



Home > Mobile & Wireless > INSIDE MOBILE: 2010 Outlook for Mobile and Wireless: Better



Mobile & Wireless

INSIDE MOBILE: 2010 Outlook for Mobile and Wireless: Better

By: J. Gerry Purdy
2010-01-12
Article Rating: **★★★★** / 3
[Share This Article](#)

Share **18** tweets
retweet

[There are 0 user comments on this Mobile & Wireless story.](#)

Table of Contents:

1. INSIDE MOBILE: 2010 Outlook for Mobile and Wireless: Better
2. Wish List for Apple
3. Wish Lists for RIM and Microsoft
4. Wish Lists for Nokia, Google and Palm
5. Watch List for Entire Mobile and Wireless Industry

INSIDE MOBILE: 2010 Outlook for Mobile and Wireless: Better (Page 1 of 5)

To help mobile and wireless device vendors, software firms and operators build and offer the best possible mobile and wireless products and services, Knowledge Center mobile and wireless analyst J. Gerry Purdy offers his wish list of things he would like to see happen within the mobile and wireless industry in 2010.

Over the past couple of weeks, as I developed thoughts for my outlook for mobile and wireless in 2010, I was trying to think of a way to describe my overall outlook for 2010. I thought about the economic meltdown during the past year, the layoffs and the stress so many had to experience. The best term I kept thinking of for 2010 was "better": better economy, better job outlook, better notebooks and netbooks, better smartphones, better Internet access devices, and better mobile and wireless services. Overall, it's going to be better.

A year from now, I believe that most people will feel that 2010 was better than 2009. It has to be or we're in big trouble. The economy is likely to improve. And with it we'll see the mobile and wireless market improve: more people will buy or upgrade their phone to one of the latest smartphones, more will buy a notebook, and more will buy software and services used with the mobile device.

For the past few years, I've put together a wish list of things I would like to see happen in the mobile and wireless industry. My objective is to help device vendors, software firms and wireless operators build and offer the best possible mobile and wireless products and services. Here's my wish list for the entire mobile and wireless industry in 2010:

1. Near Field Communication (NFC) chip in every phone

Resource Library:

[Asset Tracking for Public Safety: RFID & Wireless Technologies for Efficient Asset Management](#)

[Using Wireless Communications to Reduce Cost, Increase Efficiency and Improve Service](#)

I recently wrote about how VIVOTECH has worked to install hundreds of thousands of NFC credit card readers in most major retail outlets. Now, we need to have the cell phone manufacturers add the NFC chip in the phone so that the consumer can select which credit or debit card they want to use and then swipe their phone over the NFC terminal. That will make purchasing through retail fast and easy.



Suggested Related Content:

- | Articles | Labs/How-To |
|---|-------------|
| Multimedia | |
| 1: A smarter business needs smarter software, systems and services. Let's build a smarter planet. (Sponsor) | |
| 2: Google Nexus One to Be Supported by Verizon, Vodafone (2010-01-06) | |
| 3: Palm Opens WebOS Developer Program, Launches New Phones (2010-01-08) | |
| 4: Microsoft Announces Office 2010 Prices Ahead of CES (2010-01-05) | |
| 5: Microsoft Pushes Tablet PCs, Windows 7 at CES, but Not Mobile (2010-01-11) | |
| 6: Is Verizon Enough to Save Palm and the Pre? (2010-01-11) | |
| 7: ATandT Reaches Out to Developers (2010-01-07) | |
| 8: CiperLab Exec Speaks Out on 2010 Mobile Trends (2010-01-04) | |

