

Understanding Mobile Complexity

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Mobile Telecom Today

Networks

Services:

- *voice*
- *voicemail*
- *call waiting*
- *SMS*

Content:

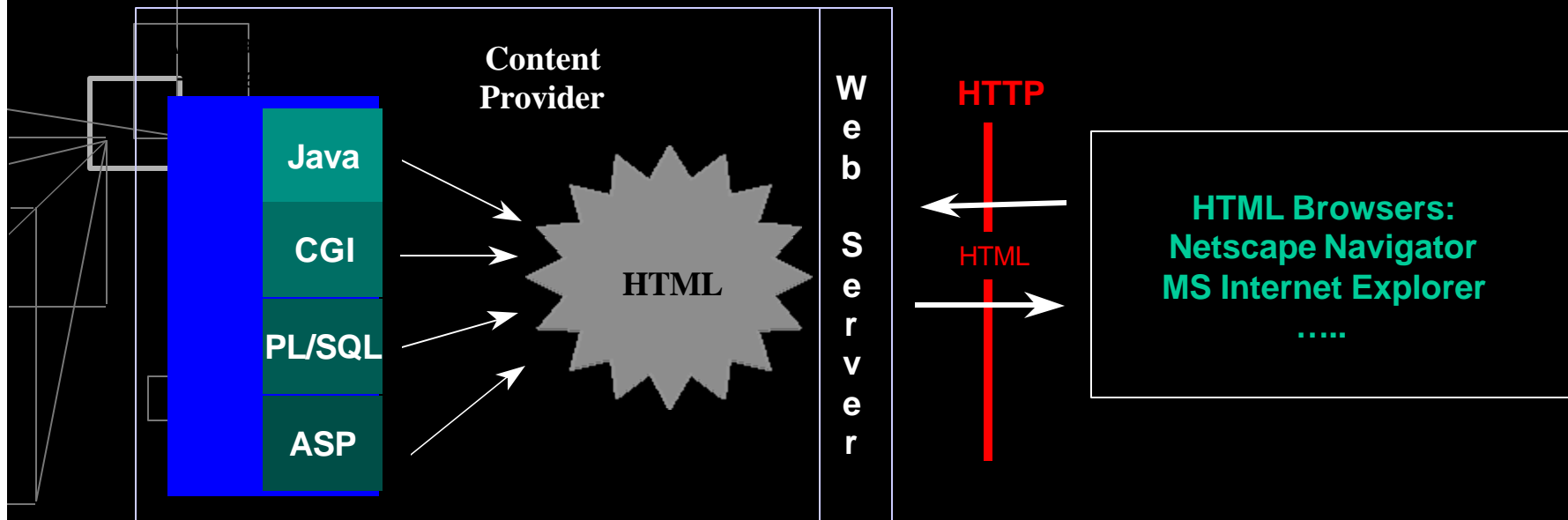
- *none*



No content.

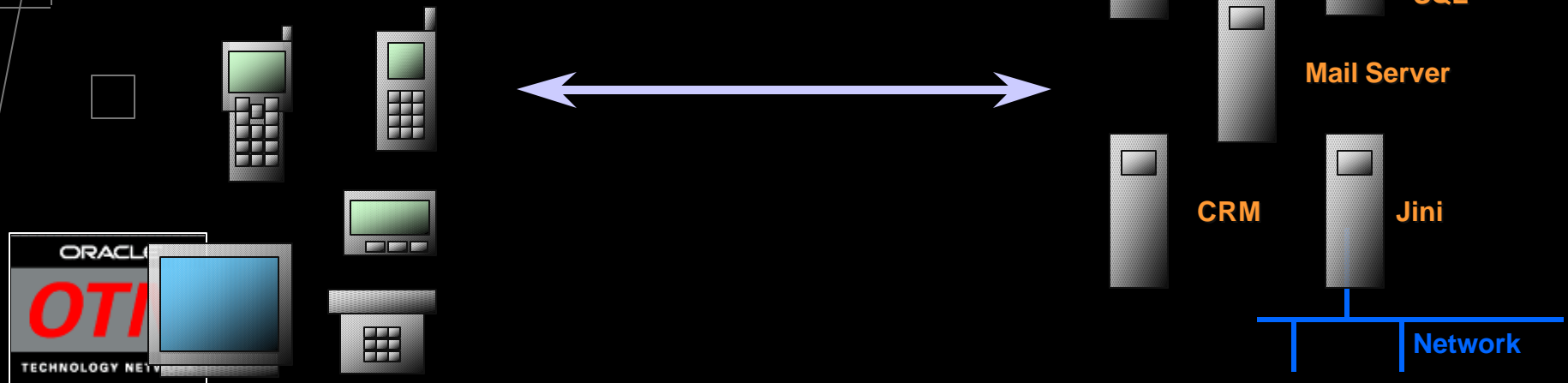
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Standard Web - HTML



