



August 25, 2006

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1. [Auction Update: Cable goes big for small licenses](#)
2. [BenQ posts another poor quarter](#)
3. [Shareholder advisory firm backs Alcatel/Lucent deal](#)
4. [Hutchison delays break-even forecasts for 3G biz](#)
5. [Ovum: 2006 the year for 3G momentum](#)



**Also Noted: Spotlight On... Mobile TV in Gartner's "hype cycle";** FLO Forum approves spec for mobile TV network technology; MSV awarded ATC patent; and **much more...**

**Friday Feature: Text to business: It's what's next in mobility**

**Editor's Corner**

Last call! Don't forget to register for the FierceMarkets IMS Executive Summit. In case you've forgotten, it's next week, August 29-30 in Washington, DC!

All of the event details, including the latest agenda updates and registration information can be found [here](#). As always, mention my name when you register using the code "LUNA" and save \$200! -Lynnette

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### 1. Auction Update: Cable goes big for small licenses

The Advanced Wireless Services auction now centers around smaller regional licenses. The cable joint venture with Sprint Nextel and four cable companies had high bids of \$2.1 billion on 132 spectrum licenses after round 44. NextWave, the infamous bankrupt company who fought the FCC to retain billions worth of PCS licenses in the mid-1990s, has been shut out of its quest for bidding on license for national coverage but has been steadily bidding on smaller licenses. As of round 44, NextWave had posted high bids totaling \$107.8 million on 145 licenses. Total bids have now reached \$13.1 billion.

For more about the latest rounds in Auction 66:  
- check out the FCC's [Web site](#)



Fierce Research for FierceWireless

### 2. BenQ posts another poor quarter

BenQ, the Taiwanese company that bought the struggling handset division from Siemens, hasn't been able to turn the business around. The company announced it will spend another \$400 million on its handset division, BenQ Mobile, and spin off another non-mobile business to strengthen the handset brand. BenQ announced another quarterly loss, its third in a row, in the second quarter and forecast flat sales and shipments in the third quarter.

For more about BenQ's struggling handset business:  
- read this [article](#) from *RCR Wireless News*

### 3. Shareholder advisory firm backs Alcatel/Lucent deal

Institutional Shareholder Services, the influential US shareholder advisory firm, recommended that shareholders approve Alcatel's purchase of Lucent Technologies. The recommendation comes [amid a gamut of analyst opinions on whether shareholders should approve the deal](#) as both companies' stock drops. "Although some degree of skepticism is warranted when evaluating any so-called merger of equals and the slide in share price of both Lucent and Alcatel is cause for concern, we believe the proposed transaction warrants Lucent and Alcatel shareholder support," ISS said. The companies have begun a formal process to obtain merger approval in the U.S.

To read more about the ISS backing of the Alcatel/Lucent deal:  
- check out this [article](#) from the *Financial Times*

### 4. Hutchison delays break-even forecasts for 3G biz

Hutchison Whampoa indicated its 3G operations aren't performing as hoped as the operator delayed its break-even target for the business from this year to the first half

of 2007. 3 Group will continue to report improved financial performance and narrowing losses in the second half. "However, management does not expect the 3 Group as a whole to achieve breakeven at the level of EBITDA after deducting all customer acquisition costs (CACs) for the full year this year." Hutch's strategy appears to be that of increasing ARPU rather than market share. With the exception of 3 Italia, growth in the 3G operation's customer base was mostly in the higher value postpaid segment. And we're seeing a trend where major mobile operators like Vodafone are actually cutting back on 3G phone subsidies.

