• create 5 value-added attributes that break the barriers of geography and time:
  – Ubiquity;
  – Convenience;
  – Instant connectivity;
  – Personalization;
  – Localizations of products and services.
TECHNOLOGIES

- Enables the mobile worker to: (a) create; (b) access; (c) process; (d) store; and (e) communicate information without being constrained to a single location.

- It is an extremely versatile technology. It can be instrumental in: (a) process reengineering; (b) reducing operational and administrative staff; (c) improving communications; (d) improving customer service; (e) reducing manufacturing costs; (f) shortening business cycles; and (g) many other benefits. The variety of hardware, software, and communications systems available and the many ways they can be integrated to solve problems add to the versatility of mobile computing.
FRAMEWORK

• The MOBILE framework is used to determine when it is most appropriate to use mobile computing technology to address a problem, opportunity, or directive. The name MOBILE is derived from the first letter in each of the six categories that make up the framework.

• The six categories are:
  • **M** the need for *mobility*
  • **O** the need to improve *operations*
  • **B** the need to break business *barriers*
  • **I** the need to improve *information quality*
  • **L** the need to decrease transaction *lagger*
  • **E** the need to improve *efficiency*
**COMPUTING DEVICES**

*PAGER*
- receive only
- tiny displays
- simple text messages

• **MOBILE PHONES**
- voice, data
- simple graphical displays
DEVICES CONTINUED...

*PDA*
- graphical displays
- character recognition
- simplified WWW displays.

*PALMTOP*
- tiny keyboard
- simple versions of standard applications.
*LAPTOPS*
- fully functional
- standard applications

*TABLETS*
- laptop PC
- equipped with a stylus or a touch screen
BENEFITS

Taking notes in a class

Reading cached e-mail during a flight

Updating patient records between appointments

Browsing the web while reclining on a sofa

Giving a business presentation

Watching a movie in a hotel room
Industry Solutions

See how Motion can make your industry more mobile and productive.
MAJOR CHALLENGES

- Insufficient bandwidth
- Security standards
- Power consumption
- Transmission Interferences
- Potential Health Hazards
- Human Interface with devices
The market for mobile computing

<table>
<thead>
<tr>
<th>Year</th>
<th>Notebooks</th>
<th>Handhelds</th>
<th>Tablet PCs</th>
<th>Smart phones</th>
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FUTURE OF MOBILE COMPUTING

Computing Growth Drivers Over Time, 1960 – 2020E

- More than Just Phones
  - iPad
  - Smartphone
  - Kindle
  - Tablet
  - MP3
  - Cell phone / PDA
  - Car Electronics
  - GPS, ABS, A/V
  - Mobile Video
  - Home Entertainment
  - Games
  - Wireless Home Appliances

- 10B+ Units
- 1B+ Units / Users
- 100MM+ Units
- PC
- Minicomputer
- Mainframe

- Devices / Users (MM in Log Scale)
- 1,000,000
- 100,000
- 10,000
- 1000
- 100
- 10
- 1

- Years
- 1960
- 1970
- 1980
- 1990
- 2000
- 2010
- 2020

- Increasing Integration
CONCLUSION

• The field of mobile computing is still evolving. Even more advanced and yet unimagined mobile technologies will certainly be discovered. Many of the advances will be evolutionary, but some will be revolutionary. The key to integrating these new technologies into the organizational information system will be forward thinking, adaptability, life-long learning, technical competence, an explorative spirit.

• The result will be hardware, software, and communications systems that are even more mobile and more capable of accomplishing organizational objectives.
REFERENCES

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THANKYOU

QUERIES???