

# What's The Killer App?

The Application For The  
Wireless-Internet Is  
*The Real Web:*

Bringing mobility to anything and everything you do on the web today.

# Consumer Behavior & Convenience

## Will Insure Mass Adoption Of The Wireless Web

**The difficulty of misprognostications**

- In 1981, McKinsey million dollar study for AT&T forecast that by 2001, in US **900,000** mobile phones
  - AT&T therefore gave up mobile phone business to divested Baby Bells
  - \***Actual number in 2001: 130 million**

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**DataWind Comment:** *Telecom industry underestimated the value of 'convenience', and misjudged the potential of the cell-phone. Similarly misjudging the value of convenience offered by the wireless-web, will underestimate its potential.*

VC Wisdom: Stewart Alsop, NEA  
(Fortune Magazine Column, November, 2000)

“So you really don't have to alter your behavior at all  
....That's the key”

**DataWind Comment:** *By delivering the real web, users do not need to change their behavior. They already know how to use it.*

## VC Wisdom: Bruce Sachs, Charles River Ventures (Interview, Wireless Future Magazine, June 2002)

“Fundamentally, I believe that in terms of the wide area network, the world doesn’t really want the wireless Web – they want the Web. To me, the wireless web means low bandwidth, small screens and walled gardens of data. What people want is the same experience they get on their desktop: They want fat pipes, they want bigger or higher definition screens, and they want to be able to surf anywhere and get to any application on their enterprise that they get on their desktop.....What if I want to check the menu of a restaurant? Wouldn’t it be cool if I could sit in my car, make a reservation and see what today’s specials are? That requires interactive Web access.....The Killer app is letting me do what I do on my desktop fully untethered. I wish people would stop searching for something magic that might happen.”

# Studies Confirm:

- Mobile Revenue Models (Jupiter, 2000)
  - “Mobile Access will evolve to the level where browsing-interface matures to include graphics and open-access dominates”
- Worldwide PDA Forecasts (eTForecasts, 2001)
  - “Move from Vertical & Industrial applications to Email and Web Access”


**DataWind**  
**Comment:**

*This is what  
DataWind delivers  
today.*

# Studies Confirm:

- The Value Chain Doesn't Stand Still (Shosteck Group, 2001)
  - “Extending the depth and breadth of the Internet is the most successful business case for providing wireless data. In that respect, WAP can only fail because it is fundamentally unable to deliver an excellent Internet experience over a wireless phone.”
  - “The best way telecoms firms can generate future revenues from 3G networks is simply to provide customers with mobile access to the Internet. Complicated high-bandwidth applications are best left to others.”

Even RIM admits Email is not the only mobile application:



**The Focus is on Mobile Applications**

Value propositions that sell:

- Email and workgroup messaging
- Financial information
- Corporate Intranet
- Internet content

*These application trends are characterizing the next generation of mobile handhelds*

[www.rim.net](http://www.rim.net)

**DataWind Comment:** Even RIM believes that the Internet and Intranet are the real applications. This is what DataWind delivers today!

## Mini-Me Data

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Wireless Review via NewsEdge Corporation : Will wireless devices mimic the evolution of desktop computers?

Sassan Sanai, Research in Motion ([www.rim.net](http://www.rim.net)) senior manager of engineering development, said the ideal mobile solution would allow customers to access information as though they were sitting in front of their PCs. At Supercomm 2001, Sanai added that all successful wireless hand-held devices have a desktop precedent, and the Internet is driving standards for desktop connectivity.

Does this mean that all of our future wireless devices will look more like desktop PCs than handsets? According to Sanai, sort of. When asked whether it was easier to add voice to a data device or data to a voice device, he said that because of the ergonomics and screen size, it was far easier to add voice to a data device.

# Motorola claims:

## Killer Applications?

There is **no single killer application** for wireless data

What adds the most value to a **busy mobile** user ?

Users have **different needs when mobile** vs when deskbound

Four main categories

Each needs a **total solution** : clients, gateways, servers

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- Communications** *still be in touch and manage urgency*
  - Content** *packaged info relevant to mobility*
  - Commerce** *actionable transactions*
  - Synchronization** *keep the info in all places up to date*

# DataWind Delivers The Killer Application:

