

Metro WiFi and converged phones

Me

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(BMath, born/raised Hamilton)
- Apple alumnus (OS X on Intel project)
- Now Founder of Semacode Corporation
 - URL barcodes for ubiquitous computing
(on mobile phones)
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What I want

- Metropolitan WiFi
 - with mobile VoIP
 - so I can use my converged phone

Metro WiFi

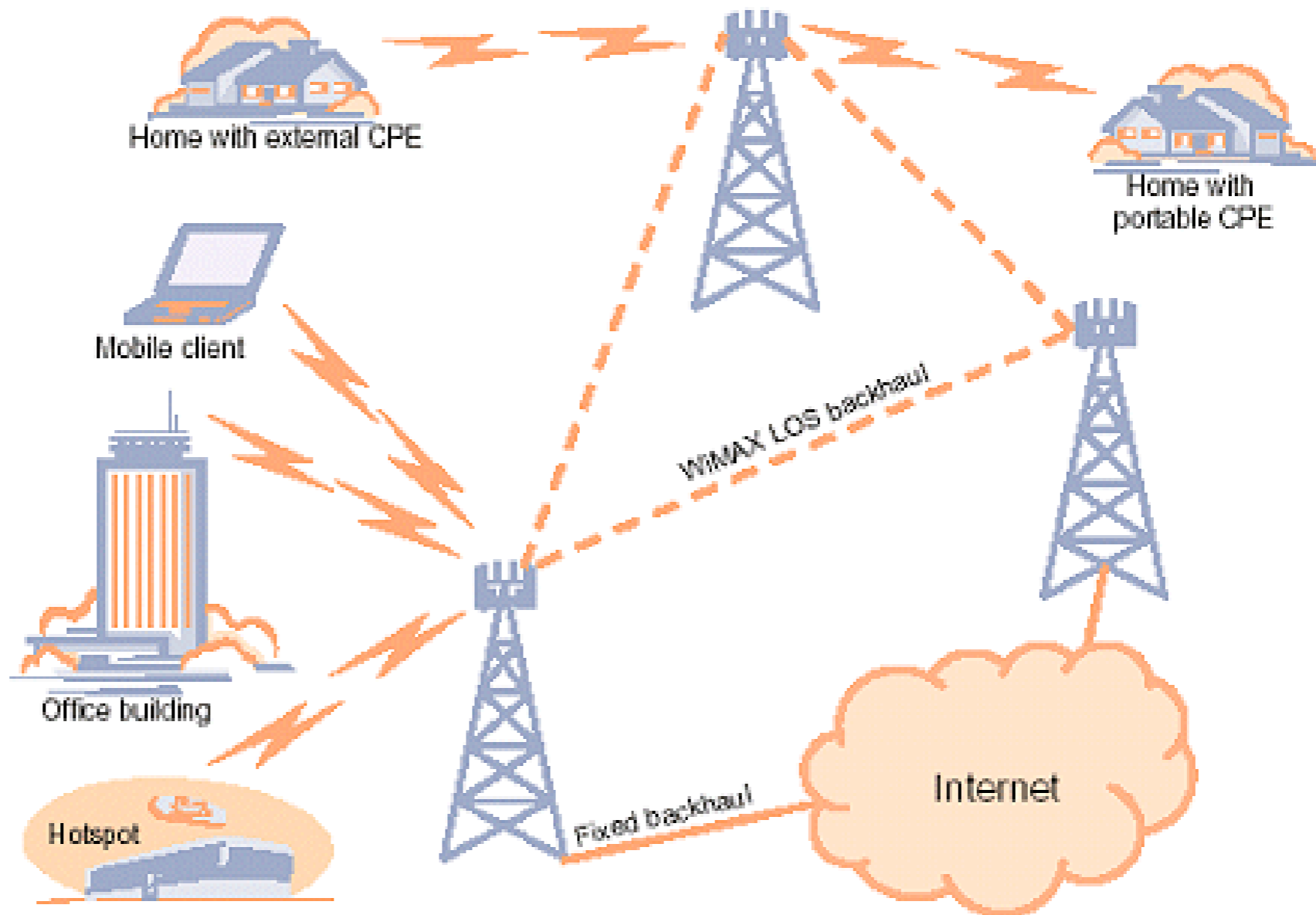
