Where Wireless Matters

New Ventures

David Skok
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Wireless

2.5G

Voice
Data

Applications & Services

Merged Networks

Cellular

WLAN's

802.11

Chips

Security

HAN's

802.15.3

Streaming Media
ARPU – New Applications and Services

- Push to talk (Nextel)
- SMS – Instant Messaging
- MMS
  - Photos
  - Videos
- GPS – Location based services – driven by E911
  - Driving directions
  - Traffic reports
  - Geographical Buddy Lists
  - pCommerce (Nearby gas, parking, restaurants, stores, etc.)
  - Track location of kids, elderly, etc.
- Paid Content
  - Paid by the consumer
  - Paid by the producer (1-800 web sites)
  - Paid by advertisers
- Wireless devices as credit cards
- More sophisticated Billing & OSS Software required
The Connected Device Wave

1st Generation
Human & Browser

2nd Generation
Machine to Machine (Web Services)

3rd Generation
Devices

- New Devices
- Software
- New Networks
- Management

Devices
- Cars, Trucks, Ships
- Containers
- Plant & Machinery
- Household appliances
- Toys
Home of the Future – 802.15.3 Streaming Media

- Music
- Photos
- Videos

Central Home Server

Digital

Tivo
Conclusion

- Still lots of areas for innovation
- Current market depressed
  - The pendulum has swung too far the other way
  - Will take 1-3 years to return to normal