

# Mobile Multimedia

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## The Last Frontier...

- We are slowly but surely entering the era of (mobile) wireless multimedia
  - Today's wireless LANs match the performance of wire (802.11b – 11 Mbps; 802.11a – 6 – 54 Mbps)
    - Could be (and are being) deployed in the wide area (hot spots)
  - But today's wireless WANs *do not* (9.6 – 14.4 Kbps in most circuit systems; packet services to 19.2 Kbps but with very high latency)
- But there is hope...



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# Mobile Wireless Broadband Technologies

- 2.5G cellular – to 64 Kbps
  - General Packet Radio System (GPRS) - GSM
  - IS-95B (CDMA)
- 3G cellular – 144/384 Kbps, 2 Mbps
  - WCDMA (Europe/Japan)
  - CDMA-2000 (US and elsewhere)
- IP-based broadband networks – >2 Mbps
  - Arraycomm, Flarion, Motorola, others



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# Key Challenges and Barriers



*Subscriber Units –*  
- Screen size  
- User interface  
- Battery life



*Wireless Networks –*  
- Throughput  
- Capacity  
- Coverage  
- Support for time-boundedness



*The Business Model –*  
- Voice/data balance  
- Pricing  
- Content availability



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## Our Speakers Today...

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- Lee Friedman, Director of Services Architecture, *BellSouth Internet Services*
- Jeff Smith, Director, US Products, *Activesky*



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## Thank You!

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