



Atlanta: Where mobile innovation meets the real world.

Atlanta offers a world-class, collaborative ecosystem of big brands, digital media leaders, technology powerhouses, universities and a dynamic startup community that results in an unsurpassed location to drive mobile innovation on a large scale.

Global consumer brands that set the bar for mobile innovation worldwide. Atlanta is home to some of the biggest mobile technology marketers worldwide, including The Coca-Cola Company, Delta Air Lines, The Home Depot, InterContinental Hotels (IHG) and UPS.

Hub for Digital Media & Consumer Content. Atlanta is also the home to several of the top consumer content, news and information brands in the world: Turner Broadcasting (including CNN and various entertainment networks), The Weather Company, an IBM Business (including The Weather Channel), and Cox Enterprises (including Cox Broadcasting and AutoTrader).

Technology Powerhouse. Atlanta companies drive fundamental innovation in mobile B2B infrastructure with particular strength in financial technology, healthcare and logistics. Headquarters like AT&T Mobility and AirWatch by VMware drive broad, explosive growth.

Higher Education and Robust Talent Pipeline. Atlanta has a critical mass of digital professionals and university talent building the future of mobile.

Dynamic Startup Ecosystem. Atlanta has a thriving startup ecosystem with more than 1,000 tech startups, and fosters a culture of collaboration and drives innovation.





Key Facts and Stats about Mobility

- #1 Mobile-friendly U.S. city – *Nerd Wallet, July 5, 2016*
- For North America – the mobile ecosystem contribution to the GDP was \$670 billion in 2014. That will equal an economic contribution of \$750 billion by 2020 - *GSMA*
- For North America – 2.3 million jobs were directly or indirectly supported by the mobile ecosystem in 2014.
- The Weather Channel app is ranked the No. 2 iPad and No. 7 iPhone app according to Apple's list of all-time Top 25 most downloaded free and paid apps.
- 70 percent of all U.S. payments are processed through Georgia companies, such as First Data, Global Payments, Fiserv, Worldpay and Elavon – *Technology Association of Georgia*
- The metro Atlanta region has more than 275,000 college students enrolled at 70 colleges and universities – *Metro Atlanta Chamber*

Schools & Academic Programs

- Education programs in mobile graphic design, digital media, human-computer interaction, software engineering, computer science, gaming and cyber/information security
- Broadband Wireless Networking Lab at Georgia Tech is transforming computer science education.
- Georgia Tech's Center for the Development and Application of Internet of Things Technologies
- Georgia Tech's Institute for People and Technology
- University of Georgia's Mobile News Lab
- University of Georgia's New Media Institute
- SCAD's Mobile and Interactive Design Major

Industry Partners

- Atlanta Interactive Marketing Association (AIMA)
- Atlanta Mobile Marketing Organization (AMMO)
- Association of Telecom Professionals (ATP)
- GSMA
- Location Based Marketing Association (LBMA)
- Technology Association of Georgia (TAG)
- Wireless Technology Forum (WTF)
- Women in Technology (WIT)

Incubators, Accelerators & Co-working spaces

- ATDC Georgia Tech
- Atlanta Tech Village
- Center for Civic Innovation Atlanta
- Collider
- Cornerstone Coworking
- Emergence
- Flashpoint @ Georgia Tech
- Flatiron City
- Georgia Tech Venture Lab
- K South
- Ignite HQ
- Medtown Ventures
- NeuroLaunch
- NEX Atlanta
- Opportunity Hub
- Point of Light
- Roam
- Strongbox West
- Switchyards
- Tech Square Labs
- The Innovation Factory

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