



Upwardly Mobile

Milestones in mobile technology
from Motorola to MyChoice® and
everything in between



Everyone remembers their first cellphone.



Whether you had one of the earliest shoe-sized models that weighed more than a pound, one of the thin, slick flip phones that revolutionized the dramatic hang-up, or one of the first Apple® or Android® smartphones that was a phone, camera, and computer in one—the first phone not connected to a landline is a milestone moment in all of our lives.

Since the first cellphone hit the market in 1973 to the release of the iPhone® 12 in 2020, the world has without a doubt been on a swift upwardly mobile trajectory. In the U.S. alone, 85% of people now have a smartphone, up from 35% just 10 years ago.¹ Over the average lifetime, a mobile user will have:

- ▶ **Purchased 22 phones**²
- ▶ **Spent \$75,354** on cell service bills and app purchases/subscriptions²
- ▶ **Scrolled and streamed** for 2 years and 6 months on Instagram® and YouTube®³
- ▶ Tapped, texted, clicked, swiped, and stared for **76,500 hours** on a smartphone⁴

Those are numbers worthy of reflection. Click to follow the fiber optic cable and relive these key moments in mobile history.

¹ Mobile Fact Sheet; Pew Research Center, 2021.

² Will Smartphones Rob Your Retirement?; Flipsy, 2018.

³ How Much Time Do We Spend on Social Media?; MediaKix, 2016.

⁴ You'll Spend Almost Nine Years of Your Life Staring at Your Phone; WhistleOut, 2020.



1973

The first cellphone was invented by Motorola®. On April 3, 1973, Motorola engineer Martin Cooper made the first-ever cellphone call.



1996

Innovation has entered the chat. The first phone with a QWERTY keyboard was released, and our thumbs have never been the same. Now, **the average person sends or receives 41.5 texts per day.**⁵



1997

The year there was officially “an app for that,” with the first mobile app called Snake. Today, the average American smartphone user has close to **90 apps installed on their phone and uses almost 8 apps every day.**⁶



⁵ How Americans Use Text Messaging; Pew Research Center, 2011.

⁶ Mobile App Usage—Statistics and Facts; Statista, 2021.



1999

All the heart eyes! Emojis were invented.



2000

Smile! The first camera phone was released, sparking selfies galore. Why we also started taking photos of our food remains unknown.



2004
-2006

Four of the apps we now know and love (or love to hate) were launched over these three years: **Facebook® (2004), YouTube® (2005), Twitter®, and Spotify® (2006).**



2007

The year that changed everything. **The first iPhone hits the market.** And the **first Android** followed close behind in 2008.



2010

“Hey, Siri®!” enters the lexicon, with the release of the personal digital assistant along with the iPhone 4. The same release also featured the rollout of FaceTime.

And a new career of “influencer” was born, with **the launch of Instagram.**



2013

Thumbs up! Touch ID reaches mainstream for smartphone authentication.



2017

The eyes have it. Smartphone authentication gets an innovative facelift with the **launch of Face ID®.**



2017-
today

Businessolver used previous mobile innovations as a springboard to innovation all its own. Launched in 2017, the MyChoice® Mobile App was the jumping-off point to giving employees seamless, any day, any time access to their benefits.

Backed by empathy-driven design and built around intelligent applications, the award-winning app is employees' go-to hub for their benefits needs, no matter where or when they need them.

Since its initial release, the MyChoice Mobile App—and its companions in the MyChoice product suite—now assists hundreds of thousands of users to:

Manage their benefit plans

- ▶ View a detailed account of their current and future benefits plans.
- ▶ View and change all beneficiaries for applicable insurance policies.
- ▶ Send and receive important benefits documentation, including dependent verification and EOI.
- ▶ Upload and store images of their ID cards for on the go.

mychoice®
Mobile App



2017-
today

Access personalized benefits recommendations

- ▶ Use the MyChoice Recommendation Engine to get real-time support for choosing benefit plans.

Get 24/7 benefits guidance and support

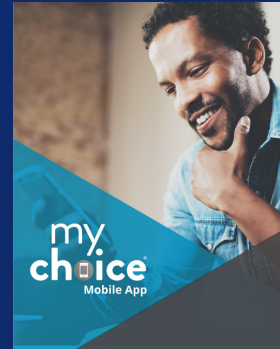
- ▶ Chat with personal benefits assistant SofiaSM to get real-time answers to questions about their benefits, enrollment, life events, or required documentation.

Manage their benefits accounts

- ▶ Manage all consumer accounts, such as health savings accounts (HSAs), flexible spending accounts (FSA), commuter benefits, fitness reimbursements and more using MyChoice Accounts.

Find and book medical appointments

- ▶ Access smart technology to find quality, cost-effective, and convenient care providers—in their network and their neighborhood—through MyChoice Find a Provider.



Keep your workforce
upwardly mobile
with the MyChoice
Mobile App





Market-Leading Benefits Technology +
Innovative, High-Touch Services

businessolver.com

