First Look

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For Cutting-Edge Mobile Product Engineering & Development, Visit Impetus Technologies

Jerry Malec, *President of* **Impetus Technologies** *describes what the company offers to the industry and why it is a leader in emerging technologies.*

FL: Share with our readers a little bit about your company.

JM: Impetus is a pioneer in providing outsourced product engineering and support services exclusively to software and technology

MobiTV Leads The Industry In Mobile Television With Wireless Product Innovations

Charlie Nooney, *CEO and Chairman, of* **MobiTV, Inc** *discusses the power of innovation and the importance of employees in achieving success.*

FL: Tell our readers a little about MobiTV.

CN: MobiTV pioneered the delivery of rich media over IP-based networks—mobile phones, broadband/PC. We're much more

Platform-A's Mobile Solution Provides Advertisers, Publishers & Carriers Tools For Success

Third Screen Media is Platform-A's mobile ad serving platform and network that links advertisers, publishers and carriers on a common platform to buy and sell mobile advertising. It offers best-in-class content, including AOL's popular consumer brands and mobile applications; the largest availability of carrier on-deck mobile inventory; and a mobile network of more than 100 premium publishers representing over 200 sites. Through this network, TSM has access to one billion impressions

THIRD SCREEN MEDIA PLATFORM

PlayPhone Sets Its Sights On Conquering Global D2C Markets With Premium Content

Already solidly entrenched and reaping success in the United States' direct-to-consumer mobile entertainment market, **PlayPhone***'s founder and CEO* **Ron Czerny** *explains new initiatives and becoming a global player.*

FL: For the benefit of those who have yet to be familiarized with PlayPhone, can you give us a brief description of your company?

Urban Planet Mobile: Changing Lives, 1 Billion At A Time, With Urban English

Brian OliverSmith, *CEO of* **Urban Planet Mobile***, shares his excitement for the mission of his company—to change lives through teaching English using mobile technology.*

FL: What is Urban Planet Mobile?

BOS: Urban Planet Mobile, content for the mobile world offers

Netbiscuits Developer Platform Provides Mobile Delivery Capability Worldwide

Ran Farmer. *Managing Director of* **Netbiscuits, Inc.***, shares his thoughts on the mobile industry's maturation and why Netbiscuits is a leader in providing tools necessary for the industry's continuing expansion.*

FL: What is Netbiscuits main line of business?

**RF:** Netbiscuits operates the world's leading B2B Web software

VisionMAX: Changing The Way Software Buyers Think About Quality Products

By Tim Adler, Senior Wireless Analyst, www.inseed.com

A 65-person Canadian firm called VisionMAX is changing the software development landscape, with a technology that "auto-builds" new systems for some of North America's largest service providers, (e.g. BSS/OSS, subscriber management, bundling, content management). Their customized auto-builds are displacing off-the-shelf
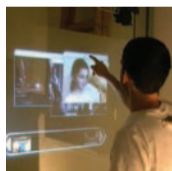
Cellular DBMS Seeks Business Intelligence Beta Sites For Revolutionary Service

Infobionics is challenging corporate CIOs and data warehouse managers to bring on their business intelligence, data warehouse and data mining problems as beta sites for the revolutionary, next-generation Infobionics Cellular Database Management System™ (Infobionics Cellular DBMS™). Unlike today's static database management systems, the revolutionary Infobionics Cellular DBMS is the first fluid, dynamic solution for managing, navigating and querying data.

Scheduled for general release in Q4
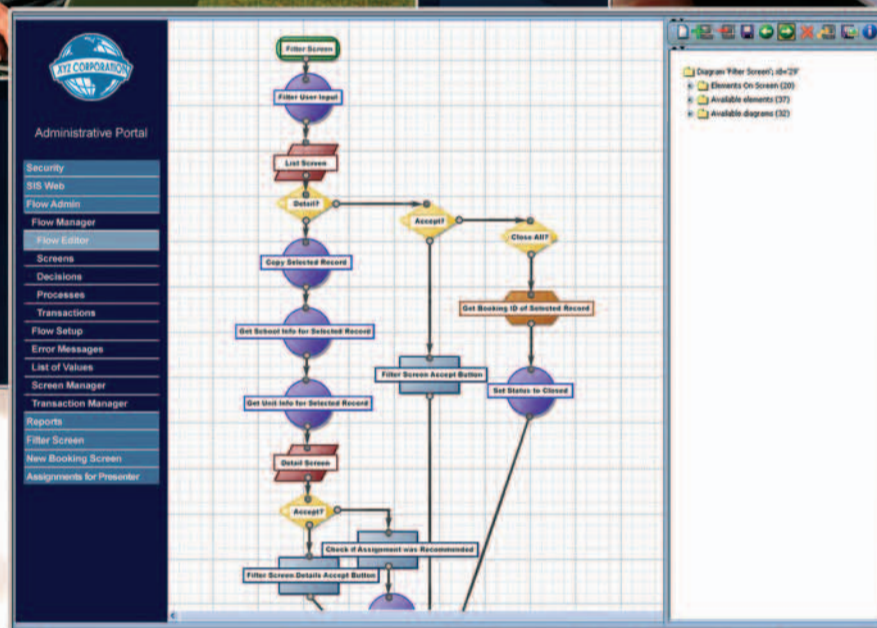
VisionMAX (Con't. from p. 1)