WiMax

WiFi
mesh

WiFi
normal

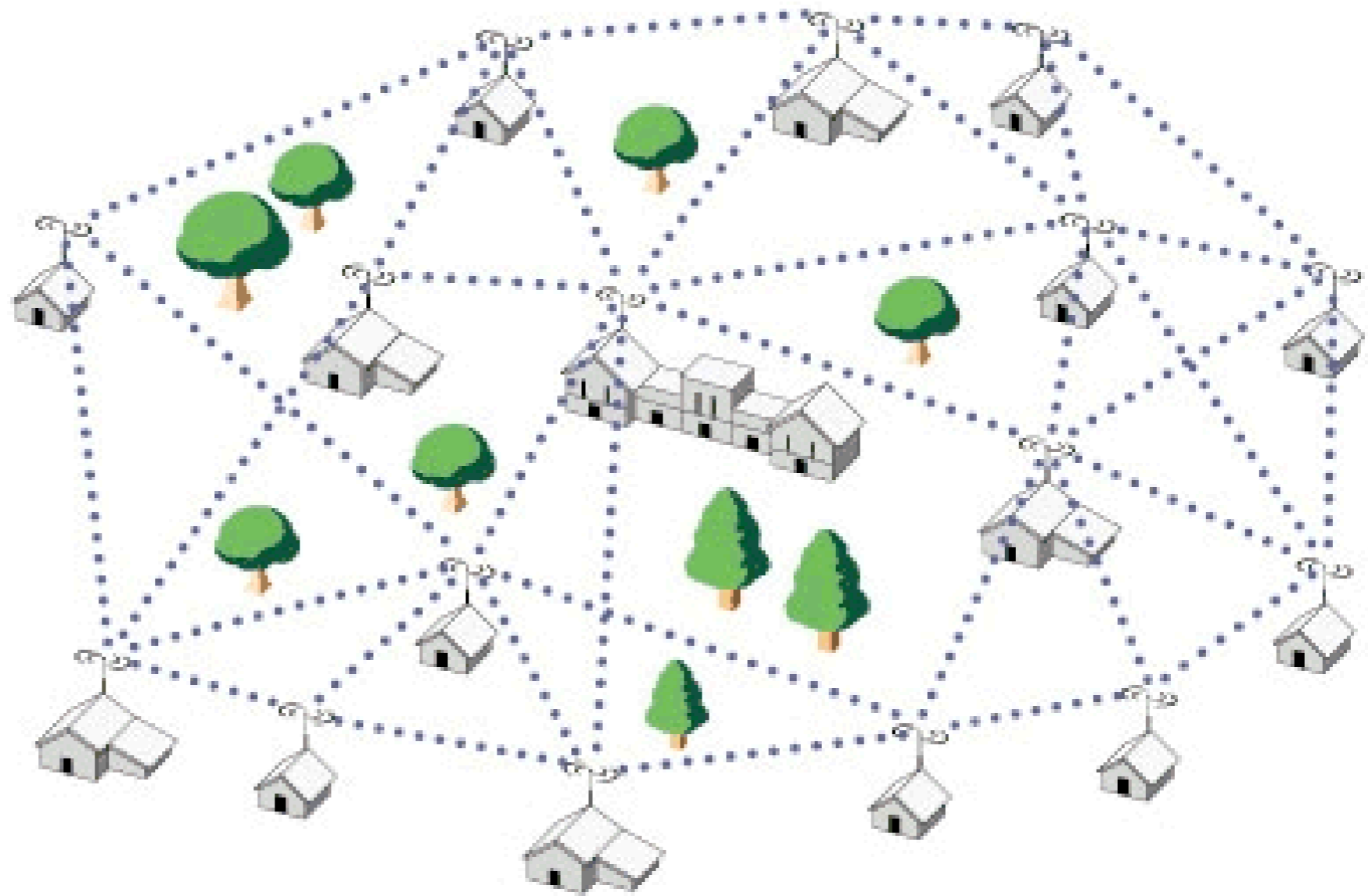
Metro area

WiMax



City blocks area

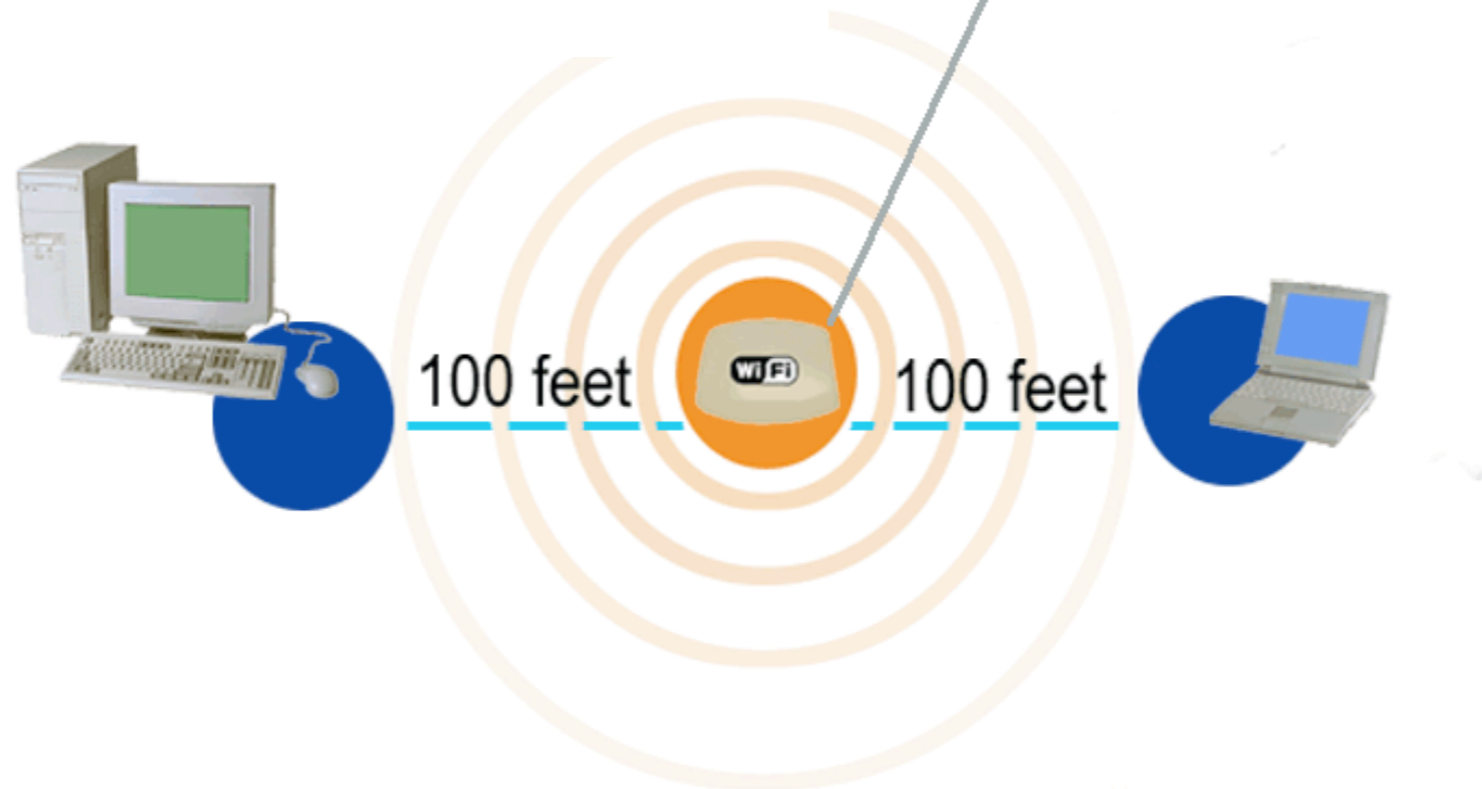