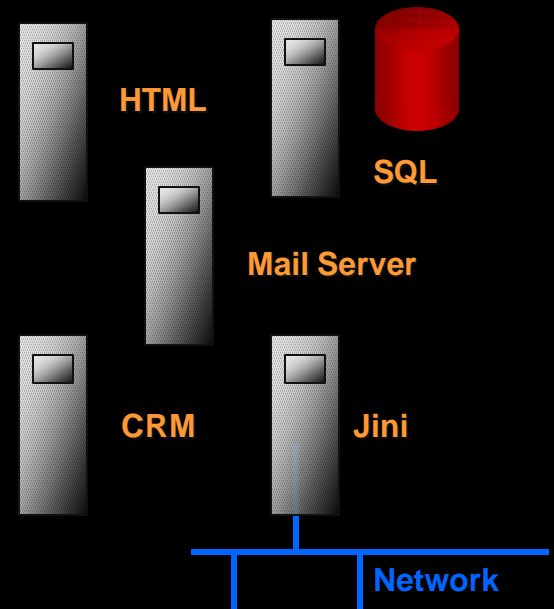
The key Challenge

- Leverage existing content
- Support variety of devices
- Enable mobile e-Business



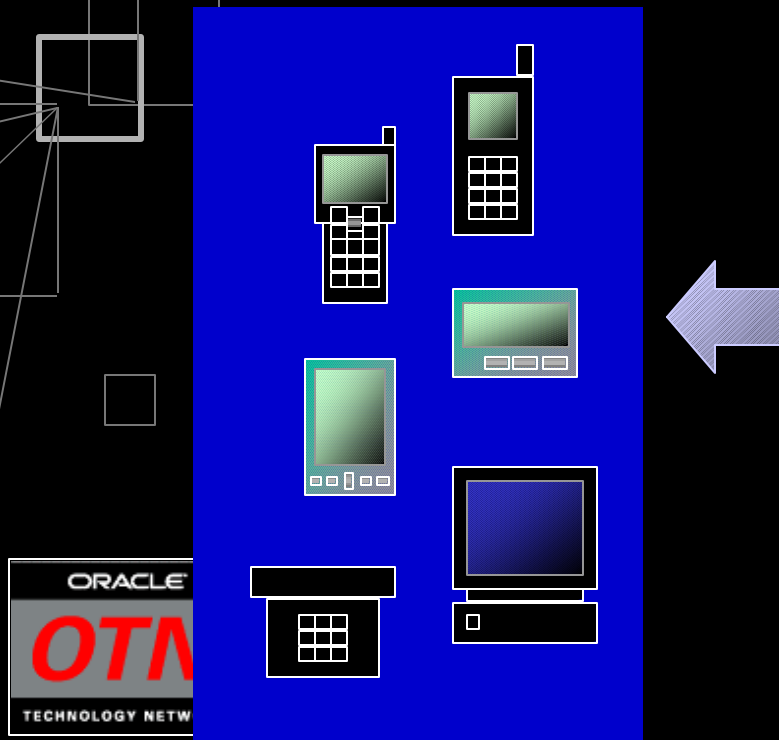
Many sources

- Existing Web Sites
 - HTML
 - WML
 - HDML...
- Databases
- Mails Servers
- ERPs, CRMs, SCMs
- Home Appliances



What are devices?

- Many languages
 - Smartphones
 - WML
 - HDML
 - Pagers
 - Palms
 - PC / HTML
 - Regular phones



What are networks?

