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Two-Way Paging Over Wireless IP Business Case and Vision



Mohsen Banan

Neda Communications, Inc.

<http://www.neda.com>

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Wireless-Email & Two-Way Paging



**What do we need to do after
declaring them as
Killer Apps?**



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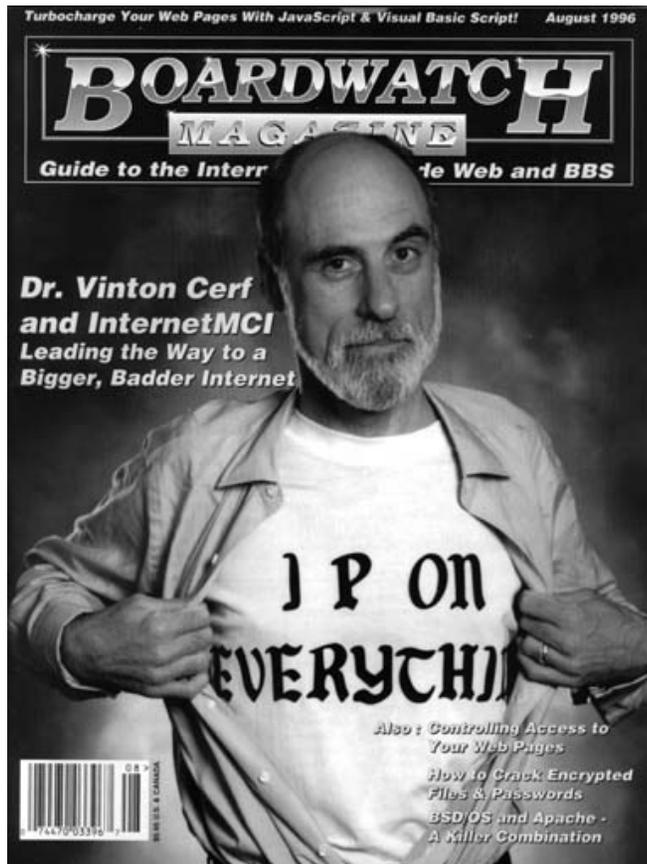
Doing It Right

- **Everybody and his cousin (and his cousin's cousin) is claiming to be doing two-way paging and wireless-email over CDPD.**
- **None of them is open and they don't interoperate.**
- **Very Bad For Everyone!**
- **I Say:**

**All CDPD Based
Two-Way Pagers and Wireless-Email
Devices and Services Should
Interoperate**

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From a General Vision:



- IP on Everything

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To a Specific Vision:

**IP on
Two-Way Pagers
Everywhere
with
EMSD**

- **What is Efficient Mail Submission and Deliver (EMSD)?**

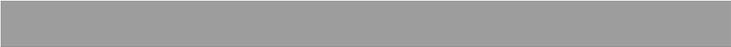
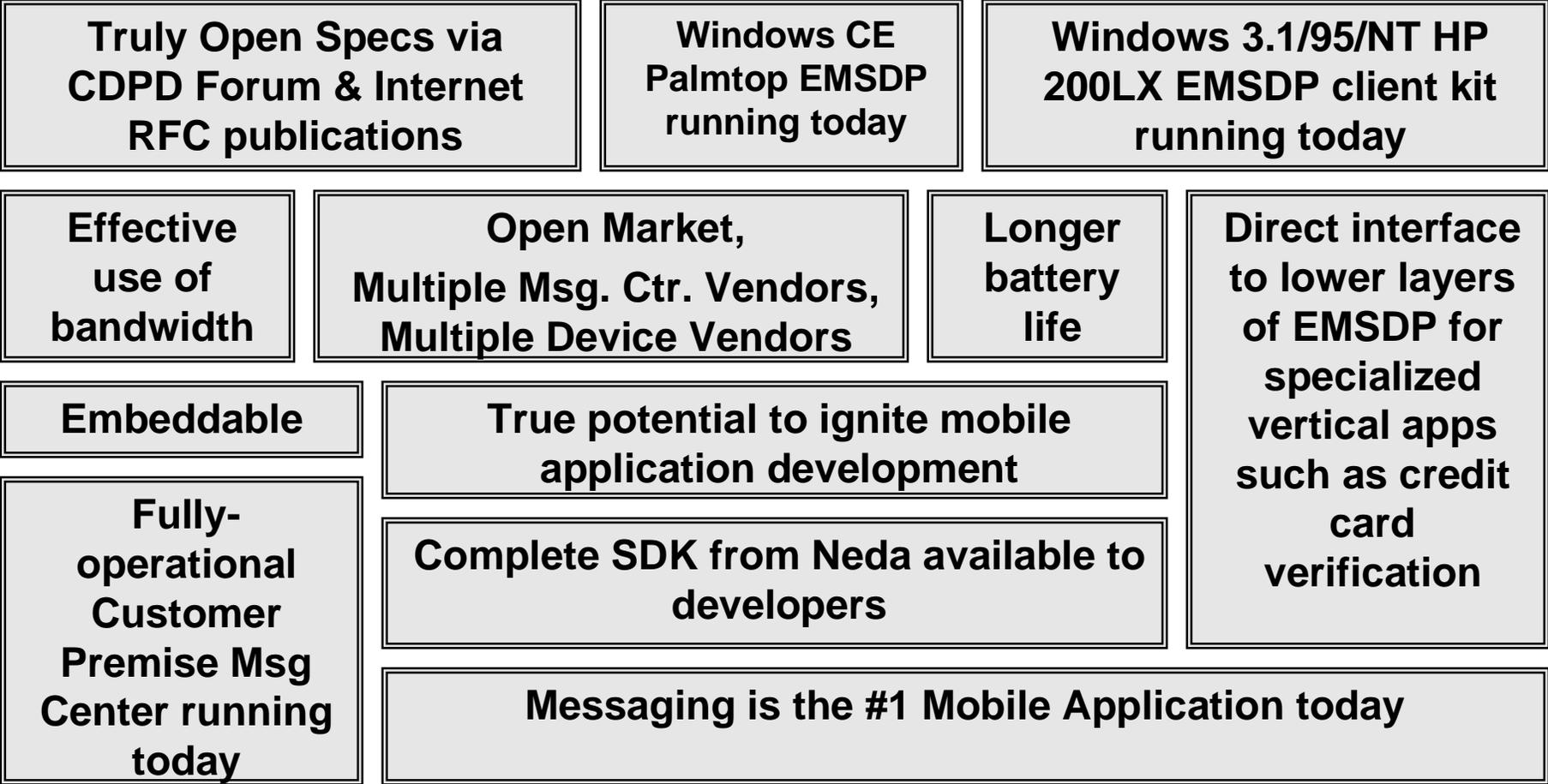
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Key Requirements for Wireless Messaging

