

## This Week's Stories

### **Personal Devices Compromise Enterprise Data**

May 24, 2011

Employees are increasingly compromising business-critical data by keeping it on personal devices, such as laptops and smartphones, according to a report published by McAfee in collaboration with Carnegie Mellon.

The survey found that 72 percent of devices used for work were laptops, and 48 percent were smartphones. Just 10 percent of devices being used by business people were tablets.

But regardless of what kinds of devices they're using, the data contained on them is far from just personal texts and tweets. One in three users kept sensitive work-related information on their mobile devices, while only one in three employees were even aware of their company's mobile security policies.

Exacerbating the problem is that these devices are routinely lost or stolen, compromising the data stored on them.

According to the survey, four in 10 organizations have had mobile devices lost or stolen and half of those devices contain business critical data. Additionally, more than a third of mobile device losses have had a financial impact on the organization.

The report concludes that businesses need to be savvy about the risks involved with mobile use for enterprise, suggesting more nuanced policies, as well as increased education for employees and IT departments.

The survey spanned the globe, including more than 1,500 respondents from 14 countries. The participants were split between two surveys targeted towards general end users of mobile devices and senior IT decision makers in companies with 100 or more employees.

[www.wirelessweek.com](http://www.wirelessweek.com)

### **Franken Pushes Apple, Google Toward Privacy Policies For Apps**

May 25, 2011

U.S. Sen. Al Franken wants Apple and Google to require that apps clearly detail their privacy policies so users can better understand what information is being collected.

Franken (D-Minn.) sent a letter (PDF) to Apple CEO Steve Jobs and Google CEO Larry Page this morning thanking them for sending company representatives to his hearing on mobile privacy earlier in the month. Franken also followed up on a request made during that hearing to make privacy policies "clear and understandable," saying there was work to be done to get that information out there in the first place.

"Unfortunately, neither of your companies requires that apps on your stores have a privacy policy. As a result, a significant portion, and potentially a majority of apps, on your stores lack privacy policies," Franken wrote. Consumers "want more transparency and control about who is getting their information, how it is being used, and who it is being shared with."

Franken cited studies by TRUSTe and Harris Interactive, as well as The Wall Street Journal, which noted that many popular applications did not contain links to privacy policies, with others not having a policy to begin with.

"Requiring that each app in your stores have a clear, understandable privacy policy would not resolve most of the privacy concerns in the mobile market," Franken wrote. "But it would be a simple first step that would provide users, privacy advocates, and federal consumer protection authorities a minimum of information about what information an app will access and how that app will share that information with third parties."

Franken's hearing earlier this month followed the high-profile coverage of the location database discovered in Apple's iOS. That tracking file, which contained information about Wi-Fi hot spots and cell towers, was well-known in the forensics and law enforcement community, but questions arose as to what Apple's intentions were.

Following a flurry of media and government attention to the matter, Apple explained that the file was a smaller part of a location database used by its devices to more quickly determine their location. Apple also tipped its strategic hand slightly in mentioning that the company had plans to use the file to provide detailed traffic information as part of a future service. Apple then drastically scaled back on the size of the database that's stored on the device, as well as taking measures to let users delete any

local database files, along with promising to encrypt the information in a future iOS update.

Besides Apple, Google and Facebook were called to provide testimony at not only Franken's hearing but also at a separate subcommittee hearing, which took place last week. That hearing also focused on location privacy and its place on mobile devices.

Like Apple and Google, Microsoft collects records of the physical locations of customers who use its mobile operating system, though it has not been targeted in any Senate committee hearings.

Franken closed his letter by saying that "at minimum" Apple and Google should require location-aware apps to have privacy policies that spell out what location information is being collected, how it's being used, and how it's shared with third parties.

"Apple and Google have each said time and again that they are committed to protecting users' privacy," Franken wrote. "This is an easy opportunity for your companies to put that commitment into action."

[news.cnet.com](http://news.cnet.com)

## **Products & Services**

### **App-Searching App Do@ Re-imagines Mobile Search**

May 24, 2011

A small startup with a nearly unsearchable name introduced a new model for mobile search Monday. The service, called Do@ (pronounced "do at"), installs as an app on an iPhone, and lets you run searches through multiple apps, including ones you don't have installed.

The idea is simple and clever. On mobile phones, users are used to choosing a specialized app for a task. So if you are looking for a restaurant nearby, you might launch Yelp or Zagat or UrbanSpoon and then search. And then you might launch each in succession.

Do@ is seeking to make that specialized searching simpler. Do@ separates apps into categories, such as @shopping, @news and @music. So if you start typing "hamburger" into Do@'s search box, it suggests you search on "hamburger @cooking" and "hamburger @restaurants."

If you choose the former, Do@ shows you a web-based version of recipe apps: Big Oven, the Food Network, HowCast, Foodily, Kraft, YouTube's Cooking Channel, Chow, etc.

Users are shown the apps in a display that features one app per page, and you can slide the screen to

see the next app. If you want to interact with the result, you simply tap it and a full "web" app shows up, allowing you to scroll and click items.