WiFi
mesh



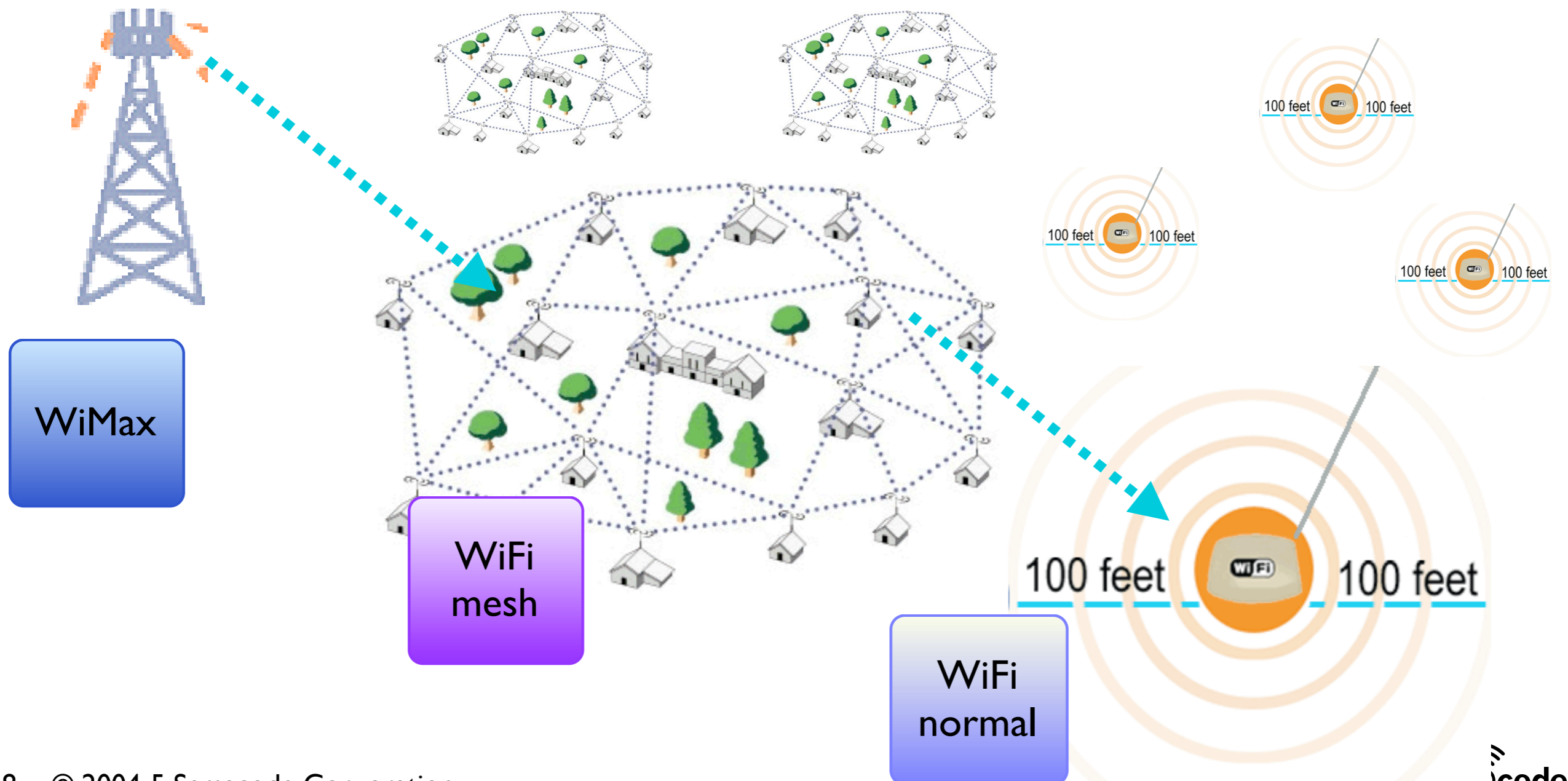
Local area

WiFi
normal

The Internet



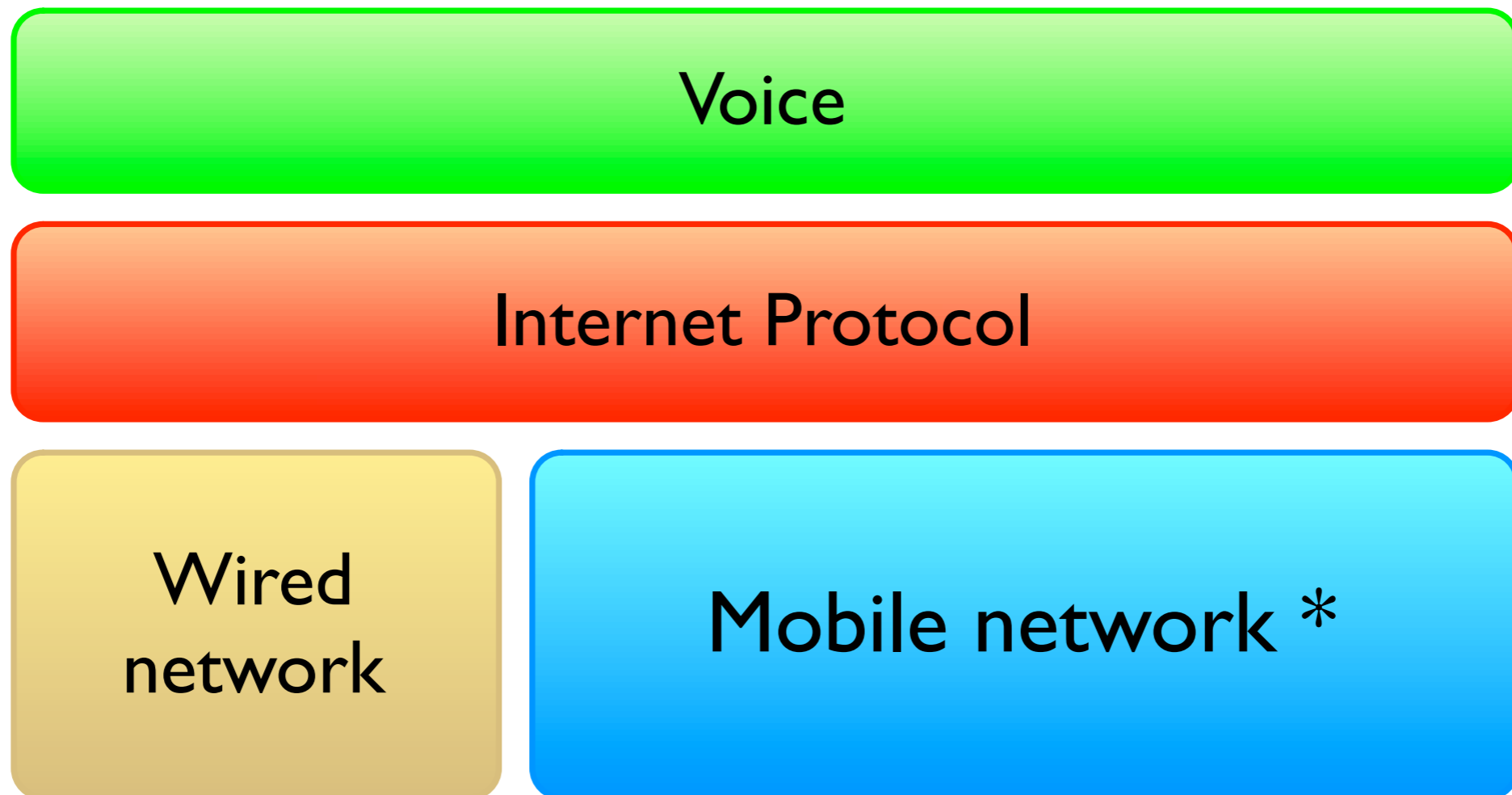
How it fits together



