

This Week's Stories

Top Mobile Applications 2009: Ten Apps to Simplify Your Life

September 8, 2009

By now it's a familiar mantra: "There's an app for that." The overwhelming success of Apple's App Store--1.5 billion downloads in the virtual storefront's first year alone--has nurtured a mobile environment where it does indeed seem that there is an application for any situation or context, no matter how uncommon or absurd. But for all the boundless creativity and ingenuity of the mobile developer community, rare is the application that delivers consistent value and utility days, weeks and months after it is first acquired--in fact, multiple studies have confirmed that smartphone users download many more apps than they actually use, with a February 2009 report by analytics firm Pinch Media indicating that consumers stop using the vast majority of iPhone apps almost immediately.

FierceMobileContent's fourth annual Top Mobile Applications Awards (click here for [2006](#), [2007](#), [2008](#)) and honor apps designed for the long haul--apps that simplify your life, not once but on a recurring basis. These are applications that promise to improve the average day of the average user, pinpointing tasks that are woven into the fabric of modern life--for example, navigating the morning commute, finding a place to eat lunch or more effectively communicating with contacts and colleagues. These are not applications you'll download, use once and then never access again. These are apps you'll come to rely on, each a pointed reminder of why it's called a smartphone in the first place.

While the focus of the Top Mobile Applications Awards shifts each year in conjunction with the evolution of the industry they celebrate, the process for determining the finalists remains consistent: After evaluating hundreds of apps according to guidelines including technological innovation, revenue potential and competitive edge, we've come up with an eclectic roster of downloads spanning multiple devices and operating systems, connected by their originality, practicality and personality. They are all applications designed for life.

And the winners are...

- [Aha](#)
- [MotionX GPS](#)
- [Put Things Off](#)
- [Sherpa](#)
- [Snac](#)
- [3deep](#)

- [Vlingo](#)
- [WeatherBug Elite](#)
- [Wertago](#)
- [Zagat to Go '09](#)

<http://www.fiercemobilecontent.com>

Cell-Phone Radiation Levels Vary Widely

September 10, 2009

Some cell phones emit several times more radiation than others, the Environmental Working Group found in one of the most exhaustive studies of its kind.

The government watchdog group today releases a list ranking cell phones in terms of radiation. The free listing of more than 1,000 devices can be viewed at www.ewg.org.

Concerns about radiation and cell phones have swirled for years. Scientific evidence to date has not been able to make a hard link between cancer and cell phones. But recent studies "are showing increased risk for brain and mouth tumors for people who have used cell phones for at least 10 years," says Jane Houlihan, senior vice president of research at the Washington-based group.

CTIA, the wireless industry lobbying association, disagrees. In a statement it noted that "scientific evidence has overwhelmingly indicated that wireless devices do not pose" a health hazard.

That's why the American Cancer Society, World Health Organization and Food and Drug Administration, among others, "all have concurred that wireless devices are not a public health risk," the CTIA statement says.

Houlihan acknowledges that "the verdict is still out" on whether cell phones can be linked directly to cancer.

"But there's enough concern that the governments of six countries" -- including France, Germany and Israel -- "have issued limits of usage of cell phones, particularly for children."

Houlihan says her group is "advising people to choose a phone that falls on the lower end of the (radiation) spectrum" to minimize potential health problems. The Samsung Impression has the lowest: 0.35 watts per kilogram, a measure of how much radiation is absorbed into the brain when the phone is held to the ear.

The highest: T-Mobile's MyTouch 3G, Motorola Moto VU204 and Kyocera Jax S1300, all at 1.55 W/kg.

The Apple iPhone, sold exclusively by AT&T in the USA, is in the middle of the pack at 1.19 W/kg.

The Federal Communications Commission, which sets standards for cell phone radiation, requires that all devices be rated at 1.6 W/kg or lower.

The Environmental Working Group says the FCC's standard is outmoded, noting that it was established 17 years ago, when cell phones and wireless usage patterns were much different. The group wants the government to take a "fresh look" at radiation standards.

The FCC currently doesn't require handset makers to divulge radiation levels. As a result, radiation rankings for dozens of devices, including the BlackBerry Pearl Flip 8230 and Motorola KRZR, aren't on the group's list.

<http://www.mobile-tech-today.com>

U.S. Cellular Applies for \$23.5M in Broadband Stimulus Grants

September 11, 2009

U.S. Cellular applied for around \$23.5 million in grants from the government's broadband stimulus package. The carrier wants to expand 3G mobile broadband to rural areas in California, Kansas, Missouri and Nebraska.

