Welcome to the December edition of MDA:News

In this issue we focus on the UK Transport and Telematics industry and take a look at the opportunities from Canada.

Martin Ballard

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Transport – moving along

Steve Reynolds, Vice Chairman of the MDA, examines the mobile technologies being used and the changes we can expect in the short to medium term.

Over the last 18 months we have witnessed significant change in the application of mobile technology in the transport sector. Prior to this recent change, the most prevalent use of technology has been in vehicle tracking. Tracking solutions have been used to assist businesses in making better use of their fleets and as a security measure. These two benefits alone justified the cost of deployment in most cases.

So what is driving this change?

There are five main reasons for the transport sector demanding more from their mobile technology partners in the UK and these are:

- Road Transport working time directive came into effect March 2005
- Employers’ duty of care responsibilities “Driving at Work”
- Rising cost of fuel
- Increased road congestion
- Customers becoming more demanding

As a result of these, the transport sector is demanding the creative deployment of mobile technology to solve this raft of issues.

So how can technology play its part?

Well, it is no longer just about tracking. It’s about time usage reporting to assist in compliance with the Road Transport working time directive. It’s about process compliance and ensuring that risk assessments are undertaken to meet with the Driving at Work responsibilities. It’s about route optimisation to reduce the amount of mileage and avoid congested routes. It’s about providing customers with real-time accurate data directly back into their IT systems.

This may look like a huge challenge, but the fact of the matter is, this can all be achieved with mobile technology today. The problem is that deploying a solution that deals with the five imperatives of the Transport Sector requires several technology partners.

So Tracking, Navigation and Field Mobility vendors need to partner to differentiate their offerings and the wireless networks need to get involved in the passing of real-time information to and from the vehicles and mobile devices.

We are starting to see the emergence of such partnerships but, as with all partnerships, these will take a while to materialise with fully integrated rich transportation solutions. I believe by Q2 2007 we will start to see the fruits of these partnerships and the step innovation in technology required to deliver complex solutions.

So what about the consumer space?

In the consumer space the demand for Satellite Navigation is growing rapidly and there are currently around 4 million Britons using Personal Satellite Navigation devices to navigate our roads.

As a result of the partnerships driving the Transport Sector, the technologies developed will inevitably find their way into the consumer space. Today’s generation of navigation devices are the first to be connected to real-time information systems but the services they offer provide little more than road incidents to be avoided.

Motorists can expect to see a wide variety of useful data flowing into their cars in what is being termed ‘Connected Navigation’. This demand will open up a multitude of opportunities for service providers and data aggregators to exploit travellers’ desires for contextual information about local services and points of interest.

This new ‘Connected Navigation’ will provide more intelligent route planning, using real-time and historical road congestion data to provide dynamic route optimisation rather than the current ‘quickest, shortest’ route planning.

The adoption of in-vehicle mobile technology is set to grow rapidly in both the corporate and consumer space, to such an extent that by 2010 it is possible that every vehicle manufactured will have “Mobile Inside”.

Steve Reynolds, Vice Chairman of the MDA, examines the mobile technologies being used and the changes we can expect in the short to medium term.
An introduction to the Machine to Machine (M2M) & Transport Telematics

Ian Curran, M2M Telematics Data Products at O2 provides this insight into our featured topic this month.

M2M and Telematics can be bewildering and challenging for people from industry to understand due to the complexity, scope and scale of the subject – this article should help to explain.

What is M2M (Machine to Machine) and what is Transport Telematics?

M2M is the term given to the whole of the connected machine to machine market place. It can often be confusing as it encompasses both consumer and business applications and services, e.g. personal navigation at one end of the spectrum and utility meter reading at the other. M2M is subdivided into Telematics and Telemetry.

Telematics refers to constantly moving mobile assets e.g. cars, buses, trucks, trains, and aircraft. Typical applications are vehicle fleet management, asset tracking, providing fuel usage, driver miles, and engine diagnostics data.

As solutions evolve, more integration is taking place with back office scheduling and job dispatch systems, which in turn integrate hand held PDA devices used by delivery and dispatch organisations - often using electronic signature capture.

It is thought that around 50% of all large vehicle fleets in the UK have adopted some form of transport telematics solutions. Within this sector GPS satellite positioning technologies are utilised extensively.

