

## **This Week's Stories**

### **Apple, AT&T Dealing with Another iPhone 4 Pre-order Snafu**

June 21, 2010

Apple and AT&T Mobility have started to send confirmation notices to customers that their iPhone 4 pre-orders are shipping. However, in another blow to companies' launch of the device, some customers have reported that their pre-order was unexpectedly cancelled.

Over the weekend, some customers received notifications that their iPhone 4 devices had been shipped. The gadget, the latest iteration of Apple's popular smartphone, will go on sale in stores June 24. However, others reported that they received notifications from Apple and AT&T that their orders had been cancelled, according to the blog *Engadget*. The notifications said that due to a problem with the authorization process, the orders had been cancelled and that customers will have to go to an Apple or AT&T retail store to pick up their device.

An Apple spokeswoman did not immediately respond to a request for comment on the situation. However, an AT&T spokeswoman, Jenny Bridges, told *FierceWireless* that there was a simple explanation for the confusion. "The cancellations are primarily duplicate orders--customers who placed more than one preorder last week when wanting to confirm their iPhone 4 had been reserved," she said. "In some cases, they may be the result of upgrade eligibility. We're reaching out to many of these customers to answer questions, and are also happy for customers to call us with individual account questions."

Last week, Apple reported that it received more than 600,000 pre-orders for the device after less than two days of taking orders. AT&T stopped taking pre-orders for the device Wednesday because of inventory issues and unexpectedly high demand.

<http://www.fiercewireless.com>

### **Verizon, AT&T, Comcast Join Wireless Broadband Alliance**

June 23, 2010

Count Verizon Wireless, AT&T and Comcast among the newest members of the Wireless Broadband Alliance.

The Wireless Broadband Alliance (WBA) was formed in 2003 with the goal of driving the adoption of wireless technologies globally by developing common frameworks for interoperability across networks, technologies and devices.

Other new members to the WBA, which were announced this week at the 17th WBA Roundtable Conference and Wi-Fi Ecosystem Summit in San Diego, include Cisco Systems, software vendor Devicescape and South Korean mobile operator KT Corp.

"Demand for Wi-Fi access in the 'third place' is growing, as more and more consumers want to stay connected in indoor locations outside the home or office," said Chris Bruce, CEO of BT Openzone and chairman of the WBA. "Uptake of smartphones and tablet devices has seen a rising number of companies offering Wi-Fi as part of their service mix, and we are delighted to open the alliance to new members. We are excited about the upcoming meeting, where together across the ecosystem we will work on how we can make Wi-Fi even easier for customers to use."

The event will also see the public release of a set of specifications designed by WBA to aid the roaming between wireless Internet service providers (WISPs). WBA said the new specification, WISPr 2.0, would provide seamless authentication between Wi-Fi networks and other access networks such as GSM/UMTS/LTE and WiMAX. WBA said WISPr 2.0 would also make roaming easier and help overcome interoperability problems, making it easier for end users to login.

A WISPr 2.0 trial is slated to be launched at this week's event. The trial will demonstrate how mobile, cable, WiMAX and broadband service providers can seamlessly connect to Wi-Fi networks by taking advantage of the WISPr 2.0 specification. Participants will work with leading wireless broadband operators to make their equipment and software compatible with WISPr 2.0 and to support seamless authentication on public Wi-Fi networks around the world. The trial is slated to last six months.

While the WBA's goal is to make signing on to Wi-Fi hot spots easier for customers across other service providers' networks, AT&T is trialing a Wi-Fi hotspot near Times Square as a way to ease traffic off of its overburdened 3G network. AT&T said it might expand the Wi-Fi hot spots to other metro areas across the nation later this year.

In April, Comcast, Time Warner Cable and Cablevision agreed to let their respective subscribers roam for free across each other's Wi-Fi hotspots in the New York City metropolitan area.

<http://www.wirelessweek.com>

## AT&T Finalizes Purchase of Verizon Assets

June 24, 2010

Telecommunications giant **AT&T** has finalized its purchase of assets belonging to **Verizon Wireless**.

With the addition of the Verizon assets, AT&T will be able to enhance its wireless network in 79 areas across 18 states, including New Mexico, the Dallas-based company said.