- Differences in the networks

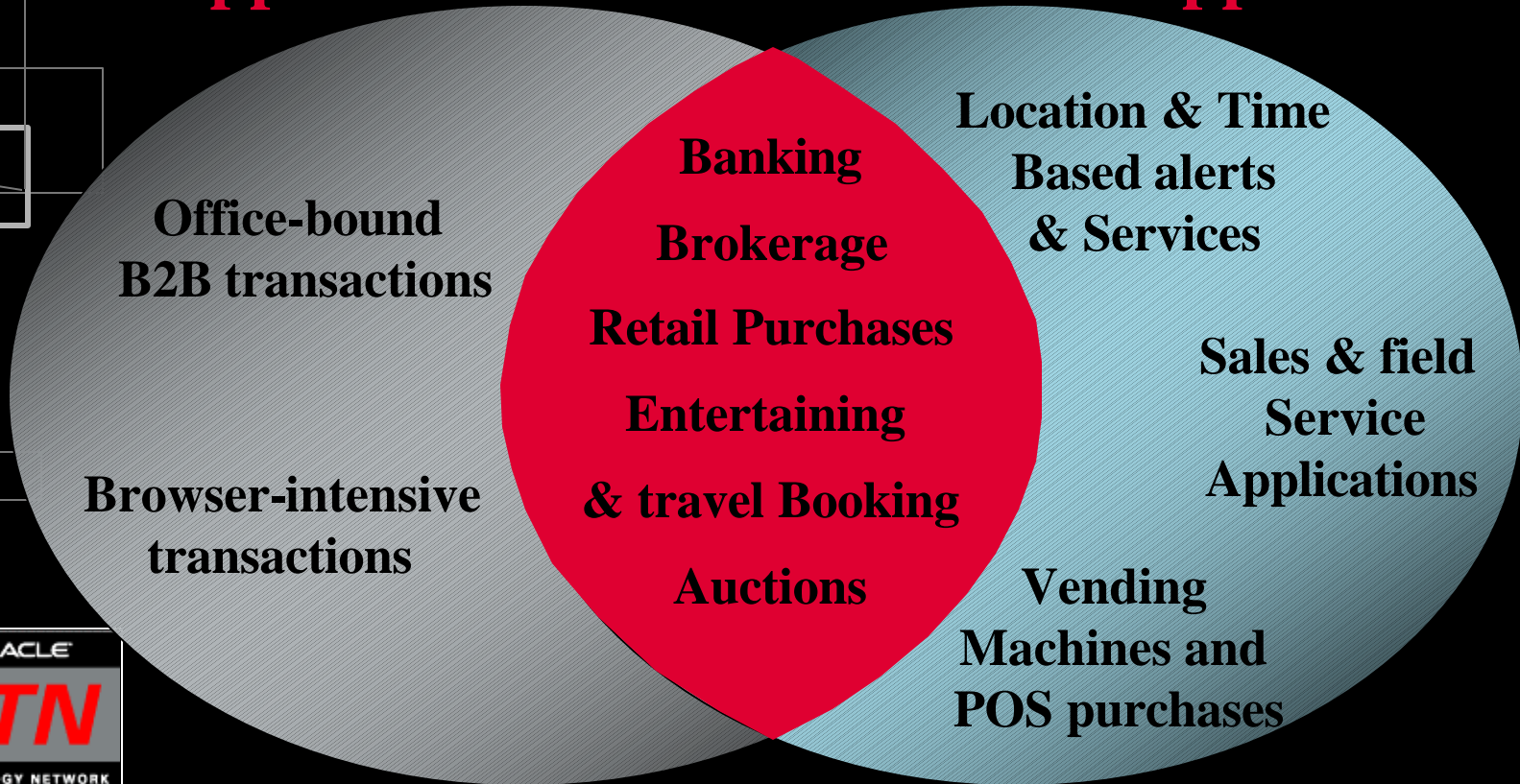
- GSM
- CDMA
- CDPD
- TDMA
- Etc...



