

Scotland's First Wireless Centre

The Wireless Innovation Centre was officially launched on 19 February 2004 by keynote speaker Andrew Herbert Managing Director of Microsoft Research Cambridge who said: "There is no doubt of the impact wireless technology is having on people's every day lives. We're delighted to be involved in the launch – wireless is an important area of focus for Microsoft Research Cambridge. The future of computing is predicated upon providing access to critical information, wherever we are. Today's launch at Hillington Park takes us a step closer to realising that goal."

The Wireless Team are now building on the interest and positive feedback received after the launch. This will involve educating users in the benefits of wireless technology through a series of brief seminars entitled "Wireless @ Work" run in partnership with Paisley University with the aim of teaching participants how to use mobile devices and wireless technology. Tom Caird of Paisley University said: "The seminars are designed to provide better awareness of the current practical applications of wireless technology in the business and industrial arenas and highlight the potential that it can offer to organisations in better coordinating their mobile personnel and in increasing their effectiveness at communicating with and servicing their customer base."

Looking at the global market place, a number of Innovation Centre clients including Mixipix and MX Alliance attended 3GSM World Congress (in February) to demonstrate mobile applications which resulted in a number of key sales leads.



Reflects the Future

With the key objective of understanding the business opportunities in the Wireless Marketplace, Tom Ogilvie and Alisdair Gunn from the Innovation Centre will be

attending the global CTIA Wireless Trade Show in Atlanta. The aim of this trip is to build up the Centre's international linkages and develop partnerships and collaborations within this market. Following the success of the opportunity awareness workshop held with BAA, the Wireless Innovation team are currently planning two further workshops to be run in conjunction with MX Alliance.

The aim of these workshops is to facilitate introductions between application developers and potential partner companies who may use their technology to address business needs. The wireless team are currently also developing further links with partner companies who might assist in helping Innovation Centre clients gain access to markets for innovative applications.

With the addition of market research resource to the services provided by the Wireless Innovation Centre, a repository of information and intelligence to guide clients in their wireless application development has been built up. Research is currently focused on the following areas noticeably highlighted at 3GSM and in recent technology forecasts: RFID, location-based services, wireless home networks, mobile music and the interaction between the media and mobile technology.

For more information: www.innovationcentre.org/wire/

1 Billion GSM Subscribers



Images courtesy of Mixipix



Ten Scottish companies, recently exhibited at the leading international mobile communications conference and exhibition 3GSM 2004, attracting 29,000 visitors from 200 countries. A significant highlight of the show was the announcement that there are now 1 billion GSM subscribers throughout the world. The implications of this are that 1 in 7 people in the world have a GSM mobile phone. MX Alliance in partnership with SDI organised the trip and arranged media interviews, creating publicity that has really highlighted the innovation and talent within Scottish companies in an

international setting. The ten companies on the Scotland stand at 3GSM, Mixipix, Saw-You, DA Group, Mobiqa, Artesyn, Journeyplan, Yakara, Rocketdog and MED all received significant interest in their products. MX Alliance have already received a number of enquiries since returning from the event about individual companies and general Scottish activity. Lesley Keen from Mixipix said "3GSM saw the first commercial unveiling of Mixipix's mobile content creation and distribution platform. The show was a great success for us – with many premium potential customers already actively looking at buying our services."

The various product offerings of the Scottish companies were well-positioned amongst exhibitors from around the world an intimation that the message from 3GSM, that developers must create consumer-driven services will be well met within the mobile content developer community in Scotland.