Wireless Trends

Presented to:
NSRC Industry Day 2008

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8 October 2008
Outline

- Background
- Review Significant Wireless Trends
- Discussion
Background

IMT-2000

The ITU vision of global wireless access in the 21st century

Source: International Telecommunications Union
Consolidation

- In 2005, the top five wireless carriers controlled 83% of the U.S. cellular market.

- Today, including Verizon Wireless’ planned purchase of Alltel, the top four carriers could control more than 90% of the market.

Source: RCRWirelessNews:10 Trends in Wireless Mobility
Consolidation (Cont)

Source: www.youtube.com
Wireless carriers – and their network partners – are moving beyond the phone to become Internet companies.

Motorola has publicly stated it wants customers to have “liquid connectivity”, where content is transferred seamlessly from your home TV to the cell phone in your hand to the in-dash entertainment system in your car.

Source: RCRWirelessNews:10 Trends in Wireless Mobility
A cellphone isn’t just about making a voice call anymore

Source: www.youtube.com
Social Networking

- Geo-location is nearing the tipping point. It’s the connector that is currently missing from the mobile search, data, and user generated content market. But soon it will be the backbone of the mobile communication ecosystem.

- Knowing where your friends are, how to meet them, where they have been and what they thought of it, will transform the mobile interface from a passive to an **active addictive** tool.

  Bena Roberts  
  Chief Mobile Search Analyst, BKI Media

Source: “Location==Defining Link of Social Mobility,” Sam Altman, Loopt, Inc. | CEO and Co-founder Presentation from Navigation 2007 Conference
Social Networking?
Social Networking (Cont)

Did you know...

- You are in DUMBO, Brooklyn. It stands for “Down Under the Manhattan Bridge Overpass”
- You are 0.7 miles from the Brooklyn Bridge!
- Loft for sale, $1.16m
- Your friend, Will, is within one mile from you right now (Loopt)
- Jacques Torres, French chocolatier, is famous from the Food Network show, Chocolate with Jacques Torres. He owns US chocolate shops like
- Reviewers give 4.5/5 stars. Some called their fancy with this shop “an affair”
- Your friend, Henry, was here on 7/10/2006, and loved the hot chocolate!

Source: “Location—Defining Link of Social Mobility,” Sam Altman, Loopt, Inc. | CEO and Co-founder Presentation from Navigation 2007 Conference
Evolutionary Air–Interfaces

Source: www.Agilent.com
Navigation + Wireless Internet
Revolutionary Devices
Discussion
Thank You

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