to Deliver the Right Applications

PC Applications

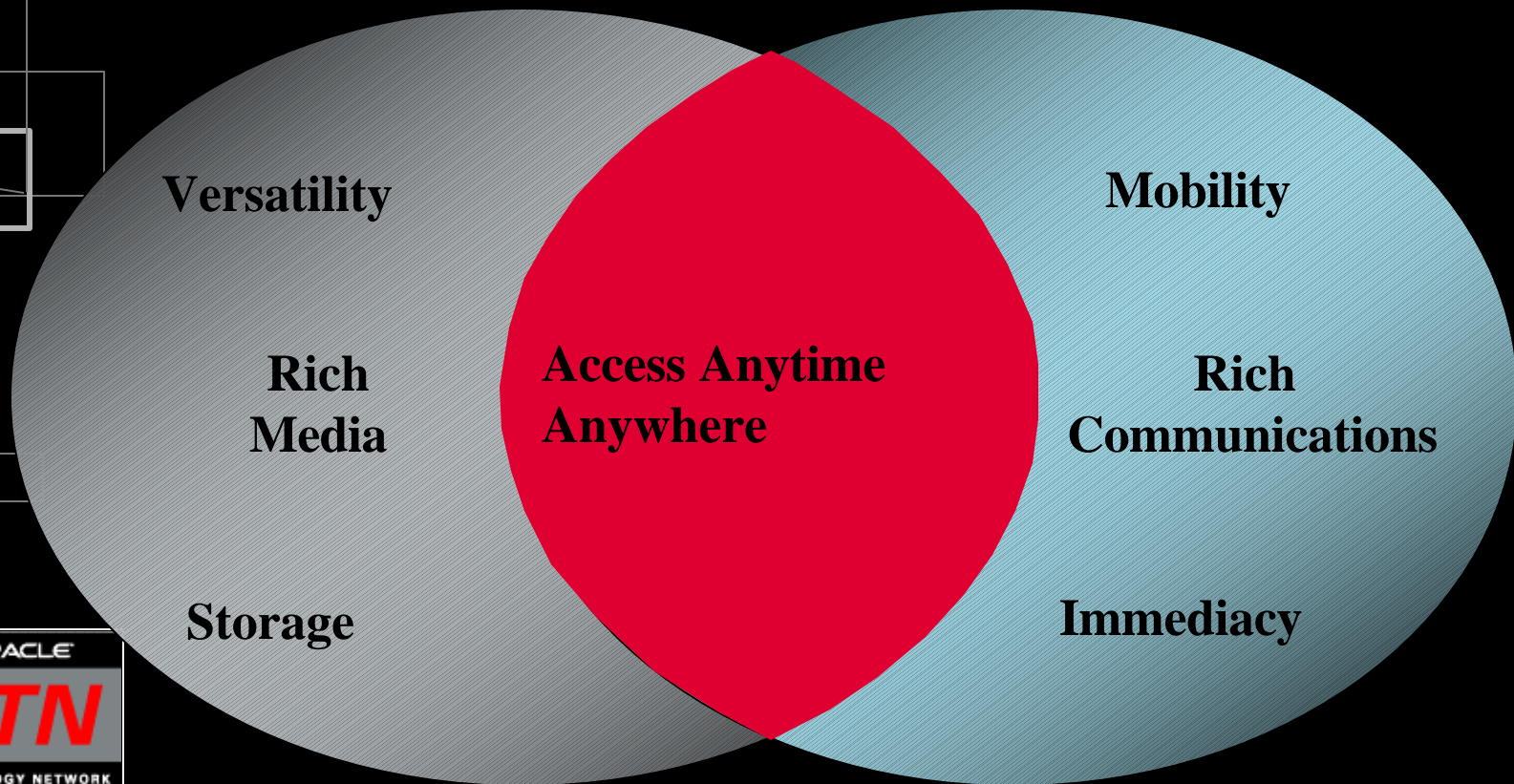
Mobile Applications



Leverage the Strengths of Each Medium

PC Strengths

Mobile Strengths



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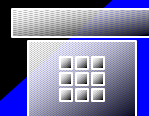
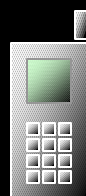
Sources: Analysis 2000