Verizon Wireless agreed to sell the properties, so it could gain regulatory approval for its acquisition of Alltel in 2009.

With the purchase complete, 1.6 million wireless subscribers in the area will now have access to AT&T's 3G mobile broadband network, the company said.

As a result of the purchase, AT&T expanded its network coverage to rural areas in New Mexico, Alabama, Arizona, California, Colorado, Iowa, Kansas, Michigan, Minnesota, Montana, Nebraska, Nevada, North Dakota, South Dakota, Tennessee, Utah, Virginia and Wyoming.

The company said existing customer contracts will not be impacted by the integration of Verizon assets, but said "during network integration, customers will have the opportunity to select a device comparable to their existing device at no additional cost." They also will be able to make upgrades to other levels of service.

Verizon Wireless **invested nearly \$30 million** in 2009 to upgrade its network in New Mexico and El Paso.

<http://www.bizjournals.com>

## **Product & Service News**

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### Verizon Launching LTE User Trials in 5 Cities

June 21, 2010

Verizon Wireless is moving closer to the commercial launch of its LTE network, and the carrier is now conducting friendly user trials in five unnamed cities to get feedback on the network.

"Technical trials are staged [and] tiered in accordance with industry standards," Verizon spokesman David Clevenger told *ZDNet*. "They're [now] completed." He said the company is focused on the user trials, but Verizon is not

disclosing where the trials are taking place or any information about the users.

Verizon has been making steady progress toward its commercial deployment, and has said it will launch 25-30 markets using its 700 MHz spectrum in the fourth quarter. The carrier has been conducting technical trials in Boston and Seattle, and reported that the network will provide average data speeds of 5-12 Mbps for downloads and 2-5 Mbps for uploads.

Verizon plans to demonstrate a variety of LTE devices at next year's Consumer Electronics Show, and has said it will have up to five LTE handset on the market by the middle of next year.

Additionally, Verizon has started a project to partner with rural carriers, tower companies and backhaul firms to license its spectrum in an effort to build out LTE in rural areas. So far, rural carrier groups have responded with a mixture of skepticism and cautious enthusiasm.

<http://www.fiercewireless.com>

### Google Voice Open To All

June 22, 2010

Google on Tuesday said that Google Voice, its online voicemail and telecommunications service, is now open to everyone.

Launched in March 2009, Google Voice was previously available through invitation only. Google Voice product manager Vincent Paquet said that the time has come to let everyone try the service.

Paquet said the Google Voice team is working on a way to port existing phone numbers to Google Voice, though that capability isn't ready yet.

Because not everyone wants a new phone number to deal with, Google Voice can be used just for online voicemail, without the call routing capabilities. But Paquet said he's been pleasantly surprised to discover "that most people want the Google Voice number."

Google Voice also provides online voicemail with speech-to-text transcription, to make voicemail messages searchable and more easily stored.

Other features include low-rate international calling, personalized greeting messages, the ability to forward SMS messages to an e-mail account, call blocking and screening, conference calling, and mobile apps.

Last summer, Apple refused to approve Google's Google Voice app for the iPhone, an incident that prompted a Federal Communications Commission inquiry that remains ongoing. Apple's business practices, specifically its developer and advertising rules, are also being examined by the Federal Trade Commission for possible antitrust implications.

Google responded by releasing a Google Voice Web app that provides much of the functionality of its downloadable mobile app, which is available for Android and Blackberry devices.

"The Web client for the iPhone is pretty impressive," said Paquet. "We certainly feel like HTML5 will allow more and more users to access the service on the go."

Google clearly has plans to expand the capabilities of Google Voice, having made a series of acquisitions related to telecommunications and video services. Last month, it acquired Global IP Solutions (GIPS), a provider of voice and video IP communication technology. It also purchased Episodic, an online video platform, in April, and Gizmo5, a maker of VoIP software, in November last year.

Paquet said he didn't have any news to announce about new features, but stay tuned.

