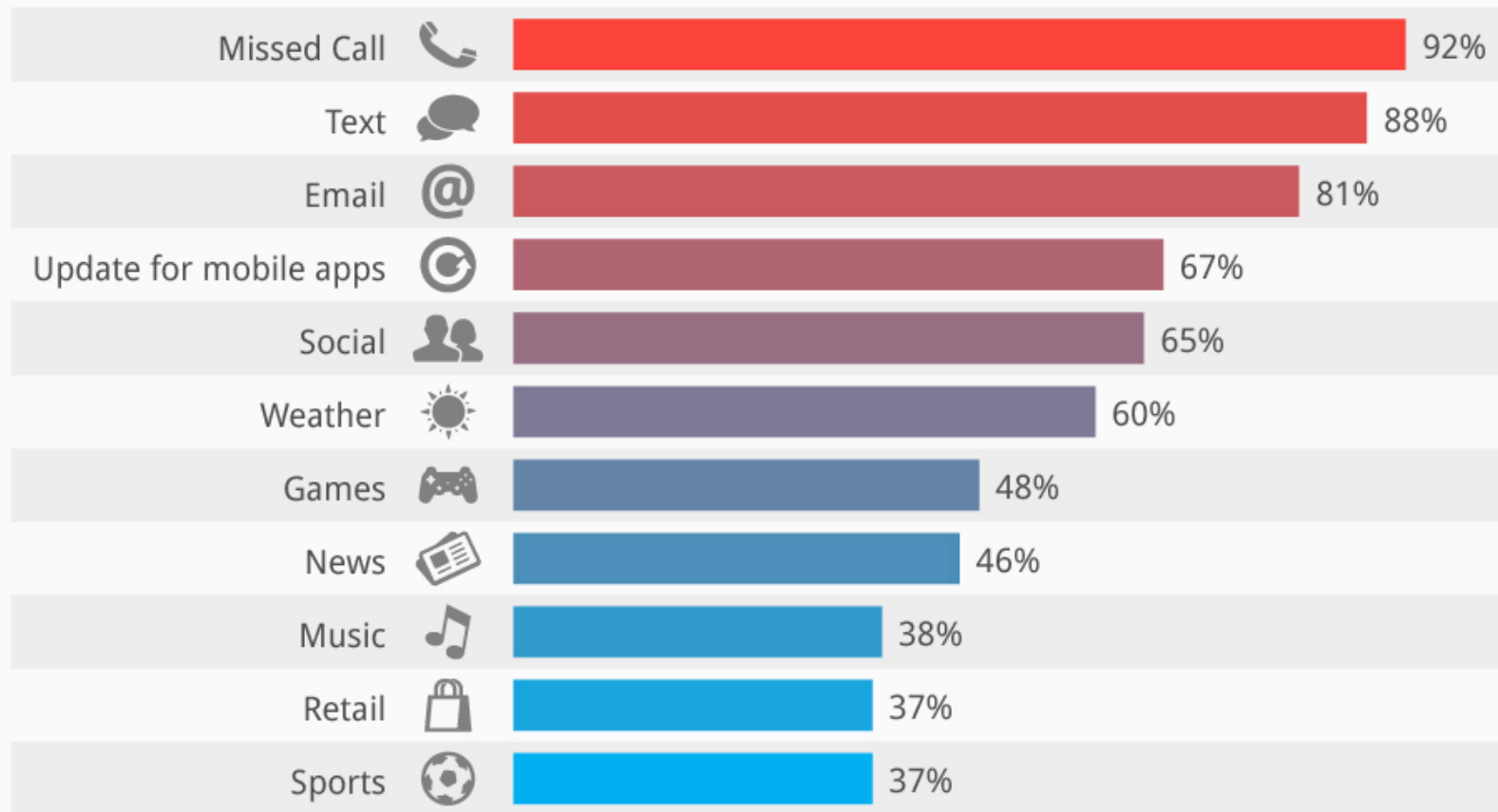


AGORA



Smartphone Users Love Push Alerts

% of U.S. smartphone users with some sort of alert in these categories



Oct. 2013 (n=1,000)

Source: Mobile Posse





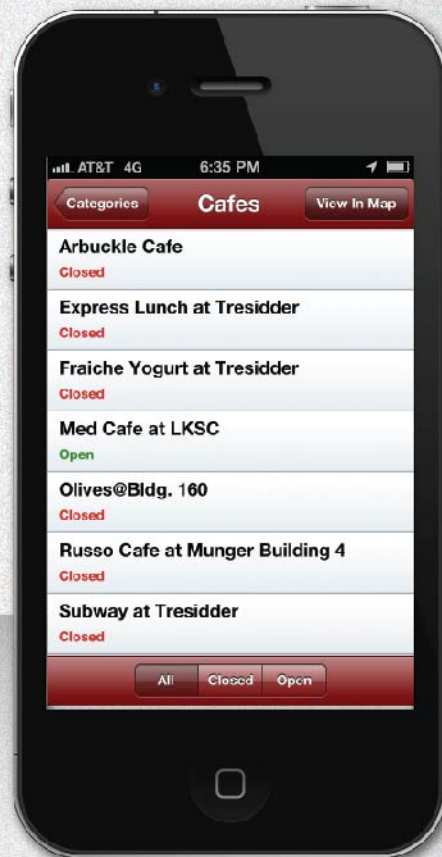
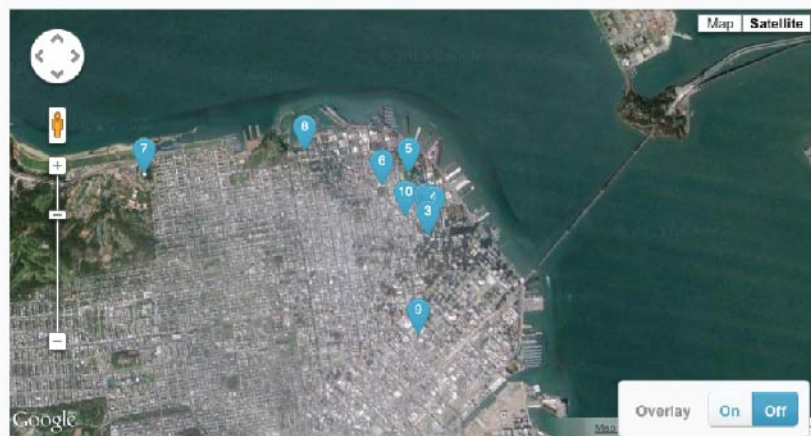
Plot Buildings