- **Open protocol specifications**
 - Allows multiple independent implementations
- **Minimize number of bytes transferred**
- **Minimize number of transmissions**
 - Fewer transmissions results in longer battery life
- **Minimize user perceived response time**
- **Minimize Code Size**
 - Allows Miniaturized Devices

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EMSDP Tapestry

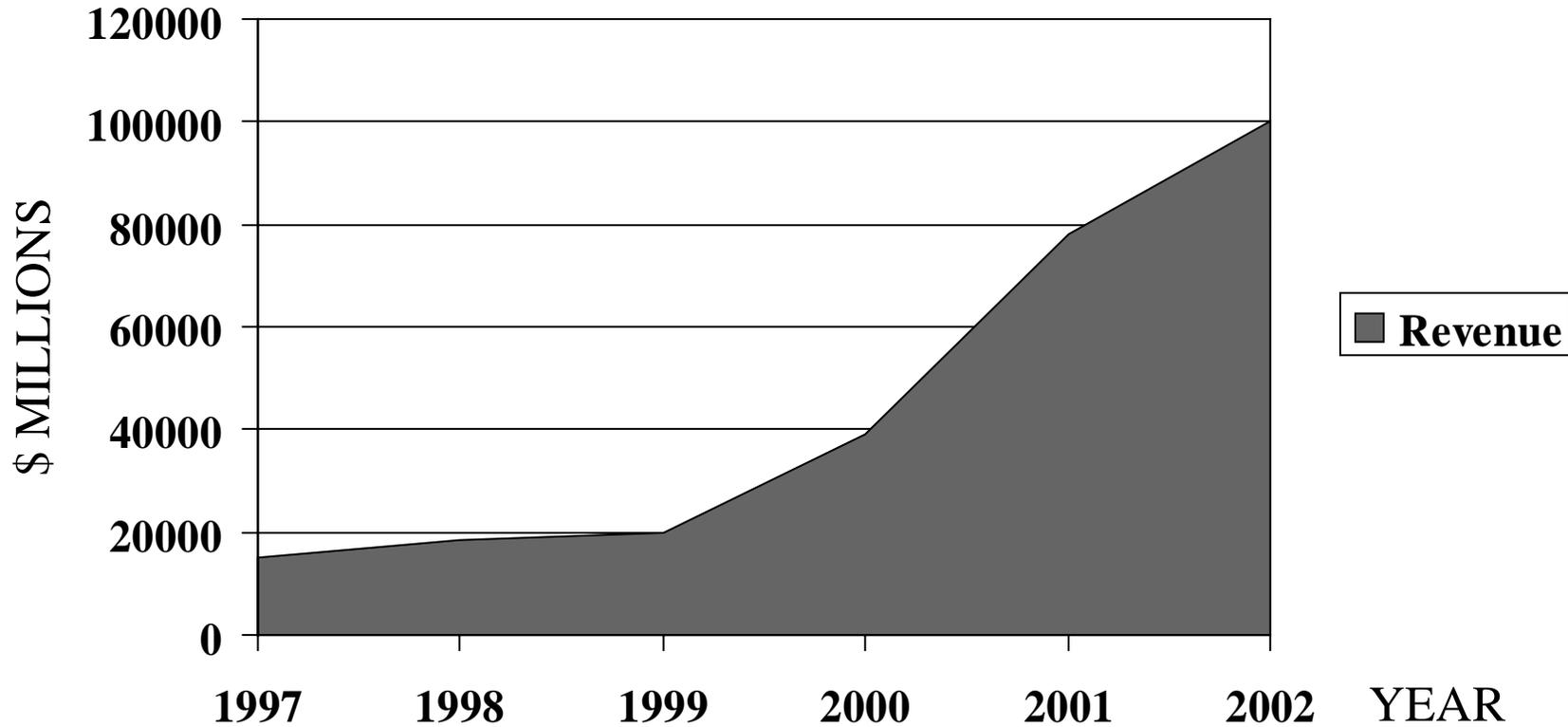