<http://www.informationweek.com>

## **Adobe Flash Player 10.1 For Mobile Debuts**

June 22, 2010

Adobe on Tuesday said that it has released Flash 10.1 to its mobile platform partners, a move that means users of Android, BlackBerry, webOS, Windows Phone, LiMo, MeeGo and Symbian OS mobile devices will someday be able to run Flash content.

Just not today. With the exception of Nexus One users who have upgraded to Android 2.2, Flash on mobile phones remains scarce. It's not quite vaporware on the level of Duke Nukem Forever, undelivered after more than a decade. But it's late enough to prompt ridicule from Apple CEO Steve Jobs.

"We have routinely asked Adobe to show us Flash performing well on a mobile device, any mobile device, for a few years now," Jobs wrote in an open letter in April. "We have never seen it. Adobe publicly said that Flash would ship on a smartphone in early 2009, then the second half of 2009, then the first half of 2010, and now they say the second half of 2010. We think it will eventually ship, but we're glad we didn't hold our breath."

Adobe is now promising that "Flash Player 10.1 will be available as a final production release for smart phones and tablets once users are able to upgrade to Android 2.2 'Froyo.'"

That could happen as soon as next month for those buying Motorola's DROID X. For other devices, we may be talking about several months or even into 2011.

Nonetheless, the release of Flash Player 10.1 is better late than never and Adobe has assembled a formidable list of supporters to counter Apple's repeated eulogies for Flash.

There's Google engineering VP Andy Rubin expressing his excitement that "Android is the first mobile platform to support the full Flash Player."

There's Microsoft general manager Stephanie Ferguson declaring that Microsoft is "working closely with Adobe to bring the Flash Player 10.1 to a future version of Windows Phone."

And there's RIM BlackBerry platform SVP Alan Brenner asserting that "customers want a rich experience on mobile devices with access to the full Web featuring Adobe Flash content."

But never mind the posturing. Now that Flash Player 10.1 is real, the war of words between Apple and Adobe will finally be resolved by the market. We will see whether users really want Flash content on their mobile devices, whether Flash content performs well, without degrading battery life or introducing security problems as Jobs has claimed, and whether developers remain committed to the Flash platform a way to reach the widest possible audience.

Coincidentally, Apple on Tuesday said that it has shipped 3 million iPads in 80 days. Unfortunately for Adobe, none of those devices support Flash.

<http://www.informationweek.com>

## **U.S. Cellular Answers the Call for Cutting-Edge Phones**

June 24, 2010

U.S. Cellular's customers have come to expect a reliable network, customer service and innovative programs like Overage Protection and Battery Swap, and now the wireless carrier is unveiling a wave of cutting-edge devices that will join its smartphone lineup this year.

U.S. Cellular is launching four phones in 2010 that run on the Android operating system, beginning with the release of the Samsung Acclaim on July 9 and the HTC Desire, with a vibrant 3.7-inch touch screen, 1 GHz Snapdragon

processor, 5 megapixel camera and Wi-Fi, in early August. Another highly-anticipated Samsung device and an LG device with a large touch screen and slide-out, ergonomically-designed QWERTY keyboard, will be in stores in October.

"We're excited about everything these Android-powered devices will bring to our customers," said Edward Perez, vice president of marketing and sales operations for U.S. Cellular. "They give customers quick and easy access to thousands of applications, so each device can be completely unique and mirror their personal tastes and lifestyles. The phones will be a great complement to the popular BlackBerry® and Windows Mobile® devices that already anchor our smartphone line."

The Acclaim is exclusive to U.S. Cellular customers. It has a slide-out QWERTY keyboard with a 3.2-inch touch screen, 3 megapixel camera and Wi-Fi.

All of U.S. Cellular's phones running on Android give customers access to popular Google applications and will be pre-loaded with U.S. Cellular applications such as My Contacts Backup, City ID, Tone Room Deluxe and Your Navigator Deluxe. Customers can tap into the Android Market, a rapidly-growing catalog of more than 70,000 applications, most of which are free, to transform their phone into a lifestyle device.

The carrier will release the BlackBerry Bold in early August and later this year it will offer a BlackBerry flip smartphone with a full QWERTY keyboard. U.S. Cellular is also releasing new touch screen devices like the LG Banter Touch featuring a 3-inch touch display and side-sliding QWERTY keyboard.