Telemetry refers to predominately static assets e.g. building alarms, utility meters and road signs. However, some devices, such as vending or gaming machines, can be relocated to maximise consumer sales.

It is important to understand that the telemetry market is not new - remote devices and machines have been connected for many years via PMR radio networks, fixed line private circuits or dial up PSTN lines often using SCADA (IBM) applications.

Why are M2M and Transport Telematics important?

Clearly, if the analyst market research reports are correct, then M2M poses a significant business opportunity for all MDA members. Strategy Analytics indicate that the global M2M market opportunity will be worth $40Bn in 2011.

So “Are the Analysts correct? Is this not more industry hype?” I hear you ask. To try to answer some of these questions, let us consider what is driving the M2M market adoption, by considering two M2M opportunities. Both central and local governments have been keen to understand how M2M and transport telematics can be deployed to meet their policy and fiscal objectives.

1. The German government, faced with rising costs of major road re-building projects, looked to transport telematics as a possible funding solution. The issue it faced was that 50% of all heavy goods vehicles travelling on the autobahn were operated by foreign operators, for which they received little or no revenues. In 2005 the German government implemented “Toll Collect”. This project connected some 750,000 heavy goods vehicles with on-board units using GSM/GPRS communication to the back office systems. This allowed Toll Collect on behalf of the German government to charge each goods vehicle for road usage in Germany and thus recover revenue.

2. In Italy, utilities companies were quick to adopt automated meter reading (AMR) using connected devices to send and receive data. In 2005 Nokia reported that over 300,000 devices had been deployed, following regulatory and competitive challenges.

So what about the future?

The EEC Commission’s e-safety proposal, being considered by member states, proposes that all new motor cars from 2009 will be fitted with mobile communications devices to allow emergency calls to be made over mobile phone networks. Add to this the significant adoption by consumers across Europe of portable navigation devices and we are heading towards mass-market adoption of M2M in some areas.

Through our experience, gained in the last nine years, O2 believes we are still faced with many challenges. These can best be addressed and overcome if we co-operate and have an ethos of partnering. Only then will we see true mass adoption.

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More about MDA member O2 at www.o2.co.uk/business/corporate

References:

1 Wireless Enterprise Strategies, Report March 2006
Nigel Chadwick, MD of Stream Communications, provides us with this view of the market.

The M2M market for wireless devices is finally starting to take off. Gartners were proposing a 2 to 9 billion USD market by 2001. With their usual optimism it looks set to arrive at that number somewhere between 2007 and 2009. This, perhaps, reflects the difficulty inherent in identifying the true potential and speed of growth of this market. It does, however, underline the revenue and technological significance.

Today the major advances in location technology, both the improved sensitivity of GPS systems and the reduced power consumption, have resulted in a proliferation of handheld devices for everything from lone worker solutions to the now ubiquitous GPS navigation systems. The next two years will see the fusion of these devices to include communications and navigation as the market demands reactive navigation systems that can re-route users based on dynamic data. In addition to this pressure from the market, the EU is continually pushing car manufacturers for automatic collision detection, which requires both communications and location to be a standard feature of vehicles.

The transport and telematics M2M sector seems to have begun to rapidly expand, noticeably since the beginning of this year. For the past 6 years Stream Communications has provided mobile network services exclusively for this sector. Given the company’s wide and extensive end-user base (i.e. telemetry devices), it has been well positioned to experience the early day “stop-start” progress of the market and the latter day accelerated growth rate.

The current widespread interest and future potential of the transport and telematics sector could no better be demonstrated than by taking a walk around the recent transport summit held in London. Telemetry pervades the transport sector, from specialist use by F1 racing teams to the navigation applications which appeal to the mass consumer. Almost every week there appears a new telematics device or application either trailed or commercially ‘rolled-out’ in sector orientation. In particular, asset protection, which extends to the transport sector, is exhibiting high interest levels. The Boomerang Box (BB) is the latest asset protection device, being available in different specifications, including GPS, RFID, long life/rechargeable battery and specialist Matrix/Cell ID options. Variants suit the different usage situations.

