

SPECIAL ADVERTISING SECTION

# MOBILE COMMUNICATIONS

CTIA WIRELESS 2007

## Innovative Smartphones Transform the Road Warrior's Toolkit

By Peggy Anne Salz

**T**echnological advances mean today's mobile devices are fast becoming tomorrow's must-have business tools, helping companies achieve greater efficiencies from an always-connected work force.

The global market for mobile computing will reach some \$89 billion by 2011, compared with \$63.5 billion last year, according to BCC Research, a market-research company based in Wellesley, Mass. While notebook computers will continue to dominate, smartphones — intelligent cell phones that resemble mini-computers — are expected to have the greatest growth potential.

Hand-held devices are capable of managing more than just calendars and contacts. They provide users with access to vital applications, such as Microsoft Office and Outlook, as well as company-specific applications, and empower road warriors to send and receive data via a variety of channels, including voice-mail, email, text alerts and instant messaging, observes Avi Greengart, principal analyst at Current Analysis, a strategic market intelligence firm, speaking from Teaneck, N.J.

"For highly mobile workers, a

laptop may not have ever been the right device, and, in fact, many of these workers don't have laptops today," Mr. Greengart says. "In these cases, devices designed for mobility replace a laptop."

But that's not all they can replace. The mobile device is evolving into a multi-tasking Swiss army knife that can function as a personal navigation system, a barcode scanner, a camera, a radio, a television, a remote control, a digital music player, a photo album, a games console and an archive. With so much functionality rolled into one, it's no wonder surveys consistently conclude that the mobile device is the one device people like to have with them at all times.

Today's obsession with mobility is perhaps most pronounced in Japan, where many handsets have replaced the wallet and regularly function as cash, credit cards and train tickets for millions of consumers.

A prime example is Edy, a contactless-payment system operated by mobile operator NTT DoCoMo, together with Sony and bitWallet, an electronic-payment company part owned by NTT DoCoMo. To pay for goods and services the phone is waved over an electronic reader. Edy processes 15 million transactions a month, double last year's rate, at some 43,000 stores.

A growing number of mobile workers and a greater focus on improving operational efficiency and customer experience are fueling innovation at mobile-device manufacturers.

Motorola has introduced the Moto Q device series, a super-slim smartphone aimed at enterprise users; Research In Motion has unveiled its BlackBerry 8800, a full-feature device including GPS navigation and multimedia capabilities; and Samsung has announced the i600, an ultra-slim, enterprise device (offering more functionality for workers) with Wi-Fi hotspot connectivity.

Central to Nokia's enterprise-mobility offer is a trio of new Eseries devices, including the Nokia E90 Communicator. This quad-band, feature-packed device allows road warriors to take their office with them, and represents a "quantum leap" in both device functionality and what workers can accomplish, notes Antti

Vasara, Nokia's Helsinki-based senior vice president, mobile services, enterprise solutions. "Providing mobility is no longer only about bringing operational benefits to the corporation; it's about harnessing connectivity to transform how workers use mobility in their professional and personal lives."

The mobile-communication industry is only starting to understand which capabilities mix will satisfy consumer demand. "We are only scratching the surface

### Mobilizing the work force requires an evolution of capabilities, not a revolution.

of the new possibilities this [mobility] offers," Olli-Pekka Kallasvuo, Nokia's Helsinki-based president and CEO, recently said.

However, an abundance of breakthrough features is useless if users can't access them. According to Wacom Components, a technology provider with its European headquarters in Cambridge, U.K., in a recent survey, 85% of consumers admitted they can't access or use mobile services due to increasing device complexity. Nearly three quarters of respondents said they felt their handsets are too difficult to navigate.

Also, nearly three quarters of users still don't access the Internet from their cell phones because of problems associated with displaying or navigating the content, according to Hostway, a Web-hosting provider based in London.

