

**Mobile Security**  
Poised to address the hand-held threat

[Click here](#)

Internet & e-commerce

**itv, DTV, Streaming** | Internet Access | Mobile and Wireless | Telecoms | Tech & IT

**News by Country**

Select country

**News by Contributor**

Select contributor

**Features & Editorials**

- + The secret benefit of accessibility Part 2: A higher search engine ranking
- + Power in your hand
- + The secret benefit of accessibility Part 1: Increased usability

[more »](#)

**Week's Top Stories**

**Services**

[+ Submit Press Releases](#)

[+ PR Services](#)

[+ Classifieds](#)

[+ Business Directory](#)

[+ Headline Feeds](#)

[+ RSS Feeds](#)

**Features & Editorials**

**World > Mobile and Wireless**

**Power in your hand**

17/12/2004 by **Yossi Wellingstein**

Print | Email Colleague | Add Comment | Comments (0)

Take a look around your office at your colleagues' desks, cast your eye across a crowded pub, paying particular attention to what is on the tables, or glance at anyone waiting at a bus stop and it is very likely that you will see the same thing - a mobile phone lying around waiting to ring or beep with a text message.

The ubiquity of mobile phones is not the discussion point, more significant is the apparent lack of recognition of the idle screen of a handset as the most under-used property the operator owns.

Operators globally are seeing data as the route to increase ARPU, but the value of a typical data transaction is so low that only mass adoption of data services would make them into a real ARPU generator. This, coupled with the lack of a cost-effective way to promote the services, means operators have to rely on users taking the initiative to find content within portals, and even when they do, the purchase process is often cumbersome and complex.

This dichotomy is certainly reducing the commercial opportunity for operators as well as the chance for us all to benefit from valuable mobile content. The idle handset screen is simply the prime communication channel any operator has between itself and its users. When people talk about 'reaching your customers,' there is no more direct way than through the product or service provided, and while the majority of traditional communications mediums are passive, a mobile handset screen presents the single most dynamic and interactive experience available.

Tackling this market issue head on is a concept called Interactive Mobile Broadcasting (IMB), i.e., the ability to display short, silent messages on the idle handset screens. When users' handsets switch to "idle" mode, the screens start displaying continuous silent messages. Each free message contains valuable information, from news headlines and weather reports to sports updates and trivia questions. If a user wants more, all he or she need to do is click "OK". A menu opens instantly and offers a variety of relevant data services: reading the full story, downloading a ring-tone, opening a WAP page or any other available service. Another click on the "OK" button completes a transaction. Users don't need to configure anything, use keywords, navigate menus, or input user-names, passwords, codes and numbers.

Behind this simplified purchase process stands a solid commercial logic. When consumers buy low-cost, transient products they do not want to work too hard to get them: We see something; we take it. Most mobile value added services reflect this, but at the same time they do not allow consumers to buy them in that normal way: We need to initiate the purchase and then carry it through in a complex interface. With IMB, however, users do not need to initiate anything, only to react - and they do it with no more than two clicks on a single button.

Beyond being a powerful commercial tool, IMB offers operators a means to communicate with their users in real-time. There is no other method to reach an entire subscriber base so fast. Sending an SMS to 1m people, for example, would take between 30 minutes and five hours (depending on the operator's infrastructure and the network load). Using IMB, the same message can reach the same number of people in less than four seconds. Moreover, it does so without overloading the network. The entire subscriber base or any segment within it can be accessed in real-time with a plethora of services and information, updates on news and sport events appear on the phone as they happen.

An intrinsic advantage of IMB is its location-specific nature - meaning it can be easily segmented. Thus, operators can match specific content to coverage areas and to particular user segments, guaranteeing a mobile experience that is relevant to people's lives. For example, in coastal areas broadcasts can provide important data about weather conditions at sea and fishing information, while in cities road congestion reports can be sent continuously to people stuck in traffic.

Interactive broadcast is already deployed by key operators, such as China Unicom (branded "Channel U") and Hutch India ("HutchAlive" and "OrangeAlive", around the world. Millions of mobile users watch the broadcasts regularly. Some 28 to 32 per cent of these users responds to messages, each clicking five to nine times a month.

This adoption and usage rate is unprecedented in mobile data services.

IMB provides a high performance data services platform that works seamlessly on all types of phones, including entry-level handsets. The simplified and intuitive interface helps first-time mobile users to get the most out of their phones - right out of the box. Since interactive broadcast provides a cost-effective way to promote mobile services and dramatically increases usage rates, operators can keep prices down, making mobile services affordable to price-sensitive users.

Print | Email Colleague | Add Comment | Comments (0)

Enter Keyword

**About**

**Yossi Wellingstein**

Yossi Wellingstein is CEO of Celltick Technologies, experts in interactive mobile broadcast. [More>>](#) [Articles>>](#) [Email>>](#)

**Free Newsletters**

- Daily DMEurope
- Weekly Roundup

Please enter email address

**Classified Ads**

**+ Fixed Mobile Convergence**  
From the producers of the world renowned 3GSM World Congress, IBC Telecoms Conferences are proud to present FMC. Discuss the latest developments with International Fixed and Mobile Operators: BT, Vodacom, Swisscom, Mobifon S.A. , Eurotel Praha, Jersey Telecom. For full programme and registration details click on link or e-mail [thushara.gibson@informa.com](mailto:thushara.gibson@informa.com)

**Research Reports**

- + Wireless LANs in manufacturing: wireless solutions for 'shop floor' process improvements**  
The manufacturing industry is a traditional target vertical market for WLAN solution vendors. This brief focuses on the wireless-enablement of shop floor manufacturing processes, which facilitate the update of real-time production, wireless asset tracking, quality assessment, as well as inventory logging.
- + Mobile security: poised to address the hand-held threat**  
Details end-user perception; key success factors for mobile security vendors; competitive assessment of the leading players in this market
- + Enterprise wireless LANs: WiFi revenue opportunities by vertical market and geography to 2006**  
Quantification of the revenue opportunities for WLAN equipment vendors to 2006; analysis of the technology's penetration by enterprise size band; competitive factors analysis; Assessment of pertinent market issues
- + Enterprise Mobile Devices; strategies to enable the shift from devices to solutions**  
Detailed forecasts by region, sizeband, industry, solution component to 2006; competitive assessment; channel strategies for manufacturers

**Sponsored Links**

- + InDis**  
InDis is a independent privately owned Dutch company which provides both the international and...
- + Jobalizer**  
Job bank for Europe & the USA
- + Nexcomm Systems**  
Broadband Networking Solutions for Enterprises, Teleworkers, Home Users
- + EuroBizStrategies**  
E-commerce, PR & Marketing Solutions + Consultancy
- + Rightscom**  
Daily summary of digital content news
- + Mobile Data Association**  
Non-profit, global association for vendors and users of mobile data and their advisors

**Subscribe to DMEurope's free daily and weekly newsletters**

**Search related articles by:**

Companies/Keywords

Topics

Date

- Look in World news
- Look in ALL countries news