To read more about Hutchison's 3G business performance:

- check out this [article](#) from *telecoms.com* (sub. req.)
- take a look at this [report](#) from the *Financial Times*

### 5. Ovum: 2006 the year for 3G momentum

Ovum concludes that 2006 is the year that 3G is gaining momentum with market migration to 3G looks to be far higher than anyone expected. Western Europe's net additions to WCDMA, for instance, accounted for 95 percent of total regional net additions in the first quarter. Many of the underlying trends are pointing for a rapid migration to 3G this year: 3G-based packages are a greater percentage of the overall mix, 3G handsets continue to improve in quality and performance and certain services such as music downloads and mobile TV are gaining interest, Ovum says.

For more about Ovum's views on 3G:

- check out the company's [Web page](#)

### ALSO NOTED

#### TODAY'S SPOTLIGHT... Mobile TV in Gartner's "hype cycle"

Gartner's infamous "hype cycle" research is now pointing the finger at mobile TV. Gartner analysts say mobile TV is among the most over-hyped technologies currently under development. Mobile TV, IPTV, and broadband video phones are all at the so called "peak of inflated expectations," a phase where out-of-control enthusiasm and overly optimistic projections push a new technology to its limits. [Article](#)

> The FLO Forum said it approved a specification for its mobile TV network technology. [Article](#)

> Chutes & Ladders: Nokia and Siemens name new management team for network JV. [Release](#)

> Slot machine giant International Game Technology was approved by Nevada regulators to compete in the mobile gaming market. [Article](#)

> Germany's national railway launched a service that allows passengers to buy tickets with their Internet-capable cell phones. [Article](#)

> Mobile Satellite Ventures said it was awarded a patent related to ancillary terrestrial component (ATC) technology. [Release](#)

**And Finally...** China offers a halfway house for teens addicted to the Internet. [Article](#)

## FRIDAY FEATURE

*ClairMail's Joseph Salesky says the greatest potential for increasing mobile worker productivity lies with extending email, text messaging and the address book.*

iGillette Research estimates there were 56 million mobile workers in 2004 and projects that number to grow to 61 million by 2009. Is there a way to tap the potential of wireless technology to facilitate mobile workforce productivity?

The mobile phone made us more accessible; wireless e-mail and text messaging have helped mobile workers to recapture lost time by making calls and being more accessible to customers and co-workers. The key next step is to make all vital information accessible regardless of the device being used --whether it's a handheld device or a laptop.

Everyone has talked about sales force productivity. While CRM systems promise a

repository of customer interactions, they are still just one source of information that salespeople need to access. Frequently, the information needs to be more real-time, and all too often comes from disparate systems.

Voice applications have been attempted and, while this maturing technology could work for simple tasks, users are still required to identify themselves with a number of keystrokes or some other voice log-on. Users are also compelled to remember exactly how to request what they need, bringing an additional level of complexity.

Remote Data Access (RDA) via browsers or terminal solutions like Citrix has become the standard approach for remote applications on desktops by allowing workers to connect with systems from a home network or laptop. While this preserves the familiarity of access by making applications readily available, the handheld device's small screen size makes this approach inadequate. The challenges of accessing and navigating multiple windows on the handheld limit the value of this approach.

Mobile versions of desktop applications attempt to replicate the capability of desktop business applications in the handheld environment, with varying levels of success. Given improvements in the networks, devices and screens, the BlackBerry, Treo and Windows Mobile devices have come a long way to mobilize e-mail, address books and calendars. However, they have been less successful with mobile versions of CRM applications, service applications and even basic web applications. This is not a device or network capacity issue, but rather a function of how people use handheld devices. Users are accustomed to picking from a list--be it viewing their calendar for an event, selecting an e-mail message to read or choosing a contact in their address book to phone.

The greatest potential for increasing mobile worker productivity lies with extending email, text messaging and the address book to enable mobile access to information. They are intuitive, simple and have the most versatility and flexibility of any mobile access system. Most importantly, e-mail and text messaging are already familiar tools to virtually everyone using a mobile device, which breeds comfort.