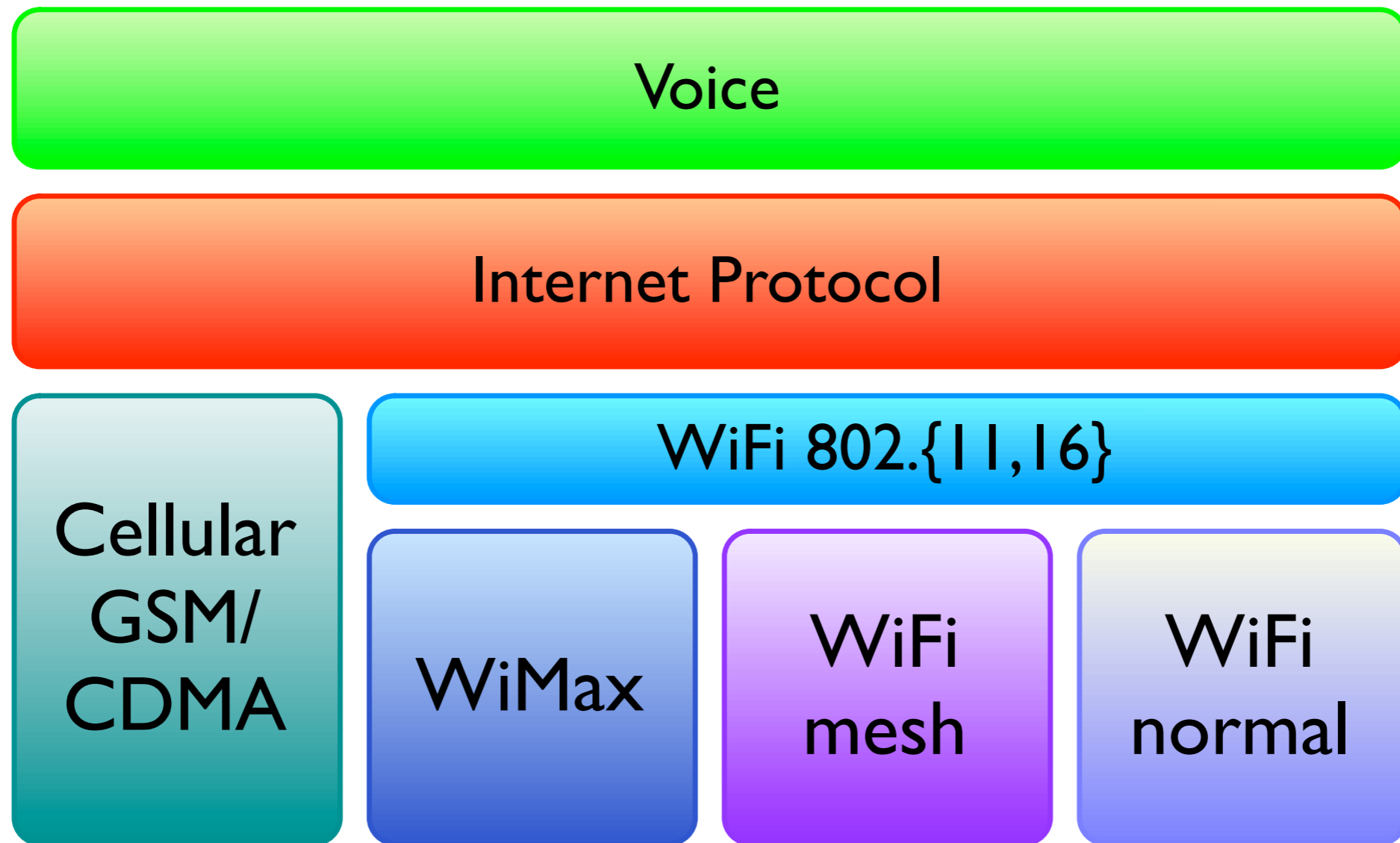
VoIP

- Voice over Internet Protocol
- A cheaper, better replacement for traditional phone network