The Mobile Continuum

Wireless

Voice

Offline



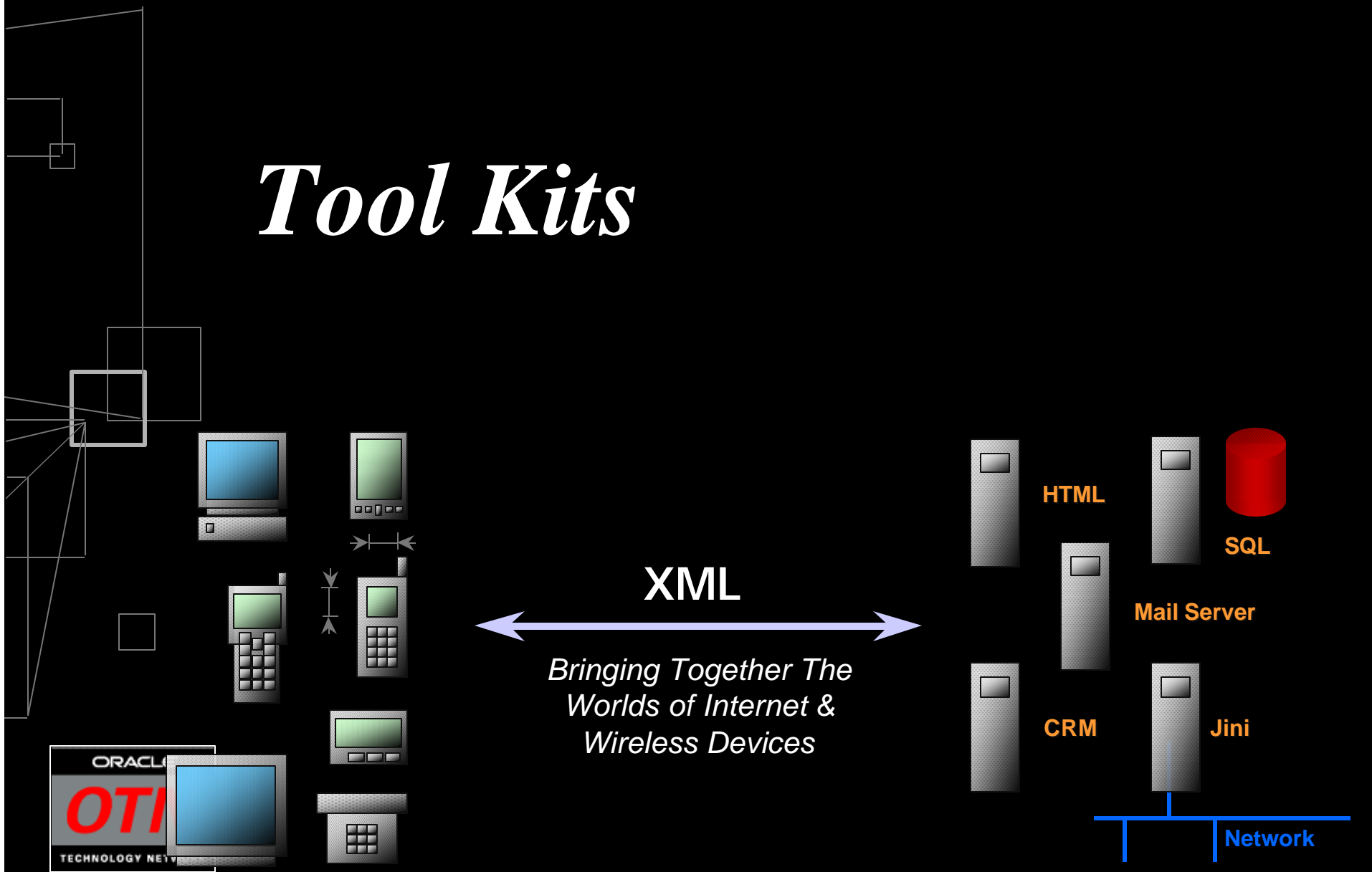
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One Mobile Platform

- Develop once, deploy to any mobile device
- Flexibility of deployment: in-house or hosted
- Support for advanced mobile features such as location, personalization and messaging
- Multi-modal support: wireless, voice, offline
- Integrated with industry-leading Oracle9i