According to CTIA, Americans sent 48.7 billion text messages in the last half of 2005, more than double the amount sent in the same period in 2004. Ninety percent of non-voice wireless revenue to the carriers comes from text messaging, nearly \$35 billion each year. Additionally, The Radicati Group calculates that there are currently 14 million wireless e-mail users worldwide, a number projected to grow to 228 million by 2010.

E-mail and text messaging can easily become rich ways to access and interact with complex enterprise information. Unlike other proprietary and inflexible point solutions, an e-mail- and text messaging-based system can fit into existing enterprise environments without disruption and deliver a short time to value. Instead of e-mailing a person to access applications on one's behalf, an e-mail or text message can be sent to a request server sitting behind the company's firewall, which immediately sends the desired information back to the handheld device.

E-mail and text messaging can enable mobile workers to retrieve or update information from any combination of enterprise applications and information services--including CRM, business intelligence, trouble ticketing and custom applications--for simple tasks like checking account information or complicated tasks like monitoring customer activity, tracking a shipment or compiling sales data from a variety of sources.

Mobility creates availability, efficiency and flexibility--attributes that, in turn, create business efficiency and customer satisfaction. But, as we've discussed, mobility also creates a new set of challenges that need to be addressed. Companies are faced with a growing list of choices for new technologies, devices and approaches to mobilizing the workforce.

Increasingly more companies and mobile workers are realizing that the best path to meeting the mobility challenges is to not reconfigure the way handheld devices are used, but instead to extend a familiar function to perform new tasks. Empowering mobile workers to access and act upon vital information at any time from anywhere will undoubtedly enhance their productivity. A simple yet effective solution, like e-mail and text messaging, is the answer to giving mobile workers access to the critical information they need, whenever they need it.

*Joseph Salesky is CEO of ClairMail, which offers technology that extends messaging to provide instant one-click access to applications and services from any mobile device. ClairMail is a 2006 [Fierce 15](#) winner.*

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Thinking of taking your brand mobile? Hear what experts and consumers have to say about mobile advertising. Yankee Group, Action Engine and AOL present research findings, spending and uptake forecasts, and discuss examples of successful deployments. [Register now!](#)

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Explore plans for portal VoIP to extend reach into fixed and mobile carrier territory. Discuss why Google, Skype, Yahoo!, AOL, MSN are a pending threat to operator business models; the damage the major portals will inflict; Tactics for operators to counter Portal VoIP and more! August 29th 11am EST. [Click to register.](#)

**> Building Mobile Apps with Web Services: Delivering Immediate Data to Customers - Sept 6**

Enterprises providing customer-facing mobile applications must deliver data to customers who are in and out of connectivity and who demand a richer, faster mobile experience. Differentiate your enterprise from your competitors with the best mobile app possible. Find out more in this [developer-focused web cast.](#)

**> Antenna Systems 2006 - Sept 6-7, Sheraton Premier at Tyson's Corner, Washington, DC**

This two-day international conference will focus on the latest advancements in antenna systems and technology. Come learn the latest business and application developments in antenna markets worldwide. For more information or to register, please visit [www.antennasonline.com/ast\\_conf2006\\_index.htm](http://www.antennasonline.com/ast_conf2006_index.htm) or call 800 803 9488.

**> Billboard MECCA at CTIA - September 11, Los Angeles**

Join Billboard - the most trusted name in the business of entertainment - and more than 1,000 VIPs from the mobile, entertainment, and technology industries at what is now THE must-attend forum for mobile entertainment deal-making, networking and education. Go to <http://billboardevents.com> for more information and to register!

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**> ZigBee Alliance Open House - September 28, Seoul, South Korea**

Press, analysts, and interested companies are invited to the ZigBee Alliance Open House, Thursday, September 28, 2006. Hear ZigBee experts and see live Member Company demonstrations. [View details and registration.](#)

**> WiMAX World USA Conference and Expo - October 10-12, Boston, MA**

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**> Second Mobile Adult Content Congress - October 10-12, Reno Nevada**

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