

# Wireless Internet Access and m-Business

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A decorative graphic element consisting of a large, curved, blue gradient shape that starts from the left edge and extends towards the bottom right corner of the slide.

# Wireless Internet Technology

- *m-business (mobile business)* – using wireless devices with internet connections to access the internet
- *Devices: PDA (Personal Digital Assistant)*
- *Digital Cellular Phones*
- *Two-Way Pagers*
- *Laptop Computers*
- *Blackberry Handheld Devices*

# Wired Technology vs. Wireless Technology

## WIRED TECHNOLOGY:

- Requires wires to be connected from devices to access the Internet
- Is available virtually anywhere
- Is relatively in-expensive (via phone line), but may cost more via DSL or Cable Modem access
- Is un-accessible outside of wired networks
- Traditional hardware is large and bulky – newer hardware is becoming smaller
- Requires LAN or WAN access

# Wired Technology vs. Wireless Technology

- Uses smaller devices that are easily accessible and less cumbersome to handle
- Wireless services not offered everywhere – Ex: cellular service is unavailable on ships in the ocean, on airplanes, unpopulated or rural populated areas; satellite service that requires line-of-sight to the satellite do not work successfully indoors or in the shadow of buildings
- Wireless Internet is still relatively expensive

# Wired Technology vs. Wireless Technology Cont.

- Limited Bandwidth for wireless transmissions restrict the amount of data that can be sent over the network, as well as the speed of transmission
- Small screens on the devices make browsing the web difficult (but you can attach devices to semi-full or full keyboards for greater typing access)
- Wireless devices have smaller memory capacity and processors than desktop computers
- Wireless transmissions are easy to tap, making transmissions less safe and secure
- Concerns of radiation leakage or transmissions with some devices

# WIRELESS WEB TECHNOLOGY

- *Wireless Application Protocol (WAP)*
- *Web Clipping*
- *Microsoft's Pocket Internet Explorer (part of Pocket PC)*

# Wireless Local Area Networks (WLANs)

- *Radio Frequency*
- *Laser*
- *Infrared*
- *Bluetooth*

# LOCATION TRACKING AND GLOBAL POSITIONING SYSTEM

- *Global Positioning System (GPS)* – A system developed by the department of defense for military purposes, is now used in many commercial devices for the positioning of vehicles, provides accurate tracking information and expected delivery times and can be used for targeted marketing
- *Standard Positioning Service (SPS)*
- *Precise Positioning Service (PPS)*



# The Future?

- *Third Generation Technology (3G)* – Technology that will enable wireless devices to transmit data as much as seven times faster than the standard 56k modem
- Better bandwidth to enable faster wireless network services – leading to quicker and less expensive access
- Sitting on the beach or in the jacuzzi taking care of all your wireless needs