The mobile network services have also been evolving to meet the needs of M2M devices. For example, in the interests of increased security, reliability and operating efficiencies, from the perspectives of both the application/device developer and end-user customers, Stream has recently launched its managed fixed IP service, providing unparalleled levels of ‘end to end’ secure connectivity. Coupled with per byte billing and detailed usage analysis, this means that manufacturers, resellers and end customers, can clearly understand the usage patterns of devices connected to the mobile network. All too often in the past there have been times when either device or network issues have resulted in unexpectedly high levels of GPRS usage, which subsequently proved difficult to pin point in terms of causes.

Finally, we have seen over the past 5 years the introduction of telemetry specific mobile network tariffs. Stream, in particular, has been at the forefront of this, recognising the unsuitability and inappropriateness of the legacy corporate and consumer based tariffs. Tariffs and specialist billing go hand in hand and the ability to split out revenues to the different but complementary supply parties involved in the provisioning of M2M solutions, but based on a single customer invoice, has been in line with market requirements. Future innovative M2M tariffs and revenue models are predicted, applicable both to the UK and, in particular, on an international/roaming basis. To maintain its leading role and competitive edge within the sector, Stream Communications will continue to re-invest in and develop further the systems and technology surrounding the provision of specialist mobile services for developers, resellers and end-users operating within the M2M sector.

More about MDA Member, Stream Communications, at www.stream-communications.com
Duty of Care – much more than just a corporate buzzword

How to enhance Duty of Care with telematics technology

Comment from John Wisdom, Group Sales and Marketing Director, Cybit.

Many companies are familiar with the term ‘Duty of Care’ but it seems, increasingly, that it has simply become a corporate buzzword. With the Working Time Directive now in force and the Corporate Manslaughter Bill in the pipeline (expected to come into full force by April 2007), there are growing challenges that Fleet Managers face in order to demonstrate compliance.

RoSPA research shows 20 people are killed and 250 seriously injured a week in crashes involving someone who is driving or otherwise using the road for work purposes. Organisations need to recognise the importance of compliance, as failure to adhere may result in companies being slapped with strict penalties, and, in severe cases of individual negligence, custodial sentences.

Compliance needn’t cost

At the core of adhering to Duty of Care legislation is visibility of your mobile resources – enhancing visibility and ensuring that your drivers maintain safe driving practices will assist you in meeting your compliance requirements. Cybit’s Fleetstar-MRM is aimed at the growing number of service and delivery organisations who need to know where their resources are in relation to their jobs and how the business is performing against planned schedules. Not only do such systems meet a business’s compliance requirements, but, in most cases, they deliver substantial productivity gains – which can pay for the system costs many times over.

A recent Cybit study discovered that there was only a 24 per cent correlation between the information a manager has on his fleet and the actual status of the engineer. With real-time job progression and status updates from mobile devices overlaid against actual vehicle movements, fleet operators have ultimate visibility of their workforce and are able to offer a higher standard of customer service – if an engineer is running late, customers can be informed immediately.

With Cybit’s recent partnership with TBS, the field mobility specialists, we are now able to integrate workflow technology into the Fleetstar-MRM solution. This enables organisations to fully integrate bespoke data from PDAs and other mobile devices into backoffice applications to minimise administration and shorten invoice cycles. Complex front-end transaction processes can be managed to instantly distribute client-specific data across the value chain.

Such is the power of these systems that major insurers, including Norwich Union, are recognising the risk management benefits of this technology in their premium calculations. Cybit is unique amongst telematics service providers in offering a Telematics-Enabled Fleet Insurance package that can deliver fixed premiums for 3 years and up to 16% annual risk recognition rebate in return for meeting agreed risk management benchmarks.

Managing increasing Benefit In Kind costs

For companies with van fleets, Fleetstar-MRM can be used to ensure that your vehicles are solely being used for work purposes. This will not only give you peace of mind in knowing where a driver is, it could also save you over £400 per vehicle, per year, in light of the forthcoming increases in Benefit In Kind taxation for private use of company vans.

The Duty of Care benefits of Telematics for the Mobile workforce

A telematics-enabled approach to Duty of Care issues helps to provide organisations with the core driver and vehicle data they need to manage their risk effectively and monitor adherence to their own working practices and policies.

Telematics offers an ideal way to provide businesses with the key data and reports they need to satisfy fleet Duty of Care requirements. It’s not enough just to record mileage for example – businesses need to have reporting on all journeys to monitor speeds, distances, times and routes.

