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A WIRELESS INFRASTRUCTURE RESEARCH SERVICE

JULY 2005

Mobile WiMax: Who Goes Where?

Mobile WiMax (a.k.a. 802.16e or WiBro) is the next evolutionary step for 802.16 wireless access systems – one that promises a new wave of personal broadband services. This report identifies and analyzes the chipset and system vendors innovating in this critical, long-term market.

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The global information exchange for Data Center managers**SUBSCRIPTION-BASED SERVICES**[UNSTRUNG INSIDER](#)PREVIOUS [UNSTRUNG NEWS FEED](#)**Celltick Wins at AIS Thailand**

04.27.05

LONDON -- Celltick Technologies is taking AIS, Thailand's largest mobile operator, into the mobile broadcast age. The operator's new service, mLive, delivers real-time interactive content directly to the phone screens of its subscribers.

From today, the handset screens of AIS customers will look quite different. Using Celltick's LiveScreen product, AIS is turning the screens into a dynamic medium. Free, silent and non-intrusive messages appear on the handsets when they are not in use - just like a screen saver. These messages carry the latest news, sport, weather and traffic reports, as well as games and entertainment.

When users see a message that interests them on their handset and want to know more, they simply click on the OK button. A mini menu opens and presents various relevant options based on the data services offered by AIS. For example, a news message can link to a video news report, an automatic link to a website, or an SMS message. A second click launches the desired service.

Celltick's dynamic idle screen product is the leading commercial, tested and deployed offering in the market and is already being enjoyed by millions of mobile phone users. Celltick's commercial deployments have validated its system's ability to drive data services adoption. 25%-32% of LiveScreen enabled users use it to regularly to access added value services.

Yossi Wellingstein, Celltick's CEO, said: "We are proud to have AIS as a customer. It joins a growing number of innovative, forward-looking operators who demonstrate that mobile broadcast is already a reality. We are confident that with our technology AIS will provide its users with a fantastic service which generates revenues immediately."

[Celltick Technologies Ltd.](#)[printable format](#) | [email to a friend](#)**Discuss this story...****Unstrung Networking Market Place****200Mbps Wireless Gigabit Ethernet Radio**

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