


Clinton Fitch, MVP-Mobile Devices
Clinton Fitch (Dot) Com!

MOBILE TECHNOLOGY UPDATE



Agenda

- CES 2009 recap
 - Clearing the confusion - mobile devices
 - Clearing the confusion – download speeds
 - Demonstration – Celio REDFLY C8
 - Question & Answers
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CES 2009 Recap - Mobility

- Palm Pre Operating System Announced
 - HTC built device
 - Sprint CDMA only device currently
 - Did it save Palm's bacon?
- Microsoft Updates Live Mobile Search
 - GPS or Cell based find-me function
 - Improved search speed and accuracy
 - <http://wls.live.com>

CES 2009 Recap - Mobility

- HTC Roadmap Leaked
 - 16 new devices in 2009
- No Major Announcements – A Quiet CES
- No major announcements at MacWorld
 - Biggest news was before with Jobs
- Rumor Control! There is no Zune Phone!

Clearing The Confusion – Mobile Devices

- HTC Makes 90% of All Windows Mobile Devices
 - Often have 2-4 “versions” of the same device
- HTC Raphael is a Classic Example
 - HTC Touch Diamond Pro
 - Sprint Touch Diamond Pro
 - Verizon Touch Pro
 - O2 Xda Sierra
 - T-Mobile MDA Vario II
 - AT&T Fuse

Clearing The Confusion – Mobile Devices

- Challenge is Which will Work in the USA
 - It all comes down to carrier frequencies
 - Some carrier branded devices are “locked”
 - AT&T Fuse & Tilt are examples
- What Frequencies are Used in the USA?
 - T-Mobile: GPRS/EDGE 850/900/1800/1900
 - AT&T: GPRS 850/900/1800/1900 & UMTS 850/1900
 - Sprint & Verizon: CDMA Only

Clearing The Confusion – Download Speeds

- Stating the Obvious – Not Very Clear!
 - Too many Gs, Es and Hs – what is what?!
- GPRS/EDGE (G or E icon on Windows Mobile)
 - Every carrier has this in the USA
 - Maximum speed ~ 300Kbps
 - T-Mobile

Clearing The Confusion – Download Speeds

- 3G – 3rd Generation of Networks
 - Included 3G, UMTS, HSDA, HSDPA
 - 3G icon for basic 3G
 - Maximum speed ~ 600Kpbs
 - U icon for UMTS
 - Maximum speed ~ 1Mbps
 - H icon for HSDA, HSDPA
 - Maximum speed ~ 14Mbps
 - AT&T Limits to 1.36Mbps to control network traffic

Clearing The Confusion - Resources

- For Device Information Visit PDADB.net
 - <http://www.pdadb.net>
- For Download Speeds Visit Wikipedia
 - Search UMTS, 3G, HSDPA, etc.
- Ask a MVP!
 - management@clintonfitch.com

Demonstration of The REDFLY

- REDFLY is a Mobile Companion Device
 - Uses the power of your mobile device
 - Provides larger display and keyboard
 - Great for those who travel or need a bigger screen
- Wide Range of Windows Mobile Devices
 - Windows Mobile 6.0 and 6.1
 - Drivers available from <http://www.celiocorp.com>



DEMONSTRATION - REDFLY



QUESTIONS & ANSWERS

THANK YOU!

- Clinton Fitch, MVP Mobile Devices
- management@clintonfitch.com
- <http://www.youtube.com/clintonfitchdotcom>
- <http://www.twitter.com/clintonfitch>
- <https://mvp.support.microsoft.com/profile/Clinton>