The company said in each of its applications that it will provide broadband "largely over its existing wireless network." U.S. Cellular joins other smaller operators and telecom service providers, including Clearwire, Leap Wireless and Level 3 Communications, in applying for government funds.

Major players in the telecom industry--including AT&T, Comcast and Verizon--decided not to apply for the grants due to several factors, including the net neutrality rules attached to the distribution of the funds.

The government has allocated a total of \$7.2 billion for broadband stimulus projects as part of the \$787 billion economic stimulus package passed earlier this year. The first round of grants, totaling \$4.7 billion, are supposed to be awarded this month, with the rest of the money scheduled to be allocated by September 2010. The Obama administration said the program will create 260,000 new jobs and stimulate the nation's sagging economy.

<http://www.fiercewireless.com>

Product & Service News

AT&T Starting HSPA Upgrade in Six Cities

September 9, 2009

AT&T Mobility will begin rolling out its HSPA network upgrade--which will provide theoretical peak downlink speeds of 7.2 Mbps--in six cities across the country. The first cities to get the upgrade will be Charlotte, Chicago, Dallas, Houston, Los Angeles and Miami, with commercial availability by year-end.

The upgrade is part of the carrier's effort to milk its HSPA network as much as possible before transitioning to LTE technology. The company reiterated that it will begin testing LTE in 2010 with deployment beginning in 2011. Rival Verizon Wireless recently announced successful LTE tests in Boston and Seattle; the carrier plans commercial launches next year.

AT&T's HSPA announcement coincides with the carrier's acknowledgement that it is straining to keep pace with the rapidly growing demand for mobile data, largely fueled by Apple's iPhone.

By the end of 2010, AT&T said it will have deployed its HSPA upgrade in 25 of the country's 30 largest markets, and that the upgrade will be in place in 90 percent of its 3G footprint by the end of 2011. AT&T also said it would add backhaul capacity to its cell sites while it upgrades its HSPA technology, and that it would have six HSPA 7.2-compatible smartphones available by year-end, as well as two new LaptopConnect cards.

Separately, AT&T has begun switching on 3G services in 850 MHz spectrum in certain markets across the country to boost coverage and capacity, notably in Atlanta, New York City and Houston.

<http://www.fiercewireless.com>

AT&T Debuts New Unlimited Calling Plan

September 9, 2009

AT&T Mobility launched a new unlimited calling feature that will allow it to compete with Verizon Wireless and T-Mobile USA. The plan, called "A-List with Rollover," allows subscribers to make unlimited calls to and from five domestic numbers at no additional cost. The carrier also said families can have unlimited calling to up to 10 numbers through its "FamilyTalk" plan.

However, similar to offerings from AT&T's rivals, the new features have some caveats. Individual subscribers have to be on a monthly calling of \$59.99 or higher to qualify, and families have to be on a FamilyTalk plan of \$89.99 per

month or higher. AT&T said customers can modify their "A-List" numbers any time online. The new AT&T services will debut Sept. 20.

AT&T is catching up to rivals in the unlimited-calling-to-select-numbers game. Verizon launched a service strikingly similar to Alltel's signature "My Circle" plan in February, as it began to integrate former Alltel customers into its network. Verizon's feature, called "Friends and Family," allows Verizon customers to add five to 10 numbers to a group that they can call without dipping into their monthly allotted minutes.

In addition, T-Mobile since 2006 has been touting its "MyFaves" calling plan, which gives subscribers unlimited calling to five numbers. Interestingly, T-Mobile recently said that it wants to try and expand the service by possibly turning it into a social networking feature.

<http://www.fiercewireless.com>

Sprint Offers Unlimited Plan Covering Mobile Calls

September 10, 2009

Sprint Nextel Corp. on Thursday launched a service plan offering unlimited calls to any U.S. cellphone, hastening the eventual demise of voice minutes.

Over the past year, wireless carriers have gotten aggressive with flat-rate plans, with prepaid players offering rates as low as \$40 a month as competition for customers intensifies. Sprint, which continues to suffer heavy subscriber losses, has pushed particularly hard in an effort to undercut the top two players, Verizon Wireless and AT&T Inc.

The moves underscore the industry's declining voice revenue, emulating the shift away from per-minute rates to flat-rate calling plans for long-distance calls on the landline side.

"This move from Sprint solidifies the fact that we're moving more toward per-minute billing plans to fall by the wayside," said Vanessa Alvarez, an analyst at Frost & Sullivan.

