手机互联 mobile connect

Digital Service Providers

Mobile Connect helps:
- Raised browser confidence
- Faster prospect engagement
- Increased customer loyalty
- Enhanced website brand perception
- Long term positive customer relationships

Find out more at the GSMA Innovation City (W4)

GSMA Innovation City 创新城市

Experience and get involved with Mobile Connect here today at the GSMA Innovation City W4. B130 & W4. E130

WIN with **Mobile Connect** Collect the icons and top our leaderboard for the Mobile Connect challenge for a chance to win a prize.* (W4)

*Terms apply

GSMA Innovation City 创新城市

欢迎您立即前来 GSMA 创新城市，W4 展厅 B130、W4 展厅 E130 **参与并亲身体验 Mobile Connect 手机互联**

赢在 **Mobile Connect** 手机互联 收集图标并在 **Mobile Connect** 挑战赛中冲进排行榜前列，将有机会赢取大奖。* (W4)

*适用条款

数字服务提供商

Mobile Connect 手机互联有助于：
- 提升浏览器可信度
- 加快吸引潜在用户
- 提高客户忠诚度
- 增强网站品牌认知
- 长期维持正向的客户关系

了解更多精彩尽在 **GSMA 创新城市** (W4)

数字身份验证的新标准

81%
的受访者强力同意或比较同意
忘记密码时需要重置账户
是一个显著的问题
（仅上海受访者）*

Mobile Connect 手机互联
具备隐私保护功能且便捷安全
的通用登录解决方案

*来源：GSMA《2015 年中国 Mobile Connect 手机互联消费者研究报告》

The New Standard in Digital Authentication

81%
strongly or somewhat agree that forgetting passwords and having to reset accounts is a significant problem (Shanghai respondents only)*

Mobile Connect
the convenient and secure universal log-in solution with privacy protection

*Source: GSMA 's Mobile Connect Consumer Research Report 2015, China

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Mobile Operators...

can put trust back into digital services by providing secure authentication and identification.

Find out how at the GSMA Innovation City (W4)

移动运营商...

通过提供安全的身份验证
与识别服务重新赢得用户
对数字服务的信任。

了解更多精彩尽在
GSMA 创新城市 (W4)

Mobile Identity for the Connected Life
Wednesday, 15 July - 13:30 - 14:30
level 3 in the Kerry Hotel

With the upturn in internet-connected things and an increase in applications gathering personal information, concern over online security and privacy has grown. The connected life and the rise of Internet of Things presents great opportunities, with Machina Research predicting that the positive impact on the global economy could be as much as US$4.5 trillion per annum. Consumers are hungry for innovative and efficient digital services but they are protective of their personal data. What frameworks and technologies can be put in place to protect consumer data while cultivating and enhancing future digital services? This session will feature some of the world's leading CEOs as they discuss the opportunities and challenges associated with delivering trusted, private and secure digital services in the era of the Internet of Things.

KERRY HOTEL 嘉里大酒店
ENTRANCE HALL 2 2号入口
HALL 展览厅 W5
HALL 展览厅 W4
HALL 展览厅 W3

互联生活中的移动身份
7 月15 日周三 – 13:30-14:30
level 3 in the Kerry Hotel

随着接入互联网的设备不断增加、搜集个人信息的应用程序越来越多，人们对网络安全和隐私的忧虑也随之增加。互联生活以及物联网的出现带来了巨大商机，Machina Research 预计这为全球经济带来的正面收益可达 4.5 万亿美元/年。消费者在迫切需要创新高效的数字服务的同时，也需要保护自己的个人数据。何种框架和技术可在发展、改善未来数字服务的同时保护消费者数据？本场演讲将邀请世界顶级的 CEO 作为嘉宾，一同探讨在物联网时代提供安全可信的私人数字服务所面临的机遇和挑战。

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