SMARTER TECHNOLOGY RESOURCE CENTER

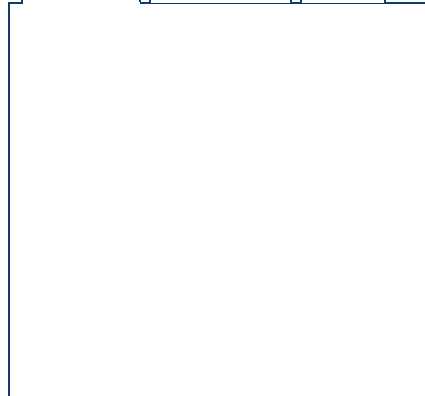
SPONSORED BY: **IBM**

Plug Pulled on Six Myths About Hybrid Electric Vehicles

Five Smarter Technology Slaps and Claps

Dating an iPhone User? Not to Worry

eWeek Videos | NewsBreak Videos | All Videos



enterprise techbrief sponsored by **Microsoft**

Resources you need to tackle your biggest IT challenges.



eWEEK
Editorial Calendar
For a list of what eWEEK is covering this year, visit our editorial calendar.

NEW WHITE PAPERS
SPONSORED CONTENT

- Leveraging the Internet for Branch Office Connectivity
- How to Ensure EMR Can Co-Exist in Your Doctor's Office or Clinic
- Rely on Business Insight: Not Just Intuition

[See All Resources >](#)

Ads by **Google**

Nexus One Phone By Google
Access Multiple Gmail Accounts, New Android Apps & More. Buy Now!
www.google.com/phone

AT&T Wireless Cell Phones
Special Online Offers - AT&T Cell Phones Free With Plan
Wirefly.com/AT&T

Get AT&T Mobile Phones
Large Selection of Free Phones w/ Plans at \$39.99. Free Shipping!
att.com

Buy Your Cell Phone Plan
Simple plans start at \$10/month. Free Phone & No Contract to Sign.
www.ConsumerCellular.com

Mobile Security Papers
Technology Research for Business Professionals. Join for Free Today!
www.FindWhitePapers.com/IT

Cost, Generate Revenue and Increase Operational Efficiency

Seven Ways to Deliver Value with Unified Communications

Consumers won't have to take any card out of their pocket or purse in order to complete the transaction.

I wish some major cell phone manufacturer such as **Apple** will step up to the plate and integrate NFC hardware and software in their entire line of phones. Once that happens, companies such as **FirstData**, **Visa**, **MasterCard** and third parties will add the necessary infrastructure to enable true mobile commerce in retail.

2. Blocking cell phone use while driving

Companies such as **Illume Software** and others are helping users to not text while driving. These systems use GPS to make sure you're on a highway (versus a train) and then block the use of the phone when the software detects you're moving more than 10 mph. These systems still allow for emergency use. I certainly wish to see fewer accidents caused by drivers whose attention is diverted from driving safely. I'll be writing more about this in an upcoming column of *Inside Mobile*.

3. Power in aircraft seats

Now that many airlines have installed **AirCell's GoGo** Wi-Fi, more and more people are using their netbook and notebook during flights. But batteries rarely last more than two or three hours so most people run out of battery power on longer flights. Some international carriers have installed standard power in the aircraft's seat (typically in business class). I wish that eventually all domestic flights will offer both GoGo Wi-Fi and power adapters in all seats on most flights.

4. Value-added services

Wireless operators have been offering fixed-rate data plans. Ralph de la Vega, President and CEO of **AT&T's** Mobility and Consumer Markets, recently reported on the challenges that operators face when smartphone subscribers use ten times the wireless data as non-smartphone users. Operators have to add more capacity, as well as determine how to provide good quality of service (QOS) to the subscriber. The operators may resort to tiered pricing where you'll pay more to download lots of content (such as a movie) or force you to use Wi-Fi for such activities.

Another thing you'll see is a much greater emphasis on value-added services. Take messaging. It's typically fixed at \$20 per month. But companies such as **FunMail** offer operators a service for subscribers that enables the subscribers to compose text messages with graphics. This service costs a little more, which allows the operator to make a little more. This then enables the operator to build more capacity, which simultaneously gives users more service.