Starting at \$69.99, Sprint's Any Mobile, Anytime plan allows customers to calls to any cellphone in the U.S., regardless of the carrier. The plan also comes with "Everything Data," including unlimited text messaging and data services, as well as 450 minutes for calls to landlines. Existing customers with the data-centric plan will automatically get the Any Mobile feature. A \$170 family plan covering four people is also available.

"We don't think our customers want to have to keep track of or only talk to friends, colleagues or family members who make the same choices they do," Sprint Chief Executive Dan Hesse said in a statement.

The plan is essentially a \$30 discount to Sprint's "Simply Everything" offering for any subscriber who only makes calls to cellphones. It's also a quasi-extension to the "circle" calling plans that allow a person to make unlimited calls to a select number of people regardless of whether they are on the same carrier or using a landline.

"The increased value is clearly aimed at attracting new subscribers, particularly the generation no longer married to home phone lines," said JPMorgan analyst Mike McCormack.

On Wednesday, AT&T unveiled its own version of the circle plan, called A-List, which mimics T-Mobile USA's MyFaves and Verizon Wireless's Friends and Family offering.

Taken together, these plans represent further pressure on the voice revenue side as customers expect to get more but pay less. While the nationwide carriers have stuck to \$99 unlimited call plans, they have acknowledged the competitive threat of pre-paid carriers offering voice plans at less than half the rate.

Like Sprint, Deutsche Telekom AG's (DT) T-Mobile USA has struggled to keep up with more competitive pricing plans. Verizon Wireless, jointly owned by Verizon Communications Inc. and Vodafone Group Plc, has maintained that it hasn't been affected, but has dabbled in prepaid with wholesale partners. AT&T has been able to fend off competition thanks to its exclusive deal to sell the Apple Inc. iPhone.

Few expect the other carriers to immediately offer matching plans, but many industry observers say that the industry is moving in that direction.

Rather than fight the declining voice revenue, the carriers have instead focused on reaping more revenue and profits off of the lucrative data plans, including text messages, mobile Web access and video services.

"From a billing perspective, per-minute calling is a pain," said Maribel Lopez, who runs Lopez Research. "They would much rather charge you for advanced service than spend 30 minutes to deal with a 20-cent overage charge."

Sprint shares recently fell 4 cents to \$3.64.

<http://online.wsj.com>

Motorola's First Android Phone, Cliq, Headed for T-Mobile USA

September 10, 2009

T-Mobile USA CTO Cole Brodman teamed with Motorola co-CEO Sanjay Jha this afternoon in San Francisco at the GigaOM Mobilize conference to debut Motorola's first Android-based device, the Motorola Cliq. T-Mobile USA will exclusively sell the device in the U.S.

It will be available commercially later this fall, and the carrier plans to market it heavily for the upcoming holiday season. T-Mobile did not disclose pricing or more specific availability information.

Motorola has bet the success of its struggling handset division on Android, and Jha seemed confident in Motorola's ability to turn around. "This is one product, but we have changed the way we do business," he said. At the start of his keynote, Jha said that Motorola would debut another Android device in the coming weeks, which industry watchers believe is headed for Verizon Wireless.

The Cliq, which will be available overseas through carriers such as France Telecom's Orange in the United Kingdom and France, Telefonica in Spain and American Movil in Latin America, is much more than just Motorola's first Android-based phone. It also is the first phone to offer MotoBLUR, a widget-based user interface that Jha said will be the foundation for future Motorola devices. MotoBLUR lets users customize their device home page so they no longer have to open and close applications. "This can be front-and-center on your home screen and integrated deep into the phone," he said. "You can communicate like you want to."

MotoBLUR allows users to synch their various social networking activities. For example, a user can post one status update across a range of social networking services. Another widget will allow them to see messages from various sources--including emails, text messages and social networking messages--on the home screen.

Besides MotoBLUR, the Cliq supports T-Mobile's 3G UMTS network, WiFi, a slide-out Qwerty keyboard and a full 3.1-inch HVGA touchscreen display. The phone also has a 5-megapixel camera with video capture and playback, a 3.5 mm headset jack, a music player pre-loaded with Amazon's MP3 store and a pre-installed 2 GB microSD memory card with support for up to 32GB of removable memory.

Analysts generally agreed that Motorola's Android debut was solid, but warned that competition would remain fierce. John Jackson, vice president of research at CCS Insight, said that the Cliq "validates Motorola's bet on Android." He said MotoBLUR was a "positive start" but that "competition is likely more intensive than Motorola anticipated."