Fleetstar provides the current status of all driver licenses, expired or expiring, driver training requirements, as well as an immediate overview of your fleet’s servicing records.

By providing a means for businesses to demonstrate compliance to Duty of Care requirements, whilst simultaneously delivering a step change in operational productivity and efficiency, the case for telematics-enabled fleet and mobile resource operations is compelling to say the least!

See more about Cybit at www.cybit.co.uk
Martin Davey - Head of Technical Services Group, Transport for London, provides us with this reflection on the benefits of technology for the public transport systems in a major city environment.

London’s economy is uniquely productive with a globally distinctive finance and business services industry. The city’s economy has developed around its transport network, and the coming years present a huge opportunity for London to grow and become even more productive. But the growth opportunity poses equally huge challenges for London’s transport network and one way of meeting those challenges is through the use of Intelligent Transport Systems (ITS).

The predicted employment and population growth in London will result in a 30% increase in public transport passenger km travelled in the morning peak by 2025. The increase will be particularly high for travel into central London, where there will be an additional 240,000 trips each day. The expansion and improvement of public transport must be achieved on a sustainable basis.

On the road network, congestion could increase by 20-25% per cent unless car use is constrained. Without intervention, transport emissions would also continue to rise, contributing to pollution and further global warming and, in addition to the normal everyday demands on London’s transport, hosting the 2012 Olympics will pose specific challenges for the capital’s transport network that will need to be met.

In order to meet these challenges, two complementary approaches are being used, both of which make use of Intelligent Transport Systems

Getting the best out of the existing system

Maximising the operational efficiency of the existing network will help to deliver a more reliable transport system and feed through to capacity increases. ITS is integral to the maximisation of operational efficiency in a number of ways. These include:

- Improved service quality/maximising capacity and reliability through new technology projects such as iBus, the replacement and enhancement AVL and radio system for London’s 8,000+ buses. iBus, and other technologies such as bus lane enforcement cameras and Selective Vehicle Detection for buses at junctions, will provide a more reliable service and better punctuality and frequency, driving down excess waiting time.
- Improved safety and security through CCTV, which is now fitted to all buses on the London Bus Network to improve customer and staff safety and security and to provide evidence in the event of an incident. Trials are being conducted at identified bus stops where there is a higher incidence of reported criminal and anti-social behaviour. These stops will be covered by CCTV and, if the results are positive, this coverage will be extended at certain locations.
- Traffic and corridor management to increase the free-flow of both public and private transport. More effective traffic enforcement along red routes, bus lanes and in yellow box junctions is being achieved using a combination of traffic wardens issuing tickets with PDAs, and an extensive network of on-bus and roadside CCTV enforcement cameras.
- Improved freight efficiency and reliability through the integration of cooperative vehicle-infrastructure systems (CVIS) into existing fleet and roadside systems.
- Low carbon vehicles such as the recently introduced hybrid double decker bus. Hybrid buses use a combination of diesel and electric power and, compared with a standard diesel engine, deliver a 77% reduction in hydrocarbons, 98% less carbon monoxide and a 31% drop in carbon dioxide emissions.

Managing the demand for travel

Both ‘hard’ and ‘soft’ travel demand management (TDM) or carrot and stick can be used. Soft TDM uses information and positive support tools to provide choice and influence behaviour, while hard TDM again provides choice and changes the dynamic balance through land use and access acting as a
deterrent to influence behaviour. Both hard and soft measures result in a modal shift to more efficient and effective public transport.

**Soft measures include:**

- Providing better passenger information, in terms of improved Real-time Passenger Information (RTPI) via iBus On Bus Next Stop Signs, at Countdown signs and via Journey Planner online and by text, and also providing school, workplace or personal travel plans.
- Encouraging modal shift through information and marketing campaigns – in particular encouraging walking and cycling.
- Oyster card as enabling technology allowing far better targeted information and marketing to passengers.

**Hard measures include:**

- Road charging with the extension of the Congestion Charge into the Western Extension Zone (WEZ) in 2007.
- Land use policy to reduce car use by working with boroughs to progress an integrated approach to transport and land use planning.