The big thing in app stores is the migration to free downloads of the applications and then payment of a monthly fee for the value-added service. Application generators from companies such as **Appitize** work in this manner and so will many others.

[Next: Wish List for Apple >>](#)



Learn how to boost efficiencies and cut costs—all from one site. **Enterprise techbrief**
JOIN THE COMMUNITY sponsored by **Microsoft**

Reader Comments: INSIDE MOBILE: 2010 Outlook for Mobile and Wireless: Better

[>>> Be the FIRST to comment on this article!](#)

[>>> More Mobile & Wireless Articles](#)

[>>> More By J. Gerry Purdy](#)

[Email Article To Friend](#) ♦ [Print Version Of Article](#) ♦ [PDF Version Of Article](#)

FEATURED SPONSORED MESSAGE	FEATURED SPONSORED VIDEOS
-----------------------------------	----------------------------------

Windows Server 2008 R2 Live Migration and Hyper-V

Early Adopter of Windows Server 2008 R2 Saves IT Time and Money

Make Your Servers Virtually Unstoppable



Sign-up for the **Smarter Technology Newsletter** and receive **weekly updates** on leading-edge technologies and business strategies **every Wednesday**.

[SUBSCRIBE NOW >>](#)

Dynamic Infrastructure - What It Can Mean for Your Business
Businesses are at risk of being drowned by the ever-growing amount of data flooding their IT systems. With a better, more robust and flexible IT infrastructure - a Dynamic Infrastructure - business and IT assets can be aligned to support the overall goals of the business while taking a smarter, new and more streamlined approach. [>> LEARN MORE](#)

Data Center Services – Plan, Launch and Manage Your Data Centers More Efficiently
Dynamic Infrastructure requires more innovative, nimble and flexible data centers. In order to properly leverage new technologies like virtualization or launch new forms of service delivery like cloud computing, enterprises need smarter data centers. IBM's Data Center Services can help IT managers better plan and maintain more efficient data centers across the enterprise. [>> LEARN MORE](#)

eWEEK RSS FEEDS and NEWSLETTERS

- **XML** Get eWEEK news delivered to your desktop with RSS
- **eWEEK Free Newsletters**

SUBSCRIBE

APPLY FOR A FREE SUBSCRIPTION BELOW:

First Name: Last Name:

Title: Company:

Address: City:

State: Zip Code:

Email:

[SUBSCRIBE](#)



eWEEK

- > Try eWI
- > Ren
- > Sub
- help
- > MOI
- SUB


MaaS360 Visibility Service

Would you bet your paycheck that your latest security patches have been applied?

The MaaS360 Visibility Service gives you complete visibility into your endpoint security applications, so you can proactively manage your mobile users.

Know your odds with the MaaS360 Visibility Service.

Brought to You By



Where Does Hype End and Reality Begin with Cloud Computing

Host it Your Way with OpenGoo Web Office

Switch to Mac Cheat Sheet

Linux based OS Ubuntu 9 10

Where Does Hype End and Reality Begin with Cloud Computing

Blackberry 50 Unlocks Enterprise Features



MARKETPLACE (Sponsored Links)

[FREE Download: Why SIP Makes Sense](#)
Learn from XO the advantages of SIP as an enabler of Unified Communications
www.xo.com/SIP

[Download a Free Trial of Windows 7](#)
Reduce Management Costs and Improve Productivity with Windows 7
www.microsoft.com

[Access Computers from your iPhone](#)
Access remote computers from your iPhone with LogMeIn Ignition. Get it now.
www.LogMeIn.com/iPhone