products provided by top-tier software vendors. At CTIA 2008 in San Francisco, we spoke with VisionMAX's President, David McDougall, a soft-spoken and disarmingly friendly Canadian who describes himself more as a software geek than a salesman. He appeared charmingly embarrassed by his company's success.

TA: Dave, VisionMAX is not the first developer to claim a way to make software without needing to write code. What makes you so special?

DM: Well, we aren't so much special as passionate. We've kept our R&D vision alive for 11-years, pouring every penny we could into designing a technology that automates software creation. Service providers should not need to rely on outside software developers.

TA: Are you suggesting service providers should become software developers themselves?

DM: Well, some are forming partner and end-user ecosystems for that, but what I meant is that software development can become *mass customization*. One wireless operator, with 20 million devices in service, told us it takes months to change a feature in their service management systems. It isn't their fault, it's the environment their services live in. They were writing hard-code to evolve their business,

but wireless markets move too fast for that. We showed them how to make systems and services using flow-diagrams, pulling their business rules out of their network instead of leaving them buried.

TA: As a software developer yourself, don't you think such abstraction away from pure coding is less empowering?

DM: They say that every time a new technology makes it easier to build systems. As an old developer, I know how much time we used to waste rebuilding stuff that already exists out there, before we ever started being creative. That wireless operator, they asked us to, if we could, rebuild their entire operation in other countries. We proved we could by providing proof of concept solutions in only days, where traditional vendors could take months even if re-configuring off-the-shelf products.

TA: So what makes you so fast?

DM: The VisionEngine. It's a GUI-based application development toolset that also automates systems integration. It ties information together from any kind of back-end and any application created is inherently able to present through any kind of user-channel. An application written for mobile devices can talk to TV's, Web browsers, advertizing display screens, land-line IVR's, kiosks and more. One of our partners, Imagin8, sells EyeClick technology, which lets us hang interfaces in free space. You just point at

the float-screen and it understands your body gestures, using a 3D infrared camera. At CTIA we are showing a wireless POS system with back-office subscriber management, which we built in only a few months. It simulates a wireless retail store offering interactive self-services superimposed onto the floor, wall, table or outside shop window. The VisionEngine is a really inspiring tool for business visionaries.

TA: But they have to buy the VisionEngine to try it, right? Obviously, you don't give it away.

DM: Funny you should say that. Actually, we do give it away. We bill for our time, but our clients can keep the VisionEngine for free. They really don't need software developers after that, but they typically like to keep us around because they like us. We are a private company, we aren't just in this for the money, we have a vision. Systems should be simple to create and evolve. That's why we like service providers—they are used to legacy systems that constrain them while the VisionEngine can do the exact opposite.

TA: What if we were skeptical?

DM: We'd forgive you. Most software buyers are brainwashed by product vendors into thinking it is tough to build new systems or upgrade old ones. That is why service providers buy off-the-shelf products, and become a slave to other company's product roadmaps—they have to

wait their turn to get stuff improved, or even fixed.

TA: No, I mean, what if we wanted to talk to your customers, and see if you actually deliver all you promise?

DM: Actually, our customers are our best sales agents. Some of those projects created very leading-edge convergence services. A satellite-TV provider had us create mobile phone services including an intelligent program guide, self-serve account management and an unlimited range set-top box controller. For a national real estate appraisal service we built a system to collect mobile text and video so thousands of drive-by appraisers could help them to approve mortgage applications in real time. An infrastructure maintenance company asked us to build a field services automation product and re-integrate their legacy inventory and accounting systems. All our clients have the same things in common—they are all leading brands, their systems must continually evolve and they have all been taken advantage of by traditional systems developers and software product vendors. We like to surprise them by always delivering on time, on budget, every time.