**New capacity and new horizons**

To achieve the economic growth expected in London and support the agglomeration benefits of clustering businesses, substantial increases in public transport capacity and technological solutions to central London will be required. These include:

- New rail infrastructure, of which Crossrail is by far the most significant, combined with a package of schemes on London’s overground rail network.
- Making best use of new technology such as CVIS, mobile services and using phones as tags and for payment.
- Enhancements to the bus network along specific corridors, trams or buses using bus priority technology will meet high levels of demand.
- Improving facilities for walking and cycling will provide a sustainable alternative, particularly for short journeys.

Read more about Transport for London’s plans at [www.tfl.gov.uk](http://www.tfl.gov.uk)

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**ITS World Congress**

The 13th World Congress and Exhibition on Intelligent Transport Systems and Services, held at ExCeL London from 8th to 12th October proved to be a great success. The exhibition saw 270 exhibitors showcase their latest ITS innovations from signal & control devices to the latest developments in telematics and crash prevention. The gross attendance over the four days exceeded expectations, with 8,000 delegates/visitors from 75 different countries visiting ExCeL London, making this ITS World Congress and Exhibition one of the most successful so far.

The UK was predictably the top country by attendance with 3,756 visitors followed by Japan with 768 visitors. Other countries that had significant presence were the USA and China with a number of European countries attending from the 75 nations who were represented overall.

Bill Butler, Event Director for Brintex, commented: “London and the United Kingdom have exceeded expectations in delegate attendance for the 13th ITS World Congress and Exhibition. I believe this is due to a number of factors such as the quality of debates and congress diversity, the location and, of course, the excellence and innovation in technology showcased. We were also very impressed by the level and quality of attendees with real decision makers and real industry influencers present.”

Steven Norris, President ITS UK, said: “I probably shouldn’t say this, but this was without doubt the best World Congress ever. The venue, the quality and number of exhibitors and the technical innovation on display combined with a first class fringe programme gave delegates a truly memorable week.”

Monica Sundstrom, ERTICO Chairman, said: “This Congress was an excellent showcase for the exciting progress on ITS being made around the globe. I would particularly like to thank our UK hosts for the warm welcome they gave us as well as ITS Congress Association for organising the event on behalf of ERTICO. My thanks also go to the many ERTICO partners who participated in the Congress and Exhibition and made it such a great success.”

Further information at [www.itsworldcongress.com](http://www.itsworldcongress.com)
A major new £4.1 million research project aimed at reducing traffic pollution through the use of mobile sensors was announced recently by Minister for Transport Stephen Ladyman.

The joint Department for Transport/ESPRC funded MESSAGE project is at the cutting-edge of e-science and will bring together a consortium of leading international specialists in the fields of e-Science, transport, sensors, communications and positioning technologies across five universities, major industrial partners and transport authorities.

Sensors small enough to slip into a person’s pocket, and others, possibly the size of shoeboxes, fitted to public buses will be developed during the project.

The overall aim of the project is to:

- use pedestrians and buses to act as mobile sensors, collecting vital real-time air quality data.
- make effective use of the vast amounts of data to show how such things as the weather, street design and driving behaviour affect the build-up of traffic pollution.
- address issues surrounding the handling of very large amounts of very varied real-time data from many sources.
- develop flexible and reusable sensors and a communications infrastructure to support a wide range of scientific, policy-related and commercial uses and applications for the data produced.

Mr Ladyman said: “The Government is committed to supporting research that will help to deliver real benefits in the longer term. The MESSAGE project will provide a much better, more detailed picture of the environmental impact of transport, allowing future decisions to be made on the basis of sound scientific evidence. We all now live in a data rich world and it is important that we have robust methods for handling this data, in real-time. This project will enable the development of technologies to manage our transport systems as efficiently and effectively as possible.”

Dr Lesley Thompson of EPSRC said: “This project is an important element of EPSRC’s e-science programme. Transport offers many great challenges. We hope that this project will develop tools to tackle problems such as congestion and environmental pollution. The real-time data handling methodologies to be developed by this project should have generic value wherever large amounts of data need to be processed in real-time.”

