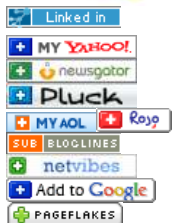


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Understanding mobile technologies



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June 13, 2006

Everypoint's Yahoo! FiFa MatchCAST

I tried the Everypoint application and was kind of disappointed... Firstly, the UI looks bad. This isn't rich media, on my Nokia N90 transitions are slow, it's all right angles, monochromatic... Compared to Orange's application based on BlueStreak Technology it just looks like it's been made using a technology of the previous century!



Very few information is available in the application, no video, no interactive content.... no point !

I'm highly disappointed from Yahoo!, I expected a better commitment for something as awaited as FiFa world cup (although btw I don't like professional soccer....).

I had a look on Everypoint's technology and their so-called "[Innovations](#)" :

For Consumers :

- Better than real time - Instantaneous Information
A revolutionary patent-pending push technology ensuring Everypoint's dynamic mobile applications are always fresh and up-to-date. <== **doesn't work on me... I guess it's Java push deined in Midp2, it requires "Allways on data connection", not available in France...**
- Exceptional Graphics
A proprietary graphics rendering engine that enables the development of applications with graphics capabilities unparalleled in the industry. <== **hahaha ! Maybe with a designer....**
- Delivered Efficiently
Our push technology does more then deliver information instantaneously, it does so at a fraction of the cost. We minimize the data moving across the network by only transmitting changes, allowing users to enjoy robust applications that transmit far less data then a single WAP session. <== **First start up took like 30secs of data downloading ...**

For Our Content Partners:

- Less Data
Less data means more usage by consumers <== **not sure, consumers never know how much data they're using**
- Updates on the fly
Add features to already published applications <== **Cool**
- Single jar file for all phones
One jar file, easy deployment for the majority of MIDP 2.0 phones <== **making a delivery platforms isn't that hard, come on!**
- Faster Development Cycles
The company's proprietary application platform that enables the rapid development of highly advanced Java applications that are extraordinarily easy to use. <== **Ok, not convinced, try again ?**

So Mr EveryPoint if you feel like proving me I'm wrong (remember I dropped you an email 2 weeks ago on that regards), please feel free! I'd be glad to say that Yahoo! just didn't take the best out of your software !

Update : [Mutant's musing](#) Blog thinks the same....

Technorati Tags: [mobile](#), [fifa](#), [soccer](#), [yahoo!](#), [rich](#), [media](#)

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Update does not work for me too, but as several other app not work either (like widsets) I was just starting to think that I had an issue!

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