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Walking the Talk

By Peter Purton

“Frederick Ghahramani, co-founder of Vancouver, British Columbia-based AirG warns that mobile data users are different animals when Internet apps move to phones. He recalls how, in 2000, the industry assumed that the high-end games from the PlayStation and PC world so loved by teenagers would be equally popular on mobile. Not so: “The top mobile games turned out to be Tetris and bowling,” Mr. Ghahramani says, “and the players turned out to be soccer moms and taxi drivers.”

Social networking is proving just as quirky, he says. “Five years and 10 million users into this exercise, we’re still seeing [how] mobile social networking is patently different to online.”

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