

GROUP PROJECTS

CASE 17: ASSESSING A WIRELESS FUTURE

Emerging Trends and Technology

“Intelligent wireless handheld devices are going to explode, absolutely explode over the next several years.”—Steve Ballmer, CEO, Microsoft.

Wireless, mobility, small form factor, pervasive computing, the anytime network—whatever name you choose—it’s here. The price of easy-to-handle devices that provide access to a variety of applications and information is rapidly falling while the efficiencies of such devices are increasing. More and more, the business user is looking to use mobile devices to perform tasks that previously could be handled only by the desktop PC. End user adoption is skyrocketing. The next 18 months will demonstrate a true growing period for mobile computing as the world changes to one characterized by the mobile user.

As this market sector grows, software and information companies are beginning to evolve their products and services. Wireless mobility and associated functionality provide new market opportunities for both established companies and new entrants to increase efficiency and take advantage of new revenue possibilities. The services to Internet-enabled mobile devices create a vast array of new business opportunities for companies as they develop products and services that utilize location, time, and immediate access to information in new and innovative ways.

Some of the lower-profile topics currently being developed at this time include:

- Hard drives for wireless devices
- Global-roaming movement
- Mobile power supplies that run on next-generation fuel cells

All three could bring about significant changes in the wireless space.

You have been asked to prepare a presentation using a presentation package such as Microsoft’s PowerPoint. Using the list of wireless solution providers and manufacturers provided in WIRELESS.htm, select at least two developers and create a presentation that will emphasize the following topics:

1. What products or services are currently under development?
2. What is the target market for that product or service?
3. What are the key features that product or service will bring to the wireless industry?
4. Which provider/manufacturer/developer seems to be the first to market with their product?
5. How is the wireless product or service content being delivered?

6. Are the products or services able to deploy interactive multimedia applications to any digital wireless device, on any carrier, or across any type of network?
7. Are there any new privacy concerns that are being discussed in relation to the new products or services? (These can include concerns from being able to track users' preferences, purchasing history or browsing preferences, or the capability to track a user's physical location while using a wireless device.)
8. How does this product or solution affect the global marketplace?
9. What is the current retail price for the wireless products or solutions?
10. Is current bandwidth available to the wireless industry a concern?

Your task is to weave the information you find into a coherent presentation using graphs and art where appropriate.

Some Particulars You Should Know

1. Content Principles
 - Each slide should have a headline.
 - Each slide should express one idea.
 - Ideas should follow logically.
2. Design Principles
 - Follow the “Rule of 7”—no more than seven lines per slide and seven words per line.
 - Keep it simple.
 - Keep it organized.
 - Create a path for the eye.
 - Divide space in an interesting way.
 - Use at least 30-point type.
 - Use colour and graphics carefully, consistently, and for a specific purpose
 - Use high-contrast colours (black/white, deep blue/white, etc.).
3. File: WIRELESS.htm (html file).