VoIP stack



Mobile VoIP stack



Market segmentation

Voice

Internet Protocol

WiFi 802.{11,16}

Internet

PBX

Carrier



Converged phones

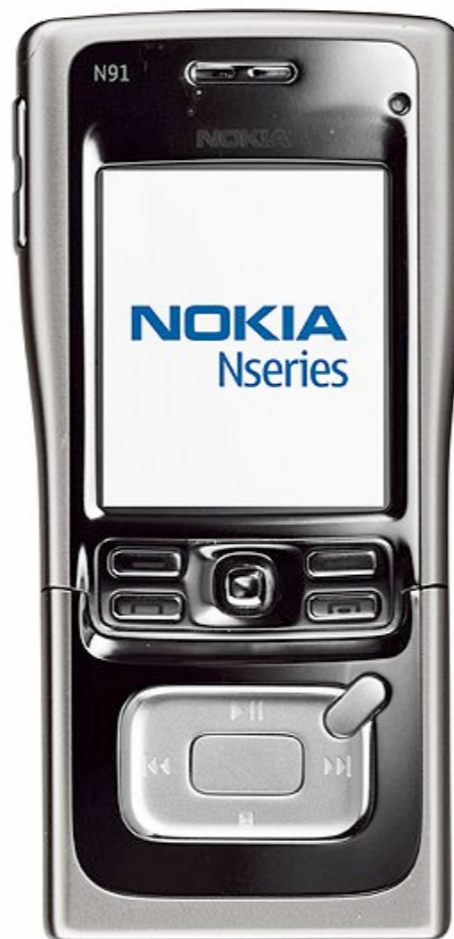
WiFi radio



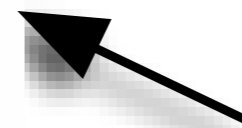
Cellular radio



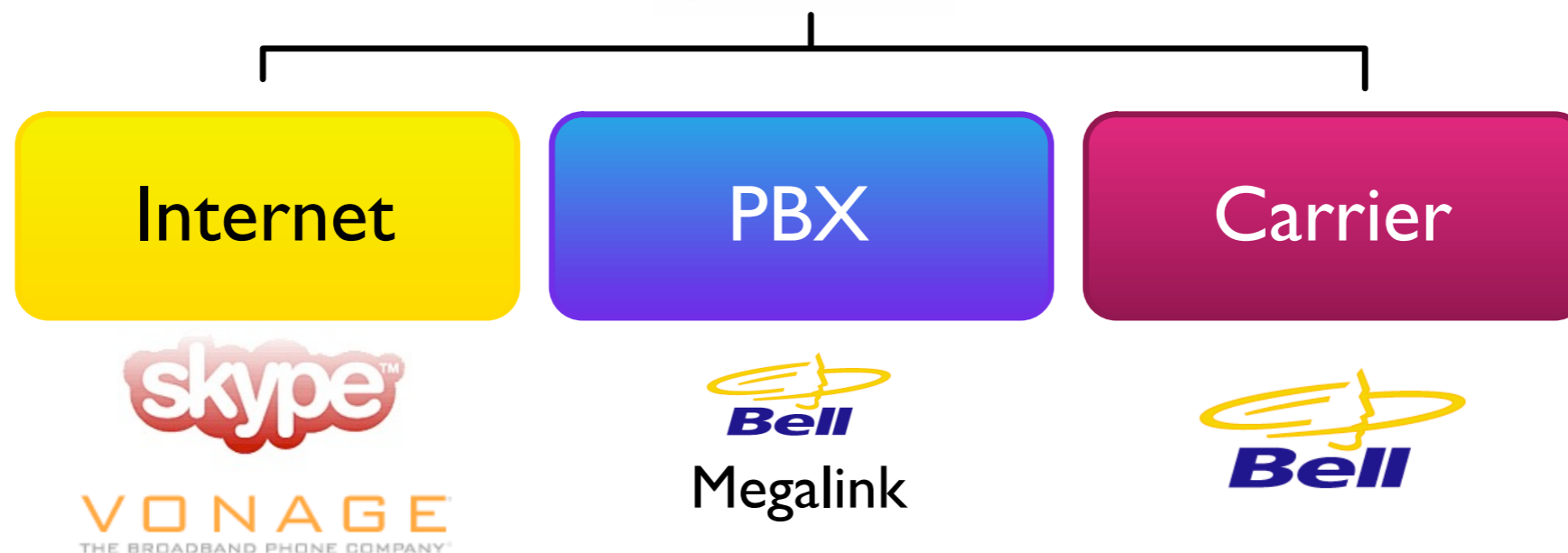
Nokia N91
(Q4 2005)