"It's an auspicious debut," said Current Analysis analyst Avi Greengart. "I don't think you can underestimate how important it is for Motorola as a handset company."

Greengart said the focus should be on MotoBLUR, and not necessarily on the hardware. However, he noted that MotoBLUR is not unique--Greengart said Palm offers many of the same functions in the Pre, HTC does similar integration in the Android-based Hero and Nokia too plays in the same area with its Linux-based N900. Additionally, he said that the Android smartphone market itself will get

more crowded, as Samsung and LG release their own offerings.

But Greengart said Motorola had done well enough to "live to fight another day." He said whatever carrier support Motorola manages to drum up will largely determine the company's Android success.

"The key is for the holiday sales season. I think the key is going to be brand and carrier distribution," he said. "This is an area where [Motorola] should acquit itself reasonably well."

<http://www.fiercewireless.com>

Industry Reports

Despite Economic Downturn, 54% of Businesses Plan to Increase Spending on Wireless

September 10, 2009

As the U.S. and other parts of the world continue to wallow in challenging economic times, investment by businesses in mobility and the satisfaction of those mobile deployments continue to be quite high. In July 2009, IDC fielded and completed an enterprise mobility survey of 309 respondents (229 from the United States and 80 from the United Kingdom). Respondents were screened against two sets of criteria. First, they had to have some level of active involvement in the decision-making process for mobile enterprise application purchases. Second, they had to belong to an organization with at least 1,000 employees. The survey was reported at a 95 percent level of confidence.

While the mobile device wars often dominate the landscape of mobility, it is significant to realize that the deployment of mobile applications across an enterprise is a critical engine to the mobility growth--and it is alive and well. One of the more telling responses backing this up from our recent survey showed that mobility represents a substantial portion of overall IT budgets. Over 60 percent of respondents indicated mobility IT spend in the range of 10 percent to 40 percent of total IT spend. Considering the many other costs and priorities for large enterprises, this constitutes a significant portion. Additionally, the fact that even eight respondents (2.6 percent of respondents) are spending between 50 percent and 75 percent of their total IT budget on mobility indicates that some leading-edge companies have already begun to make a strategic investment in mobility.

For those organizations that have invested in mobile deployments, a large portion of them are satisfied with their company's rollout. The vast majority, roughly 83 percent, were satisfied, or very satisfied, with their mobile deployments. There was almost an even split between

those that found the mobile deployments exceeded their expectations (15.3 percent) and those that found the mobile deployments overall had somewhat fallen short of expectations (14.4 percent). Only one respondent (0.7 percent) found that mobile deployments had totally failed to meet his/her organization's expectations, while 2 percent did not know. This bodes well for continued investment, wider rollouts, and upgrades in mobility solutions. Considering IDC's Mobile Worker Population Forecast, which projects over 1 billion mobile workers worldwide by 2011, tremendous greenfield opportunities exist for future deployments.

With well over three quarters of the respondents satisfied with their mobile deployments, the industry begins to reap the rewards of much improved mobile technology within the marketplace. The ability for organizations to leverage Web 2.0 tools that enable robust platform environments and rapid application development provides a much faster and easier rollout of mobile applications. A deployment that is also set up for scale (even though organizations may start with a single application across a single business unit), where a solution that can reach multiple users across multiple applications throughout the organization, is a common occurrence. In years past, six months were often required to build applications that were typically proprietary in nature and built in a silo. Today, much of the key enterprise tools organizations have used to build their core applications have been extended out to mobile development environments, creating improved deployments that integrate and interoperate with existing corporate systems.

Lastly, organizations expect to continue to invest in mobile applications and other key technologies over the next 12-18 months. More than half of enterprises surveyed (54.1 percent) plan to invest more in mobile technologies in the next 12-18 months, with another 26.2 percent that plan to invest the same, for a combined 80.3 percent of organizations that plan to spend the same or more on mobility in the next 12-18 months. This indicates that many of the organizations believe that the economic downturn has reached bottom and that mobility is a strategic investment for them going forward. Only 15.5 percent plan to invest less.

Organizations continue to see mobility as a strategic investment, but in these challenging economic times, they also recognize that the deployment of a mobile solution offers key cost reduction benefits, sales increases and tremendous productivity and efficiency enhancements.

<http://www.fiercewireless.com>



120 Madison St. 15th Floor
Syracuse, New York 13202
(315)470-1350
1-888-8KSRINC