A search for "hamburger @restaurants" brings up Yelp, Foodspotting and Foursquare among others, with results tailored to your location if you choose to let Do@ have access to that information. There's no need to have any of the apps installed to search through them, but if you do, you can launch the app by clicking in the results in some cases.

For instance, clicking on a Yelp link launches the Yelp app, but there seems to be no way to launch the Google Maps app from the HTML5 version of Google Maps.

In practice, it's quite handy, especially for something like a musical artist such as Lyle Lovett or someone more obscure. Do@ will show you pages that have relevant results, whether that's YouTube videos, iTunes results of MP3s you can buy, a Pandora radio station, a slidehow of pictures, and then other music apps such as SoundCloud and SongKick. The search relies on your connection to Do@'s servers, which then have to send requests to the right "apps" and present them back to the user, which can feel a bit slow -- though it's hard to tell if that's just a function of first-day scaling issues or AT&T's 3G network in San Francisco.

Regardless, it's a very clever approach and one could easily see wanting to set it up as the default search box on a mobile device.

[www.cnn.com](http://www.cnn.com)

### **AT&T Bringing LTE to Five Cities This Summer**

May 25, 2011

AT&T announced last fall that it would begin its LTE rollout in mid-2011, and it's now finally delivered a few more details. The carrier has just confirmed that five markets -- Dallas, Houston, Chicago, Atlanta and San Antonio -- will be getting LTE sometime "this summer," with ten more as-yet-unnamed cities set to join them in the second half of the year. All told, AT&T says that should cover about 70 million Americans by year's end. Of course, an LTE network needs some devices, but AT&T unfortunately isn't providing much in the way of details about those just yet -- it's only saying that it plans to add 20 4G devices to its portfolio this year, and that "some of those" will be LTE capable.

[www.engadget.com](http://www.engadget.com)

## Emerging Technology

### **Square Releases iPad-Based Cash Register**

May 24, 2011

You might soon be able to add cash registers and credit-card terminals to the growing technological dustbin that includes hardwired phones, CDs and cars that run only on gasoline. A mobile transaction company named Square has announced a new iPad-based point-of-sale solution called Square Register that seeks to replace those payment devices.

Jack Dorsey, Square's CEO, said cash registers and credit-card terminals are "relics of an expensive, complicated and impersonal commercial transaction system." The company is also unveiling Card Case, an application that allows a customer's smartphone to be used for transactions and marketing with retailers who have Square Register.

The company has been best known for a card reader that enables an iPhone or Android smartphone to accept credit cards.

The Square Register application allows businesses to manage store inventory, check daily transactions, update pricing, automate checkout, create digital receipts, and maintain virtual storefronts. It's available as a free download, and there is a 2.75 percent fee for each transaction. Receipts can be electronically sent to customers, foregoing the need for paper receipts.

A Tabs feature is the equivalent of one-click purchasing on the web. Customers use Square's new Card Case application on their smartphone, and, when they open a tab on their device, their stored identity can be validated and their purchase approved with a single touch. The transaction does not need a physical credit card.

Card Case can be obtained by a smartphone user via a download link sent by a retailer where a customer has made a credit-card purchase. The Case gets filled with virtual "cards" from participating retailers that the user has visited. Each card, or tab, contains the customer's purchase history, receipts from that retailer, featured items on sale, customized offers, and even aggregate information on what other customers are buying at the store.

[www.mobile-tech-today.com](http://www.mobile-tech-today.com)

### **Mobile Payments: Can Google Put All The Pieces Together?**

May 26, 2011

At a press conference scheduled for today in New York City, Google is expected to lay out the beginning of something mobile-technology experts have been foretelling for years: using mobile phones to pay for almost everything via near-field communications chips, or NFC.

NFC is a chip technology that, when placed in two different devices, lets small amounts of data be sent over very short distances between them. This can include data such as credit card information, train ticket info, and a coupon bar code.

We already have credit cards with NFC chips inside, and some figure moving away from credit cards to paying with a phone is the next step. Rumors have swirled that Apple has been hatching a plan to turn the iPhone into a mobile credit card via iTunes for over a year. Amazon.com is reported to be considering such a service, as have some credit card and wireless companies.

But talking about NFC and actually making a usable service for consumers happen with phones are two different things. Different companies in different industries need to work closely together for it to work in a straightforward manner for mobile phone users. That includes phone makers, mobile software companies, wireless service providers, banks, retailers, and makers of payment terminals.

That challenge -- as much of a management issue as it is a technological issue -- helps explain why no one has done it on a wide scale yet.

Google is perhaps best-positioned right now for instituting a mobile-payments system for several reasons: First, Google already makes one of the two phones in the world with NFC chips inside, the Nexus S (Nokia makes the other, the C7) and is likely to make more. Second, Google also has its own software, Android, which it can configure to the advantage of NFC chips in a phone. Thanks to Android, Google enjoys relationships with carriers too. Reports indicate it's planning to launch the NFC service for "select" phones on Sprint. Retailers are a different story. They need to be able to accept a transaction via a phone. And while Google does not necessarily have connections with a wide variety of traditional retailers in the way it does with consumer electronics and communications companies, other outfits like Verifone and VivoTech could help.