Against this backdrop, some companies are borrowing from the concept of PC desktop search to help users find what they want on their phones as well as on the mobile Web — without making them look for it.

One such company is Dulles, Va.-based Tegic Communications, best known for its flagship T9 Text Input product, which is at the heart of over 800 cell-phone models world-wide. Its new T9 Discovery Tool software allows users to access content, services and applications —



whether they're using the phone or the mobile Web — with a few key presses. Typing "m-a" for example, might bring up a mapping application, contact information for "Mark" or a number of other features beginning with those letters.

Tegic's Discovery solution represents a "new user-interface paradigm" that takes the pain out of accessing and using a mobile device's plethora of features and functionality, says Bill Schwebel, president, Tegic Communications and senior vice president, AOL Wireless, speaking from Dulles. "Using a phone for more than voice requires a new interface; otherwise people won't use the functionality."

Tegic's solution goes beyond making mobile services and features usable; it encourages people to use them, Mr. Schwebel says. "Once users know what functions and features their devices offer, and understand which are relevant to their jobs, they tend to use them more."

Some companies are harnessing voice — the easiest interface — to help users find, access and explore their phone's features. "Today's mobile devices have many untapped features," observes Craig Hagopian, president and co-CEO of V-ENABLE, a voice-technology provider headquartered in San Diego.

Mobilizing the work force requires an evolution of capabilities, not a revolution, Mr. Hagopian explains. "Voice capabilities are easily understandable and readily available, which makes them an ideal component in a cohesive and comprehensive mobility solution."

Mr. Hagopian is bullish about the outlook for voice mobile search. "Simply speaking into your phone can give you maps, directions, an address, a phone number — in seconds." The same interface enables users to dictate and send emails, text messages and interact with the core functionalities of their phones. "Think of it as a Google for your phone," he says.

The jury is out on whether one interface, or a combination of several, will allow users to unlock the potential of their mobile devices. No matter which approach wins, the mobile work force is certainly armed with the features and functionality to get the job done — fast.

# THIS WEEK PREVIEW

For more information about coming economic reports—and what they mean—go to Barron's Online's free Economic Calendar at [www.barrons.com](http://www.barrons.com)

**Wednesday:** Fed Chairman Ben Bernanke discusses the economic outlook when he appears before the Joint Economic Committee.

### Monday 26

**Look for new-home sales** to have risen nearly 7% in February, to an annual pace of one million, after plunging 16.6% in January, says Lehman.

**The Bank of Japan** issues minutes for its February meeting.

**President Bush** meets with officials of the Detroit Three auto makers to discuss alternative fuels.

**China's President Hu Jintao** visits Russia and is expected to sign some energy deals.

**Kimberly-Clark** holds an investor day.

### Coming Earnings

Day	Company	Consensus Estimate	Year Ago
M	Dollar General Corp (4Q)	0.38	0.46
	Tiffany & Co (4Q)	1.05	0.97
	Phillips-Van Heusen (Y)	0.44	0.41
T	Lennar Corp (1Q)	0.43	1.58
	McCormick & Co Inc (1Q)	0.31	0.27
	Gamestop Corp (4Q)	0.80	0.55
	Fuller (H B) Co (1Q)	0.29	0.28
W	Paychex Inc (3Q)	0.35	0.30

More Earnings on Page M67

### Consensus Estimate

Day	Time	Consensus Est	Last Period
M	10:00	February New Home Sales	990,000 / 937,000
T	10:00	March Consumer Confidence	108.4 / 112.5
W	8:30	February Durable Goods	3.5% / -8.7%
Th	8:30	Q4 GDP (f)	2.2% / 2.2%
F	8:30	February Personal Income	0.3% / 1.0%
	8:30	February Consumption	0.3% / 0.5%
	9:45	March Chicago PMI	49.5 / 47.9
	10:00	March Michigan Sentiment (f)	88.5 / 88.8
	10:00	February Construction Spending	-0.5% / -0.8%