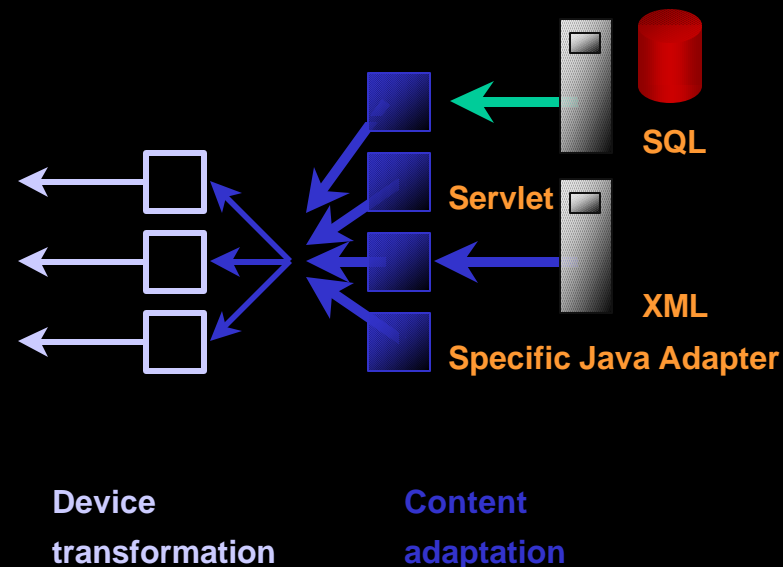
Tool Kits



Development

Content adaptation, Device transformation, Logs, Personalization

- Develop
 - SQL, PL/SQL
 - Servlet Adapter
 - URL Adapter
 - XML stream
 - Specific
 - Java Dev.



9i

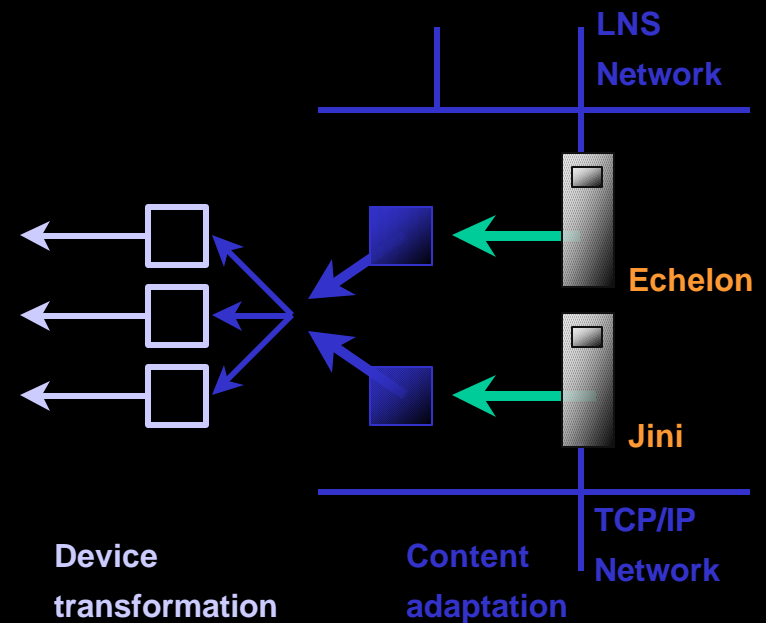
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Content adaptation

Content adaptation, Device transformation, Logs, Personalization

- Home appliances
 - Echelon Adapter and Jini Adapter
 - Appliances
 - Alarms
 - Switches
 - Sensors



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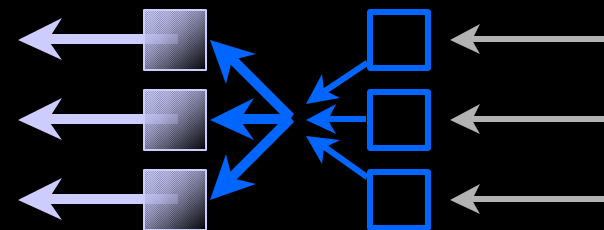