Buy a Link Now

ADVERTISEMENT

Sponsors

- [Expand on Demand. AT&T Synaptic Storage as a Service.](#)
- [See how AT&T can help protect your network.](#)
- [Get the most from your Oracle Deployments.](#)
- [Perform like a superstar, Save like an accountant.](#)
- [See why ShoreTel is named best overall VoIP provider](#)
- [CDW Healthcare offers the IT solutions you need.](#)
- [Embedded Linux Developers Webinar: 1/20. Register Now](#)
- [Unified Communications 2009. Join the Discussion. Now.](#)
- [10 Reasons to Upgrade to Windows Server 2008 R2.](#)
- [See the easy to manage ScanSnap Network iScanner](#)
- [See the benefits of Windows 7, attend Pella's Webcast on 1/29/10.](#)
- [FREE 48-Hour Data Risk Assessment from McAfee. Learn More.](#)
- [FREE Sophos Encryption Tool: Encrypt, compress and share files easily.](#)
- [Reduce the cost of managing your mobile workers.](#)
- [802.11n is ratified, Cisco celebrates with lower prices](#)
- [Autodesk has a better way to design in 2D and 3D.](#)

Nexus One Cell Phone →
Take A 3D Tour And View Features. Buy Only From Official Google Store
www.google.com/phone

AT&T™ Mobile Banking
View your USAA bank account balance transfer funds & more on your cell.
USAA.com/att.mobilebanking

AT&T Wireless Cell Phones
Spend Less On New Cell Phones From AT&T Wireless, No Activation Fee!
Wirefly.com/AT&T

Ads by Google

[Ads by Google](#) [Telecom 2.0](#) [Muni Wireless](#) [Mesh Network](#) [PDAs](#)

[Issue Index](#) | [Contact Us](#) | [About](#) | [Advertise](#) | [Magazine Customer Service](#) | [Site Map](#)

eWEEK QUICK LINKS

Security:

Enterprise Networking
Network Security
Infrastructure Security
How To: Data
IT Security News
Security Watch Blog
Secure Channel Blog

Storage:

Data Storage
Cloud Storage
Storage Virtualization
Network Access Storage
Storage Reviews
Storage News
How To: Storage
Storage Station Blog

Computing:

Apple OSX
Linux Systems
Windows 7
Managed Print Services
Computer Reviews
Microsoft Watch Blog
Apple Watch Blog
Google Watch Blog

Communications:

Enterprise Mobility Zone
VoIP Solutions
Wireless Technology
Messaging Software
Web Services
Wireless News
Mobile Reviews

Apps & Development:

Application Development
Enterprise Apps
Search Engines
Database Software
Web 2.0
IT Project Management
Emerging Tech Blog
CIO Insight Blogs
CIOs

**Vertical Markets:**

Federal Government IT
Health Care IT
Finance IT
Mid-Market
Channel and VARs
Careers Blog
Value Added Resellers

More eWeek Links:

Green Computing Center
Tech Knowledge Center
Tech Newsletters
Tech RSS Feeds
White Papers
Tech Podcasts
Tech Videos
Magazine Subscriptions

Enterprise Websites:

ZDE Home
eWeek
Baseline Magazine
Channel Insider
CIO Insight
eSeminars and Events
Publish Online
Web Buyers Guide

Developer Websites:

Microsoft DevSource
Dev Shed
DeveloperShed
ASP Free
SEO Chat
Codewalkers
Tutorialized
Scripts.com
Dev Mechanic
Dev Articles
Web Hosters
Dev Hardware

Technology Websites:

Device Forge
Desktop Linux
Linux Devices
Windows for Devices
PDF Zone
Linux Watch
Windows Migration
Smarter Technology
Enterprise TechBrief

Use of this site is governed by our [Terms of Use](#) and [Privacy Policy](#)

Copyright ©1996-2010 **Ziff Davis Enterprise Holdings Inc.** All Rights Reserved. eWEEK and Spencer F. Katt are trademarks of Ziff Davis Enterprise Holdings, Inc. Reproduction in whole or in part in any form or medium without express written permission of Ziff Davis Enterprise Inc. is prohibited.

eWeek is your best source for the latest [Technology News](#).

ZDE Cluster 2 hosted by [Hostway](#).