Unless otherwise indicated, times are Eastern, r-revised from last week. Source: Bloomberg FOR MORE INFORMATION about coming economic reports - and what they mean - go to Barron's Online's free Economic Calendar at [www.barrons.com](http://www.barrons.com)

**Boston Scientific** meets with analysts during the American College of Cardiology conference.

**Tiffany** discusses fourth-quarter earnings on a conference call.

**CarMax** splits its shares 2-for-1.

### Tuesday 27

**The consumer-confidence index** probably has fallen 6.5 points this month, to 106, on concern that rising mortgage delinquencies will cause a deeper housing recession, predicts Lehman.

**The House Financial Services Committee** holds a hearing on protecting home ownership and on subprime mortgages and foreclosures.

**Home builder Lennar** holds an earnings conference call.

### Wednesday 28

**Fed Chairman Bernanke** speaks to the Joint Economic Committee about the economic outlook, and may shed some light on the conflicting signals given in the last Fed statement.

**Durable-goods orders** rose 2.8% in

February, says Mission Residential Research. Attention will be paid to orders for nondefense capital goods, excluding aircraft.

**GMAC and Residential Capital** hold an investor forum.

**Alcatel Lucent** meets with investors.

**The Senate Finance Committee** holds a hearing on currency and the U.S. relationship with China.

### Thursday 29

**Little if any revision is expected** in the initial reading of 2.2% for fourth-quarter GDP, says MFR.

**Brocade** meets with analysts.

**Richmond Fed President Jeffrey Lacker** gives an evening speech on inflation and unemployment.

**U.S. Global Investors** splits 2-for-1 at the close.

### Friday 30

**Fed Chairman Bernanke** gives a speech on financing community development at a Fed Consumer and Community Affairs conference.

**Personal income** increased 0.3% in February, slowing from the surprising 1.0% gain in January, predicts Lehman. It sees consumption spending rising a cooler 0.2%, on declines in core retail and auto sales.

**The Chicago purchasing managers' March** reading is released at 10 a.m. Eastern Time. It's expected to move up to 50 from 47.9 in February.

**Brookfield Properties** splits 3-for-2 and **Cabot Oil & Gas** 2-for-1.

**Treasury auctions:** page 67

### Political Capital

## Of Football and Politics



When the Super Bowl airs next Feb. 3 on Fox, there's a chance you might catch a presidential contender making political pitches between the Budweiser and Snickers ads. The reason: Our largest states may be holding presidential primaries two days later on Feb. 5. Bowl ads cost a fortune—\$2.6 million for 30 seconds. Few candidates would want to spend that much. But the ads do reach a huge audience. Last month, 93.2 million fans saw the Colts trounce the Bears.

Are the ads a good buy? Media expert Mark McKinnon, president of Public Strategies in Austin, Texas, thinks so. Because Feb. 5 would become a national primary, the game would be the best way to reach the most people most effectively, he asserts.

California is leading the trend to turn Feb. 5 into what wags call "Super-Duper Tuesday." Fifteen other states, including six of the most populated (Texas, New York, Florida, Illinois, Michigan and New Jersey) are thinking about following suit.

Generally, politicians in national contests prefer to buy TV air time on cable or local stations in contested states because they are less expensive and reach targeted audiences. As a rule, campaign experts advise against ads on sports programs because "candidates and sports don't mix well," says media buyer Raymond Strother of Strother-Duffy-Strother of Washington. But the Super Bowl, which he calls a "mega event," is different in that it attracts a more diverse audience.

We note one pitfall: The ads have become as competitive as the game, with armchair critics rating them for polish and humor. A candidate might be ruined by finishing behind the Budweiser Dalmatian or the Blockbuster mouse two days before the primary.

—JIM MCTAGUE

Edited by Robin Goldwyn Blumenthal



Motorola's Moto Q smartphone (above) and Research In Motion's BlackBerry 8800 (top right)