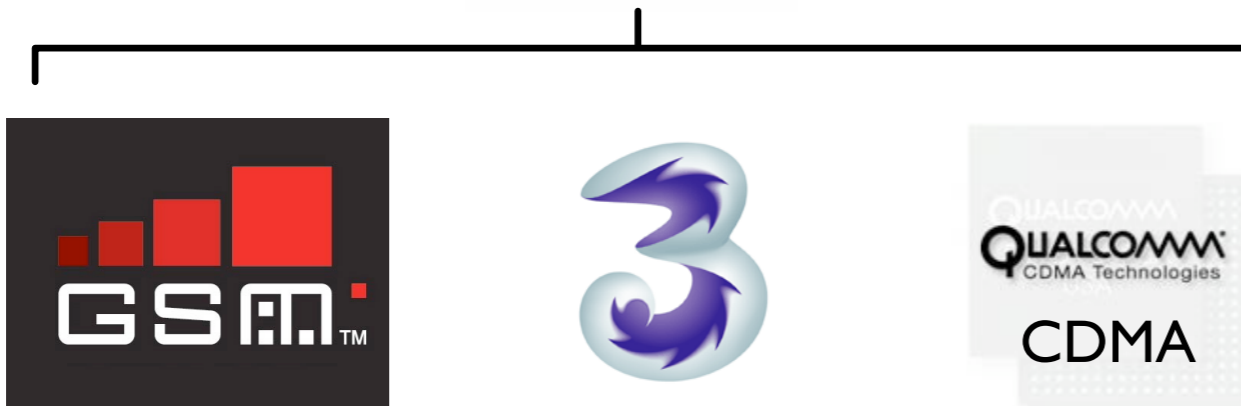
Mobile VoIP
software



WiFi radio



Cellular radio



- Roam outside of WiFi area
- Higher availability than WiFi
- One device in my pocket

Software

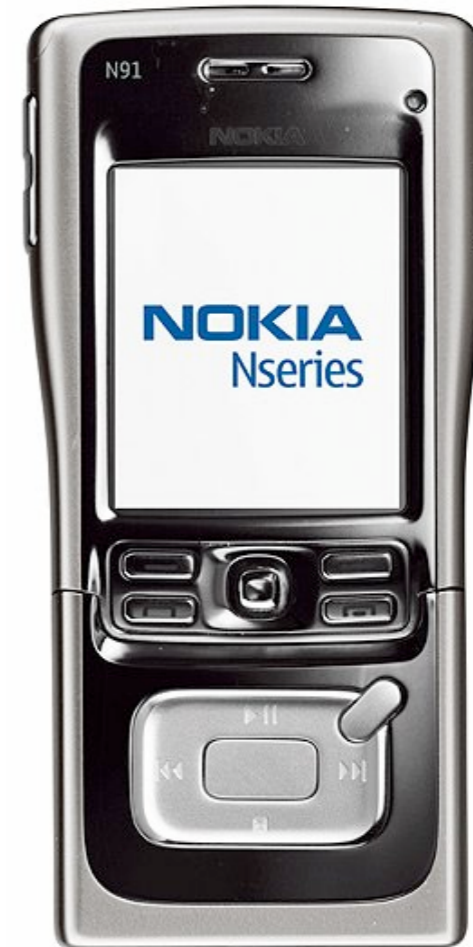


- Built-in VoIP client
- etc...

Demand is there now

- In-Stat: over 4 in 10 consumers want to buy cell phone with WiFi
- RoamAD (poll of customers) —
 - leading reasons they want metro WiFi
 - mobile VoIP tops data

Gallery



i-mate PDA2K, Motorola CN620, NEC N900iL (japan only), Nokia N91

Why I want it

- One phone in my pocket for everything
- It's cool...

Cheaper, better

- In my office — cheaper, better, easier to manage
- Downtown — cheaper, stay connected to office PBX
- At home — cheaper

Thanks

- Questions/comments:
 - simon@semacode.com
- Consulting:
 - Limited availability!