



12<sup>th</sup> September 2006

The Doctor Can See You Now

---

London, UK - 12 SEPTEMBER, 2006: 3G Doctor, an UK start up that is launching the world's first 3G video calling Doctor service, features within a Mobile Marketing Magazine interview with David Wood, Executive Vice President, Research, at Symbian.



## The Surprising Smartphone

*David Wood, Executive Vice President, Research, at Symbian, explains how the Smartphone creates "unexpected convergence" leading to the development of innovative mobile products and services...*

### The 3G Doctor

And let's not forget health. 80% of adult American Internet users have used the Internet to research information about diseases, health care, and other medical topics. It's no surprise that Smartphone owners access similar online information from their mobile Web browsers. However, Smartphones are communicators as well as information browsers. The new '3G Doctor' service utilises the communicator features. It furnishes busy users the opportunity to meet with qualified General Medical Council registered doctors by 3G video calling. This addresses the fact that many young adults often feel they are too busy (or are too embarrassed) to take time off work and other activities to attend a doctor's surgery. 3G Doctor makes it easy for users to supply medical information via an online form, and then one of the registered doctors rings the user for a 3G video consultation. The impact of face-to-face communication adds to the authenticity of the experience.

### Seeing is understanding

Of course, medical consultations aren't the only kind of telephone call where there's benefit from seeing the face of the person you're talking with. In some

parts of the world, such as Hong Kong, there's considerable interest in fortune-telling by phone. Apparently, people feel it works better if you and the fortune-teller can see each other's face. That's presumably because there's more to what someone says than just the words used and the tone of voice. There's a considerable additional amount that is conveyed in the look of the face, in hand gestures, and in other body language. In classic experiments in the 1960s, Albert Mehrabian, Professor of Psychology, UCLA, established the following breakdown for the effectiveness of spoken communications when discussing feelings and attitudes:

\* 7% of meaning is in the words that are spoken

\* 38% of meaning is paralinguistic (the way that the words are said, including the tone of voice)

\* 55% of meaning is non-verbal (facial expressions and other body language).

### About David Woods, VP, Symbian

David Wood was a co-founder of Symbian, having joined Psion (Symbian's original parent company) in June 1988. He has been successively immersed in virtually every department in Psion and Symbian. In the early 1990s, he managed teams that created highly successful software for SIBO, the 16-bit predecessor of Symbian OS. He went on to lead the build and integration team for version 1 of Symbian OS. From 1998 to 2002 he headed Symbian's Technical Consulting department, building and directing teams that worked with Symbian's customers to create the world's first smartphones. During 2002 and 2003 he held the position of EVP of Partnering, supervising the rapid growth of Symbian's partnering programs. Since 2004 he has been Symbian's EVP of Research. Before joining Psion, he spent eight years studying mathematics and the philosophy of science at Cambridge University, and was head of the mathematics department at a leading London tutorial college.

*This article forms part of David Wood's 'Insight' series look at the smartphone industry. If you're interested in the future of mobile telecommunications there are very few more informed sources from which you can learn more...*

[www.symbian.com/symbianos/insight/index.html](http://www.symbian.com/symbianos/insight/index.html)

### About Mobile Marketing Magazine

Mobile Marketing Magazine is the online magazine dedicated to mobile marketing. The site is designed as a one-stop shop for information about mobile marketing, including news, views, campaigns, case studies and advice.

Mobile Marketing Magazine is edited by David Murphy, a journalist specialising in marketing and technology. To receive regular updates about new content on the site, please visit their helpful website

[www.mobilemarketingmagazine.co.uk](http://www.mobilemarketingmagazine.co.uk)

## About 3G Doctor Limited

3G Doctor is a registered Doctor led service that is launching in the UK to provide adults (aged 18+) with affordable, private round the clock 3G Video Call access to their medical information and the advice of highly trained General Medical Council registered Primary Care Doctors. These carers are waiting to answer queries, diagnose medical problems and recommend treatments. The service is an important development in the mobile pervasive future of healthcare and has been created to help meet the evolving need for remote access to the regulated advice of qualified and registered Doctors.

<http://www.3gdoctor.com>

---