Plot three building points from Google Maps onto your custom image. After you're done, it may take 10-15 seconds to load an overlay of your custom image on top of Google Maps. Once the overlay loads, ensure it aligns with Google Maps and click "Next Step". You can also click "Redo Map Overlay" to try again. For more information, click the "Need Help?" button above and select "Help for this Page".



If you wish to improve your map overlay, click "Redo Map Overlay". This will erase the buildings you've already plotted so you can start over.

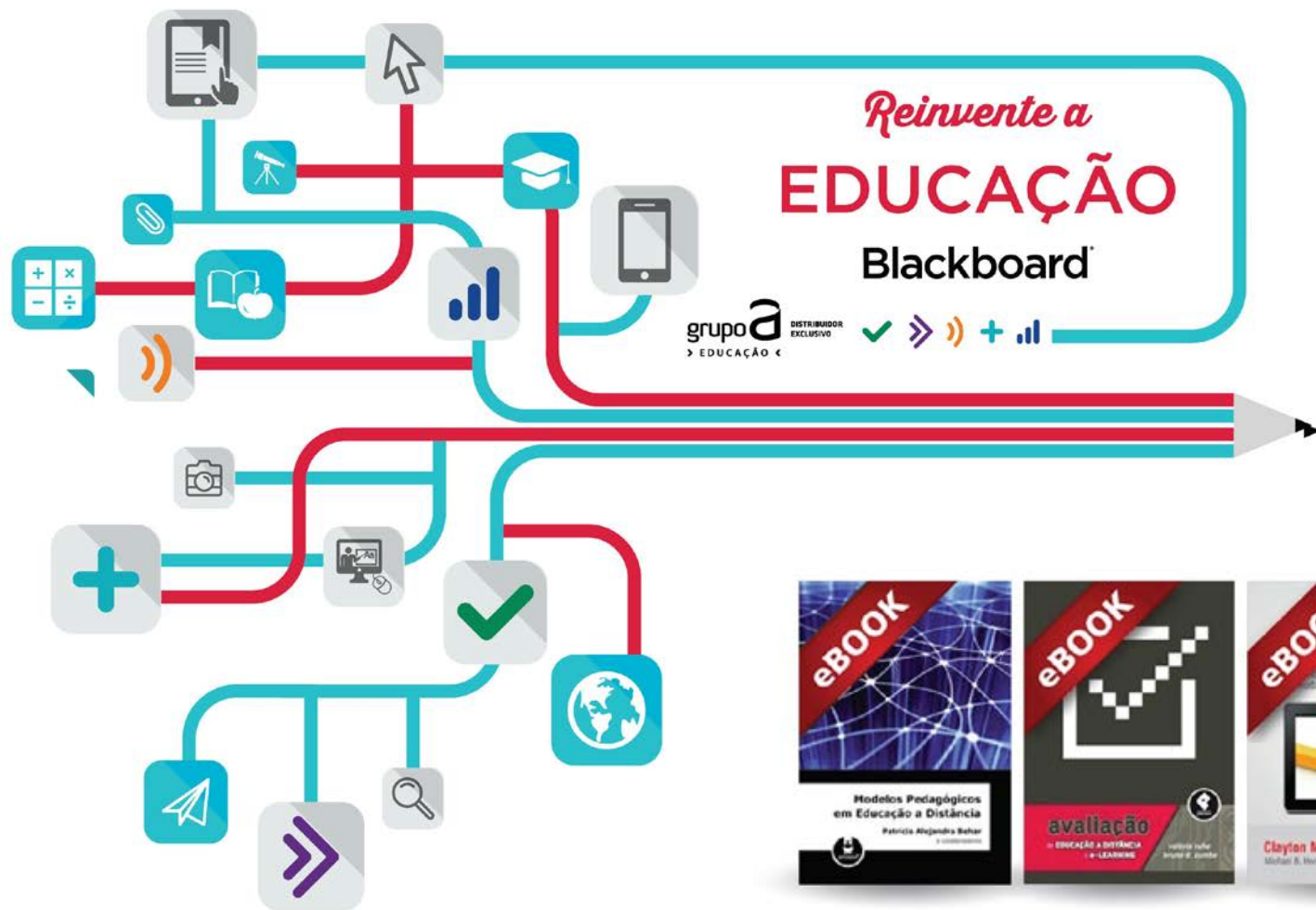
[Redo Map Overlay](#)



100%

DOS CLIENTES
QUE ESTÃO USANDO
AFIRMAM QUE
RECOMENDARIAM
MOSAIC
PARA OUTRAS
INSTITUIÇÕES





Obrigado!

Pavlos Dias

Gerente Nacional da Blackboard

pdias@grupoa.com.br

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