TA: Is it you, or your VisionEngine, they like best?

DM: Hah, I never asked them that. I expect it's our low cost they like best. Everyone likes to get something for free.

Netbiscuits (Con't. from p. 1)

platform for development, publishing and advertising in the Mobile Internet. We have an absolutely unique tool for developers that makes development and delivery of high-quality mobile sites, campaigns and applications fast, easy and cost-effective.

FL: What makes your company unique?

RF: Netbiscuits was founded in 2000, and from the very beginning we took a unique approach to mobile content delivery. Our focus has always been on providing the tools that developers need in order to create what we refer to as 'real Internet experiences' for mobile devices. As a result, today we have sophisticated developer tools that are more advanced than anything else in the market. The difference shows up in the quality of mobile sites and user experiences based on our software. We're also the only truly global development platform.

FL: What is Netbiscuits' current marketing strategy?

RF: Our main focus is on building awareness of Netbiscuits among the broader developer community. We find that once a mobile developer knows about Netbiscuits they immediately appreciate the power and elegance of the toolset, as well as the time and resource cost savings it provides. In direct comparisons with other solutions Netbiscuits always does well.

FL: What do you anticipate to be your greatest challenge in the year ahead?

RF: We always have several exciting initiatives underway because our goal is to constantly ensure that Netbiscuits supports the newest mobile technologies and trends. We keep a close eye on new device trends, carrier developments, etc., and we do this on a global scale, so that's a challenging undertaking. Our users need to be sure that they can create and publish premium mobile sites that drive traffic and get results anywhere in the world.

FL: Are you introducing any new products?

RF: We're always expanding the tools

within Netbiscuits. We do this by adding special features for developers, such as our new tools for creating advanced iPhone experiences, as well as through expanded partnerships that allow our users to monetize their mobile sites faster and easier.

FL: What trends do you see as being hottest this year?

RF: We see traffic on the off-deck Mobile Internet ramping up significantly. The Netbiscuits platform delivers well over one billion page impressions per month, and that figure is growing fast. This growth is coming from a variety of sources, ranging from major publishers that are extending their print and web properties to mobile, to digital media agencies that are creating increasingly effective mobile campaigns, to media companies and premium brand owners that are making better use of the mobile channel.

FL: What distinguishes your product from the competition?

RF: Why are we different? To put it

simply: faster, better, cheaper. It sounds a bit trite, I know, but when you dig deep into the technology that's what you find. With Netbiscuits it's possible to create amazing mobile experiences quickly and cost-effectively. This saves publishers, agencies and media companies a lot of valuable developer resources while at the same time driving much better results from their mobile initiatives.

FL: Compare the position of your products and their technology against the current market.

RF: In general, most of the mobile delivery technology that exists today is expensive and clunky. Too many companies have bought into the 'screen scraping' approach, which produces poor user experiences and then by definition leads to weak mobile metrics. Other providers offer very expensive development and integration projects that are costly to build and maintain over the long run. Netbiscuits is a mature developer platform that provides a whole different level of mobile delivery capability.

Harris (Con't. from p. 4)

• What are today's hottest wireless applications and features, and why?
• Where is mobile gaming headed?
• What is driving current social media trends and what's coming next?
• A teen view of convergence—How are the pieces playing together and why?
• Security and privacy—How will it impact location based services, mobile

ads, and profile based mobile services?
• The user interface—What will teenage reengineering look like?
• Wireless devices and services in 2020 —What is the teenage roadmap?

Harris Interactive is also hosting a breakout session and panel discussion, for a more in-depth view of the study, immediately after the keynote session. There will be a group of

industry and research analysts on hand to comprehensively examine the data and answer questions from attendees. That session is scheduled for Friday, September 12, at 11:30 a.m. in room 2004, Moscone West.

Matthew Evans, SVP, Harris Interactive technology practice, adds, "The collaboration with CTIA is an invaluable component of our business and client service strategy. It is a priority

for Harris Interactive to make investments on behalf of our clients and industry peers that proactively navigate imminent and dynamic shifts in the wireless arena. CTIA offers one of the richest environments in the industry for delivering intelligence to our clients, partners, peers and CTIA members."

For more information on the "Generation Unplugged" study, visit: www.harrisinteractive.com