Customers who use their phones primarily for talking and texting also have a few new options coming their way: a dark purple QWERTY Motorola device with a unique square shape and a side-sliding QWERTY device from Samsung with a 2 megapixel camera designed for quick and easy texting.

"We've always believed that our customers deserve a wide selection of phones that fit their individual needs," said Perez. "We hope our customers are as excited as we are about what we have coming up between now and the end of the year."

#### **About U.S. Cellular**

The 9,000 associates of U.S. Cellular believe it's okay for customers to expect more from their wireless carrier. Committed to being a leader in transforming the customer experience in the wireless industry, U.S. Cellular is the only carrier to offer Overage Protection and Battery Swap programs to all of its customers. The Chicago-based company continues to introduce innovative, customer-focused programs that change the rules of the wireless industry. U.S. Cellular believes in education and is giving millions to support teachers and schools. To learn more

about what makes U.S. Cellular more than just a phone company, visit one of its retail stores or [uscellular.com](http://uscellular.com). You can also check out U.S. Cellular on Facebook.

#### **About Battery Swap**

U.S. Cellular launched Battery Swap because a dead or dying battery shouldn't keep customers from reaching the people who are important to them. Customers can come into any U.S. Cellular store and change out their battery for a fully-charged one for free. It's another way to give customers the peace of mind that their phone will always be there for them in an emergency.

#### **About Overage Protection**

Wireless customers say unexpected charges on their bills are one of their biggest concerns, so U.S. Cellular created Overage Protection. Customers receive a text message when they reach 75 percent of minutes or texts during their billing cycle, and another when they reach 100 percent. U.S. Cellular is the first to offer this free service to all of its customers because everyone deserves a wireless carrier that is looking out for them.

<http://www.prnewswire.com>

## **Industry News**

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### **Network-efficient Apps Will Score Points with Consumers, Carriers and Financiers**

June 24, 2010

One outcome of AT&T Mobility's decision earlier this month to put an end to its unlimited data plans in favor of usage-based plans (new smartphone customers pay \$15 per month for 200 MB of data or \$25 per month for 2 GB of data), is that it highlights the need for the mobile developer community to design network-efficient applications.

In the mobile developer world, there is nothing worse than having consumers dump your application--or worse, never download it in the first place--because of fear that it will consume tons of bandwidth and therefore prove costly. With AT&T's new usage-based data plans in place just in time for the debut of Apple's iPhone 4, you can bet that many app developers are scurrying to find ways to streamline and compress their apps to make them as efficient as possible.

Of course, AT&T and others have been warning developers of the importance of designing bandwidth-friendly apps for some time, but there is nothing like the

threat (and surprise) of sky-high mobile data charges to bring the issue home.

In fact, in March at the *FierceWireless* "Path to 4G" event co-located with the CTIA Wireless 2010 conference in Las Vegas, Kris Rinne, senior vice president of architecture and planning at AT&T, told the audience that AT&T had reviewed different streaming video Web sites and compared the bandwidth consumption of each. One site in particular (which Rinne did not name) required eight times the amount of data to download video than other sites, with no visible difference in video quality. She then urged collaboration among carriers, content providers and developers to innovate and deliver more efficient streaming video for mobile networks.

But mobile developers have even more to fear than just backlash from data-wary consumers. Vodafone CEO Vittorio Colao, speaking at the Mobile World Congress 2010 conference in Barcelona, even went so far as to suggest that in addition to charging consumers extra for the amount of bandwidth they consume, mobile operators might want to consider charging content providers if their content is too bandwidth-intensive.

Clearly there is an urgent need for streamlined mobile applications that deliver a compelling user experience without eating up huge amounts of bandwidth. And mobile developers and content firms that can deliver on this call to action likely will find funding to help them make their concept a reality. I queried a few of my venture capital sources and all said they are interested in investing in firms with compelling solutions that don't hog bandwidth.

In the crowded mobile application space it's often hard to get your app to stand apart from the rest. But if you can make it bandwidth-friendly, you likely will have a key competitive differentiator that will win favor with the mobile operator, the consumer and the venture capital community.

<http://www.fiercewireless.com>



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