[news.cnet.com](http://news.cnet.com)

## Mergers & Acquisitions

### **CNN and Nokia Announce Plans For International Partnership**

May 26, 2011

CNN and Nokia today announced a multi-level international collaboration where Nokia becomes a key part of CNN's roster of mapping providers, delivering its rich mapping services to the international news network. The collaboration harnesses the companies' strengths in global newsgathering, user-generated content, mapping technologies, and location-based services. The collaboration debuted with the use of Nokia's 3D Maps across CNN's platforms in its recent coverage of the British royal wedding.

"This collaboration is a great fit for us as both companies share a similar philosophy on connecting people beyond borders through the combination of compelling news content and highly sophisticated technology," said Tony Maddox, Managing Director, CNN International. "The international scale of each of our businesses makes the scope of the collaboration particularly exciting."

"Nokia and CNN share the belief that news is now mobile, powerfully democratic, and can immediately be shared by people around the world," said Jerri DeVard, Chief Marketing Officer, Nokia. "We are pleased that CNN wants to use Nokia's innovative mapping services for its international news platforms, and we are excited to work with CNN to deliver a compelling news service to users of Nokia phones."

The collaboration also includes the CNN App for Nokia which provides mobile access to CNN's world, business, sport, entertainment and technology reporting, as well as live streaming video. The app also allows users to share CNN's news via their own social channels, and participate in the reporting process with direct access to CNN's participatory news community, iReport. The CNN App for Nokia is available in Ovi Store.

[press.nokia.com](http://press.nokia.com)

## Industry Reports

### **The Court Hands Apple a Procedural Victory Against Samsung**

May 25, 2011

A federal judge in the U.S. has awarded Apple what is called a procedural victory in its legal battle with Samsung by ordering it to provide Apple's legal department with some product samples and packaging for two of its tablets and three of its phones.

The court order comes out of Apple's suit against Samsung for what it claims that it has 'slavishly copied' its iPhone and iPad designs, which Apple has filed on April 11. The court case is being followed closely by some in the legal community, since it could potentially set a new precedent.

As can be expected, Samsung wasn't amused by this, and on the following day it threatened Apple with a countersuit, then made good on that threat three days later, suing Apple in Seoul, Tokyo, and Mannheim, Germany, alleging violations of technical patents that Samsung holds in those three countries.

The presiding judge in Apple's lawsuit, Lucy Koh, gave the company some ground in her recent ruling ordering Samsung to provide Apple with the materials "approximately two-and-a-half months before discovery would ordinarily become available in this case."

Judge Koh ruled that "the Court agrees that Apple has demonstrated good cause for some, limited expedited discovery," and that Samsung must provide Apple with the "latest iterations" of product samples, packaging, and package inserts for the Galaxy Tab 8.9 and Galaxy Tab 10.1 tablets, plus the Galaxy S-2, Infuse 4G, and 4G LTE smartphones.

Two of those five products, the Galaxy S2 and the Infuse 4G have just begun shipping last week, while the other three are about to be shipped sometime this week. Not that they have been hidden from the public, though. The items in question are hardly closely held secrets as Koh notes. Samsung even handed out 5,000 Galaxy Tab 10.1s on May 10, presumably referring to the freebies distributed at the Google I/O conference.

But Apple's real sore spot is that Samsung is copying the sacred Apple look-and-feel-- a big no-no at Apple. "Rather than innovate and develop its own technology and a unique Samsung style for its smartphone products and computer tablets, Samsung chose to

copy Apple's technology, user interface and innovative style in these infringing products," the original lawsuit charges.

Apple also claims that Samsung changed its designs after examining the iPad and iPhone. "Even the icons in earlier versions of the Samsung smart phones looked different because they had a variety of shapes," the lawsuit reads, "and did not appear as a field of square icons with rounded corners."

Other rounded corners also showed up in the trade-dress section of Apple's lawsuit, which charged Samsung with violations "for the overall design of the product, including the rectangular shape, the rounded corners, the silver edges, the black face, and the display of sixteen colorful icons."

And so Apple petitioned the court to see what Samsung is up to next, and the court agreed – but with a few caveats. The most important of those is that the prototypes and packaging materials will not be seen by Apple employees – even Apple's in-house lawyers. "The expedited discovery ordered herein must be produced with the designation 'Outside Counsel Eyes Only'," the ruling reads.

Judge Koh also denied Apple's initial requests to require Samsung to produce for deposition those employees who were involved in the design and marketing of the two tablets and three smartphones, and to provide Apple with "documents relating to any copying of design elements of, or attempts to design around Apple's intellectual property relating to, the iPhone 4, iPad, and iPad 2."

Speaking of that latter reference to copying design elements, Judge Koh noted that Apple supported its argument that Samsung was "slavishly" copying the iPad 2's design by quoting a statement made by Samsung's mobile division vice president Lee Don-Joo "We will have to improve the parts of the Galaxy Tab 10.1 that are inadequate. Apple made the iPad 2 very thin."

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