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Off-deck Mobile Campaign Audits: Unnecessary Evil or Industry Savior?

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- **Sicap and Red Bend Software** have reached an agreement to ensure interoperability between their products. The interoperability agreement will provide seamless management of mobile devices, including mobile phones and machine-to-machine (M2M) modules. With this solution, operators and manufacturers can perform firmware over-the-air (FOTA) updating, configuration management, diagnostics and service provisioning. Device manufacturers and mobile operators can manage deployed devices using standards-based Open Mobile Alliance Device Management (OMA DM) protocols.
- **Tango Networks** enhanced its Abrazo solution by adding support for publishing mobile network presence and location information for any mobile phone to unified communications systems. This enhancement allows unified communications systems to selectively share status information with contacts, enable intelligent routing decisions for mobile phones, desk phones and soft clients and contribute to automatic presence status determination.
- **Radio IP Software**, developer of wireless network software solutions, appointed Michel Guay as the company's president and CEO. Guay brings more than 25 years of international business experience.
- **Velti** is partnering with mobile content delivery company **Vantrix** to support a universal video advertising platform. With the Vantrix Media Broadcaster device detection and video optimization technology, Velti can stream or provide on demand ad-supported video content on mobile Internet sites to an array of mobile devices. The new feature helps advertisers to communicate more effectively with mobile users, the company said.

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Mobile Enterprise Solutions Will Be Cellular
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wireless services in the past few years makes it obvious that enterprises are increasingly moving to mobile network technologies.



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No call should strike more fear into the heart of wireless providers than one from a customer saying, "Your site won't let me do what I want to do."



Survey

Clearwire: Nixing Xohm

Which company in the new Sprint/Clearwire WiMAX partnership has the most to gain?

- Sprint
- Clearwire
- Google
- Comcast, Time Warner Cable, Bright House Networks
- Intel

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