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Device transformation

Content adaptation, Device transformation, Logs, Personalization

- Transforms XML to any specific ML
 - Smart-Phones
 - WML / WTP
 - cHTML / iMode
 - Palms
 - Pocket PCs
 - IVR systems
 - VoXML, VoiceXML



Device
transformation

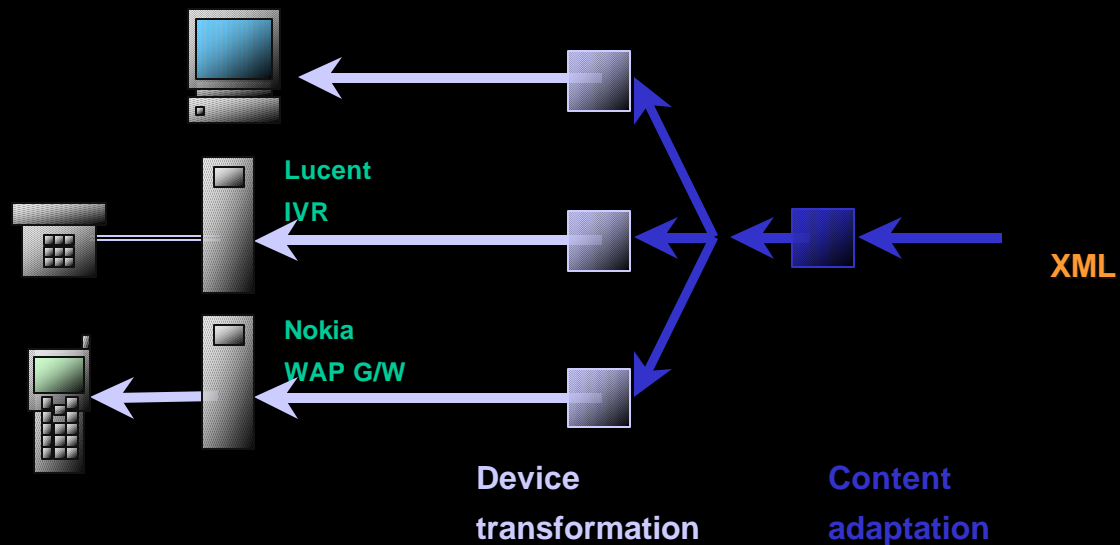
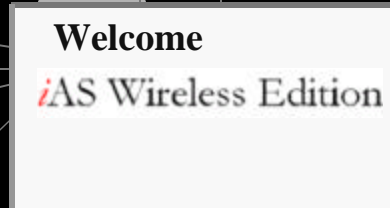
Content
adaptation



Device transformation

- Advanced XSL Processing

```
<TEXT>Welcome</TEXT>  
<IMAGE>iASWE.gif</IMAGE>  
<SOUND>Welcome.wav</SOUND>  
<IMG_W>iASWE.wbmp</IMG_W>
```



Oracle9iAS Wireless Edition

- Any Device
- Any Gateway
- Any Markup

- Nokia
- Motorola
- Ericsson
- Palm
- RIM Pagers
- Blackberry
- Any Network
-

- Any Browser

- Nokia
- Motorola
- Ericsson
- Phone.com
- CMG
- Tantau
- Infinity
- ...

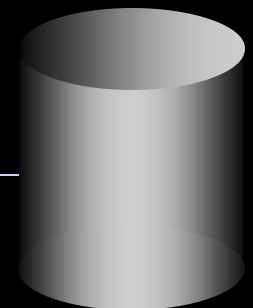
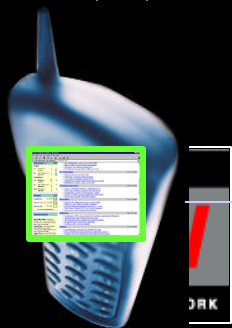
- HTML
- XML
- HDML
- WML
- TinyHTML
- TTML
- CHTML
- STKML
- VoXML
- VoiceXML
- ...

- Any Application

- Device independent
- Personalizable
- Location-based
- Event driven
- Secure

- Any Content

- Any Web Site
- Any HTML Page
- Any XML Page
- Any Database
- Any servlet
- Any JSP
- Any XSP
- Any e-mail
- ...



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