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The Wireless Internet Explosion

The Global Revenue for wireless access to the Internet and Intranet-Centered Services
Equipment, and Software: 1997 to 2002



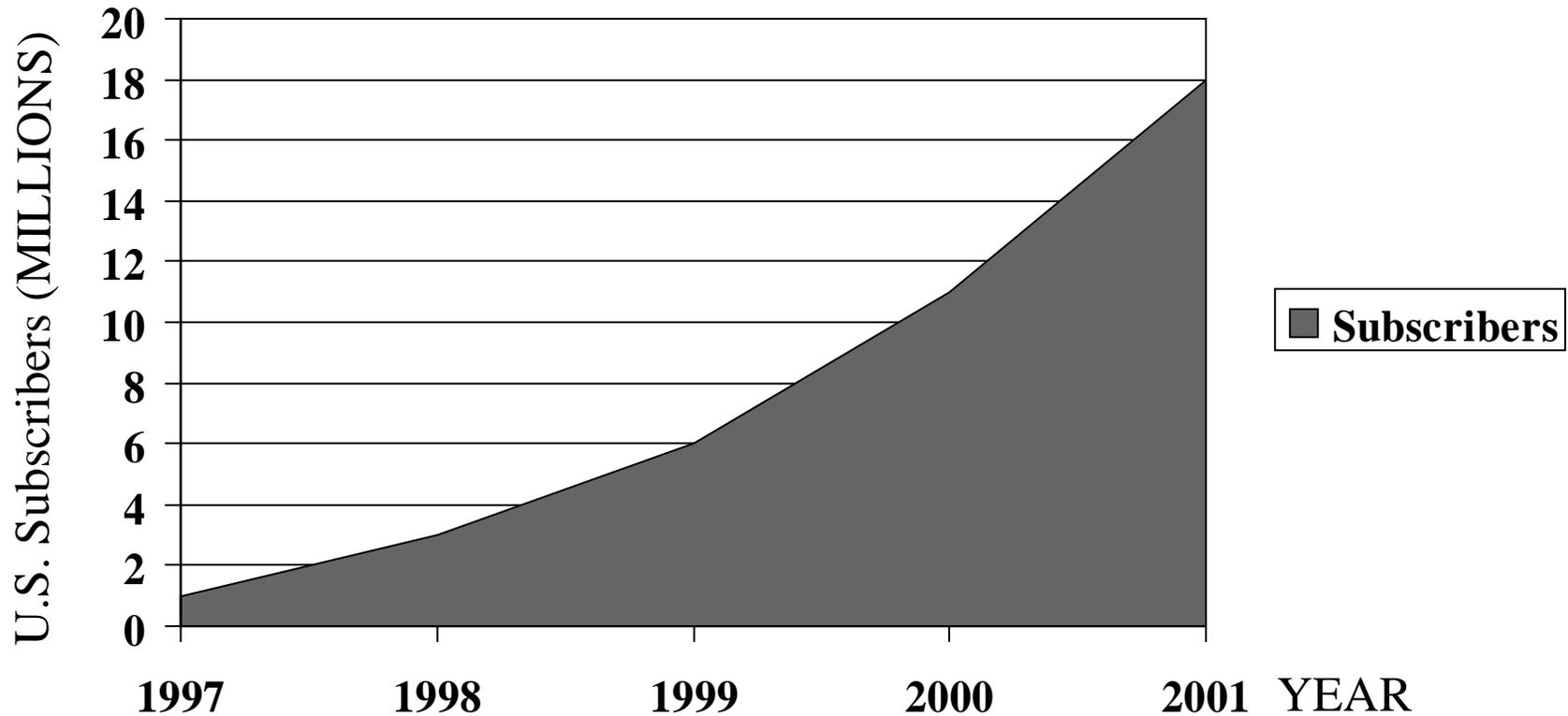
SOURCE: Killen & Associates, Inc



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Two-Way Paging Subscribers' Growth



SOURCE: Donaldson, Lufkin & Jenrette Securities Corp

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