Two-Way Paging Over Wireless IP Business Case and Vision



Mohsen Banan Neda Communications, Inc.

http://www.neda.com

12/02/98 General

Neda Communications, Inc

•

Wireless-Email & Two-Way Paging



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

12/02/98 General

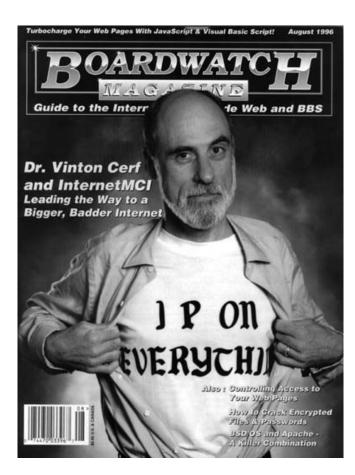
Doing It Right

- 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

From a General Vision:



IP on Everything

12/02/98 General Neda Communications Inc.

•

To a Specific Vision:

IP on
Two-Way Pagers
Everywhere
with
EMSD

What is Efficient Mail Submission and Deliver (EMSD)?

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

EMSDP Tapestry

Truly Open Specs via CDPD Forum & Internet RFC publications

Windows CE
Palmtop EMSDP
running today

Windows 3.1/95/NT HP 200LX EMSDP client kit running today

Effective use of bandwidth

Open Market,
Multiple Msg. Ctr. Vendors,
Multiple Device Vendors

Longer battery life

Embeddable

Fullyoperational
Customer
Premise Msg
Center running
today

True potential to ignite mobile application development

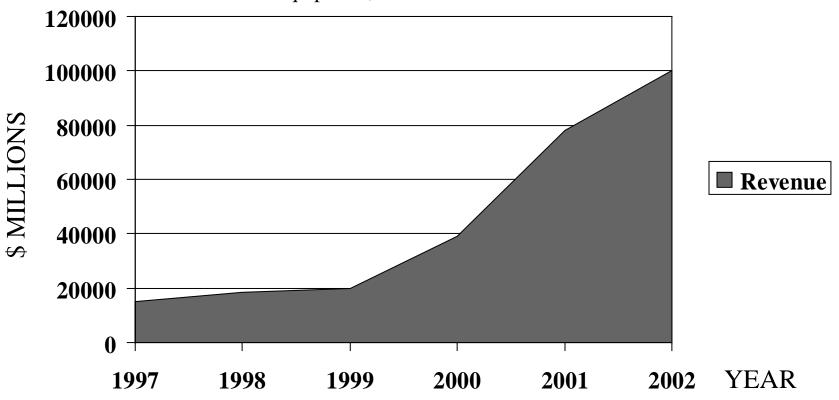
Complete SDK from Neda available to developers

Direct interface
to lower layers
of EMSDP for
specialized
vertical apps
such as credit
card
verification

Messaging is the #1 Mobile Application today

The Wireless Internet Explosion

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



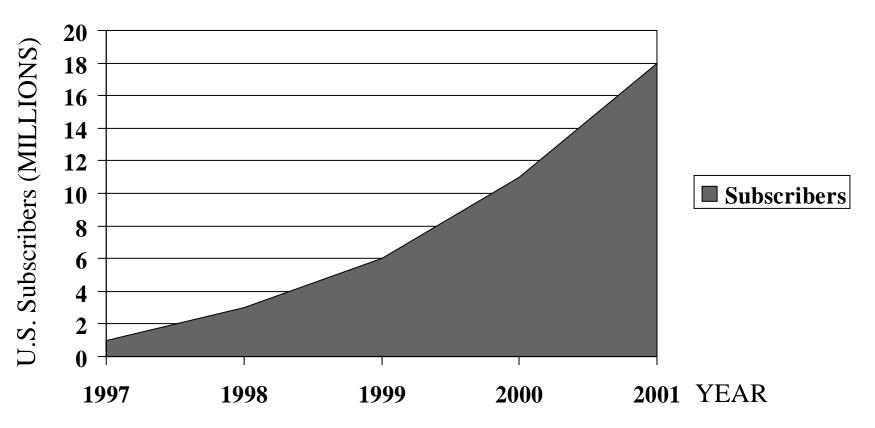
SOURCE: Killen & Associates, Inc

12/02/98 General

Neda Communications Inc.

•

Two-Way Paging Subscribers' Growth



SOURCE: Donaldson, Lufkin & Jenrette Securities Corp

12/02/98 General

Neda Communications Inc.