

2007: 7 outstanding mobile and wireless trends

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The global telecommunications picture in 2006 will not be without two "most spectacular" stories: cheap Smartphone and the popularity of WiMax. That is the premise for Infoworld to make 7 predictions about the leading trends in the mobile and wireless field of 2007. Some trends will bear fruit right in the year, while others are new. It's just a prelude to an epic school.

By the end of 2006, a few smartphone models (smartphones) for approximately 200 USD were continually landing on the market, 2-3 times cheaper than the previous price. This list includes RIM's BlackBerry Pearl, Samsung's BlackJack, Nokia's E62 and Treo 680.

The fact that smartphones continue to lower prices not only makes this phone accessible to more users, but it also creates opportunities for many applications to be widely available, such as mobile email.

A bright piece that cannot be mentioned in the Telecommunications and Wireless Painting 2006 is WiMax. Quietly but equally, this wireless networking technology is being deployed in many different regions of the world.

Most notably, Sprint's US mobile network announced it will build a mobile WiMax network worth US \$ 3 billion nationwide. If all goes as planned, this WiMax network will be officially launched at the end of 2007. Sprint will use an abundance of bandwidth that it inherited after the merger with Nextel in 2005, what no other mobile network in the US can reach.

" Sprint's announcement is probably the most compelling but also the most adventurous gamble in wireless history," said expert Michael Kerton. "They have an asset that no one else can get, and if they succeed, that advantage will take competitors ten years to catch up. But if they make a mistake, it will only go back to their hometown. field only "

Many are skeptical that Sprint's WiMax network will fail because it is expensive and does not take advantage of Sprint's current 3G EV-DO network. Even so, Sprint is still optimistic. They hope that WiMax will provide both fast and cheap mobile access to computers and handheld devices, while the EV-DO network continues to provide multimedia content for mobile phones.

These two stories are the basis for Infoworld to make 7 predictions about the leading trends in the mobile and wireless field of 2007. Some trends will bear fruit right in the year, while others are just a prelude to a monumental school.

1. WiMax replication, fierce competition



Source: ST.com If Sprint is on track, we will be able to taste the mobile WiMax at the end of 2007. In addition to the two advantages of mobile and nationwide coverage, Sprint also promises this WiMax network will both fast and cheap, at least when compared to the current 3G network.

However, WiMax will not be the only wireless network that stormed in 2007. We will witness the introduction of a series of Wi-Fi cities in the world. About 300 cities are planning, or are deploying, this wireless network next year.

Together, Wi-Fi and WiMax will help stimulate demand for mobile applications and services. But best of all, it will give you more choices, which means that the price will be cheaper and your pocket money will not be "painful" anymore.

If you want to access mobile data, you are no longer limited to both expensive and slow GPRS networks, and do not need to hunt for a Wi-Fi hotspot. To some extent, wireless networks will compete with mobile networks and even force mobile networks to offer to DSL. Finally, the most benefit from this competitive trend is the user.

2. The era of "all-in-one service package"

The more popular mobile access is, the more likely a "follow-up" trend will take off. Sprint has repeatedly hinted that it plans to offer an all-in-one service package, including mobile, fixed phones, data services, communications and other entertainment content. As expected, many other mobile networks will also be excited about this idea.

The introduction of smartphones less than 200 USD will help mobile services and applications come to every home. Source: Engadget

However, this trend also caused many small telecommunications businesses to struggle and could not stand, simply because they were not strong enough to offer products such packages. In other words, this trend just

stimulates competition (breaking the monopoly of cable and telecommunications industry) but at the same time threatens to destroy the competition (cornering small businesses to the wall).

In short, this trend will open in 2007, but it will be several years before it can become an important factor in the market.

3. Democratization of mobile e-mail



Source: Clearlink Cheap equipment prices, plus many mobile access options means that mobile email will become more popular. Previously, only business people or money-rich people could buy a device like BlackBerry. But now, smartphones that can check out countless emails, and ordinary consumers have also started using this convenient service.

" Previously, BlackBerry sold for 500-600 USD, out of the reach of the majority of users. But now a construction worker outside the construction site can read and send e-mail ," he said. Kerton said.

4. Search and explore

Maps applications come with locating phone users that will speed up in 2007. As a result, we will encounter more "find children" or "find friends" software, allowing users to identify immediately the location of the children as well as their friends.

The service was first offered in the US by The Walt Disney, but soon other mobile networks began to imitate. Completely similar, according to Infoworld's prediction, the built-in GPS feature inside cell phones will also become popular in 2007.

5. "Mobile" Web 2.0

Web 2.0 will go to the mobile district in 2007, maybe just a mobile version of MySpace or blogging on a kilometer.

Although websites like MySpace are extremely familiar to computer users, it can take quite a while to reach mobile users. Of course, smartphones with large screens will prevail, because no one likes to spend the whole day on a tiny screen to read all the content after another.

6. Convergence: a phone for many places

A dream from a long time ago but still has not been realized: Just use a phone and a phone number for both mobile phones and fixed.

Many people think that at some point, landline phones will become extinct, giving way to mobile phones. However, the true meaning of convergence is when you can use the same device for fixed and mobile calls.

In this case, the machine will automatically switch between networks without the user having to worry. In places where the mobile signal is stronger, it will switch to the mobile network and vice versa, you may not even know it, because the transition is very smooth and seamless.

Some mobile networks in Europe have begun offering this service and certainly in 2007, convergence will accelerate.

7. Communication, communication and communication



Source: Mobilemonday Once again, cheap smartphones and the ability to access the Internet from mobile networks have become a precursor to another trend of 2007. This time is mobile communication.

Clearly, there is an underground race between mobile carriers following the success of the Sony Ericsson Walkman. Before the iPod became increasingly competitive, Apple is rumored to be launching the iPhone. Google is also guessing to develop its own phone model.

Mobile networks are struggling to find new revenue channels in addition to SMS, and their two big expectations are now videos and mobile TV. In order to see a good image, it is inevitable that the screen of the phone will be

as large as possible. But on the other hand, this is in conflict with the current design trend of "Ultra-thin, super-words".

The bad news for many people: Experts say that mobile TV will not be successful, despite mobile networks being extremely aggressive. Gartner even expressed doubts. " *We have seen many tests (with mobile TV), but personally, I think it's just a joke. I can't see much but I have to pay it. Very expensive,* "said an expert.

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