



Better Pocket Sized Web Surfing

Bootcamp feature for Tuesday, December 28, 2004

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A pocket sized device...for surfing the Web. Bloomberg Boot Camp, a report on today's technology. Chances are...your cell phone or your PDA includes a browser to let you surf the Web or pull in content from the Internet. But the experience is typically much different from what you get when you're surfing the Web on a PC. If you're willing to buy and carry a second device...and pay an extra ten dollars a month...a company called DataWind...has a solution. It is selling what it calls...the PocketSurfer. CEO Suneet Tuli...

"It's a handheld Internet device which is an accessory to the cell phone. So the idea is, you don't have to change your cell phone or your carrier. You carry a checkbook sized slim device with you, which gives you a full 640 pixel screen and gives you the Internet exactly like you see it on the desktop."

The PocketSurfer connects through cell phones...using a Bluetooth wireless connection. The company has adaptors for most non-Bluetooth phones. It then uses its own service to improve the downloading speed of Web sites...

"We've created a client-server technology which accelerates the delivery of the Internet. And for that, we charge an ISP fee of 9.99 for unlimited usage."

Keep in mind that's on top of any airtime minutes you're paying for. But that can still be less than fees for other wireless Internet and email devices. PocketSurfer sells for about two hundred dollars. If you want to get on the Internet from anywhere...but are unhappy with what you see on that small cell phone or PDA screen...it's an interesting option. Bloomberg Boot Camp, I'm Fred Fishkin.

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