



PRESENTS

NETWORLD INTEROP

an INTEROP event

Mobile Multimedia

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Agenda

- Where are we?
- Why are we there?
- Where are we going?
- How do we get there?

Where are we now?

- Text based Services
- WAP
 - Lower than expected adoption

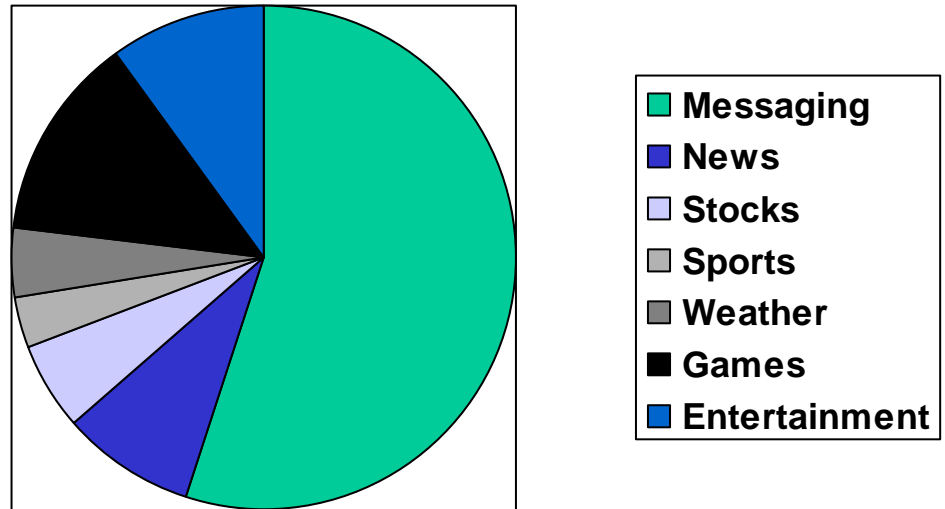
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Portals
1▶AirFlash
2 Excite
3 Genie
4 MoPilot
5 Strategy.com
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OK Menu
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Today – stats

- WAP
- SMS
- Sync

Main uses for WAP

- Messaging
- News
- Stocks
- Sports
- Weather
- Games
- Entertainment



Why are we where we are?

Limitations

- Bandwidth
- Screensize
- User Interface
- Battery Life

Viewing the Web on Wireless quickly runs into these limitations.

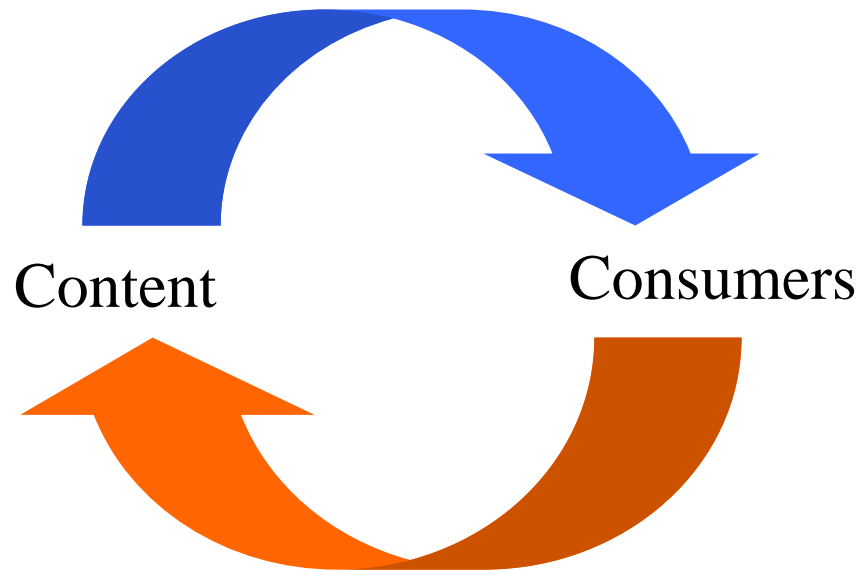
Wireless Internet?

“Many new Third Generation services will not be Internet-based, they will be truly unique mobility services. By 2005, more data than voice will flow over mobile networks.” *

***UMTS Third Generation Market –
Structuring the Service Revenues Opportunities**

Media transitions

- Providers stay with what they know
- Try things proven on Wired Data Access
- No money for unproven non-existent markets
- Consumers follow content, Content producers follow consumers.



Consumer's Benefits

Consumer Demand:

- Entertainment, News and Information
- Multimedia Messaging
- Localized-based Services
- Mobil Internet Access
- Rich real-time communication (video, etc.)

Wireless multimedia provides

- Mobility
- Instant access to content and services
- Personalized experience
- True interactivity

UMTS Third Generation Market – Structuring the Service Revenues Opportunities, 2000

Opportunities

- Mobility
 - Cut the desktop leash
- Personalization
 - 1-1 Consumer/Device
- Immediacy
 - Time specific information
- Interactivity
 - Consumer has control of experience

Where does advertising fit?

“Wireless advertising is more likely to be successful if advertisements are interactive and targeted”

- SkyGo study 2001

- Enabled by Personalization and Interactivity
- Consumers very jaded by web advertising
- Need to be smarter about wireless advertising

Wireless application requirements

- Target Mobile device advantages
 - Wireless access allows for community
- Fit usage models
 - Small time segments
 - Allow users to control level of involvement
 - Allow easy re-entrance
- Generates revenue
 - Advertising
 - Subscription
 - Airtime
 - Transaction

“Entertainment Snacks” or “Killing periods of Microboredom”

A Picture can be Worth a Thousand Bytes

4:24p

MOTOX@SPORTS ONLINE

Travis Pastrana Interview

Carl Stone caught up with Travis Pastrana in the early rounds of the EA Sport's Supercross series. Travis was trying his luck out in the 250 ranks before launching his assault on the 125 eastern region rounds. Having won that first eastern round, Travis pretty much set the pace for the rest of those rounds. Travis's positive attitude and refreshing outlook, mixed with an uncanny natural ability on anything with two wheels puts him in the spotlight as one of the sports youngest, as well as most talented role models to come along for quite some time. Read on to see what Travis had to say.

Carl Stone:As much freeriding as you do it seemed to be such a freak thing that you broke your leg on a BMX

View Tools

4:24p

MOTOWEB..

JUNE 2000 MOTOX@SPORTS ONLINE



Pastrana at the '98 Masters

Travis Pastrana Interview

Carl Stone caught up with Travis Pastrana in the early rounds of the EA Sport's Supercross series. Travis was trying his luck out in the 250 ranks after making a quicker than expected recovery. [Read on...](#)

View Tools

Demos

Interactive Scoreboard
Media Game

Sports Scenario - User