Bringing industry expertise to the project is European IT services consultancy, LogicaCMG. One of the company’s senior transport consultants, David Hytch, commented on the research project: “This research is a vital contribution to reducing the environmental impact of modern transport systems. LogicaCMG was invited to be involved in this seminal work in order to help turn it into a viable implementation at street-level, turning the theory into practice. With our extensive experience in the field of telecoms, mobile working and large scale business critical data management, and operating at the heart of a number of significant transport and location initiatives such as Galileo, LogicaCMG is well placed to provide an industry voice within the forum.”

The project is being supported under the Engineering and Physical Sciences Research Council (EPSRC) e-Science Programme. The value of the project over three years will be £4.1 million, of which EPSRC and the Department for Transport are jointly providing £3.5 million.

The project also has the support of nineteen organisations ranging across public sector transport operators (e.g. Transport for London), commercial equipment providers, systems integrators and technology suppliers. This support, worth £0.6 million, will include access to data, access to vehicles to provide mobile platforms for sensors, design services, and provision of technology prototypes.

More on UK Transport Initiatives at www.dft.gov.uk

Project Director, Professor John Polak, from the Centre for Transport Studies at Imperial College London said: “Our objective is to bring about a step change improvement in the data and analysis methods available for the measurement and management of traffic pollution. To achieve this, we must bring together a range of disciplines that have hitherto been separate. This is exciting and important science and we relish the challenge and potential of this work.”
eCourier.co.uk. - delivering a little bit of happiness and a lot of control

In the world of delivery, it takes a lot for a company to stand out from the masses, but that's exactly what Tom Allason and Jay Bregman are succeeding in doing with their venture, www.eCourier.co.uk

“We have developed and implemented remarkable, cutting edge technology which will transform the Courier industry – an industry that a lot of people recognise as unreliable, inefficient and, in some instances, downright dishonest.” said Allason, adding: “These are attributes which bring nothing to any business and certainly not to the world of Facilities Management, which requires top level support, efficiency and effectiveness from any partner.”

The founding of eCourier.co.uk came from an experience that convinced Allason and Bregman there was a gap in the market to be filled – a market that many see as dated and ready for a shake-up. “Like pretty much everyone in business I had to use courier companies and was constantly frustrated that there wasn’t a better solution. The last straw came when one company lost an important assignment. I decided enough was enough and set about trying to provide a better solution by myself.” said Allason.

Two years later, Allason, with Bregman, a friend from University and practising Bill Gates wannabe, is now running one of the fastest growing businesses in the UK and certainly within the delivery market.

Technology

Two years in the making, with the help of MIT in the USA and Pegasoft in Italy, the system (AIBA, Advanced Information Based Allocation), is transforming the courier industry.

90% of bookings are made on-line (no other company does more than 5%). You simply input the collection address and delivery addresses, choose the vehicle type and that's it. Nothing else. The whole process takes on average 30 seconds. Then all you do is sit back and watch your computer screen...

Within milliseconds the system has worked out who the optimum courier for your delivery is (taking into account information it has learned from previous jobs as well as traffic and weather conditions) who is then instructed electronically to proceed to your address. The automated process delivers a completely reliable service that, to date, hasn't lost one 'booking on line' customer since the company was founded in September 2004.

“We are now providing a faster, more reliable and efficient service than any of our competitors,” said Allason. “Customers need never pick up the phone to see where their courier is. They can track it precisely from A to B and receive an immediate proof of delivery straight to their computer screen within seconds of the package being delivered.”. He added: “Customer satisfaction is pivotal to everything we do. I think it is fair to say we have a lot of happy customers.”

eCourier made its first delivery in September 2004, completing 25 deliveries and billing less than £1,000 in its first month with just 4 couriers. By year-end it forecasts it will be making 40,000 deliveries a month with around 135 couriers.

With a group of impressive investors behind it, eCourier.co.uk has big plans, that don’t just end in couriers. Time will tell, but if the first 2 years are anything to go by then the future looks, indeed, a happy one.

eCourier’s technology has seen it win a number of awards including:
- National Customer Service Awards, eCommerce Category. 2005
- O2 / Real Business, Top 50 to Watch in Mobile. 2005
- British Computer Society, President’s Award for Mobile Computing. 2005
- NatWest Startups Awards, Best Use of Technology. 2005
- Chartered Institute of Logistics and Transport, Excellence in Information Management. 2005
- Department of Trade and Industry, Innovator’s Award for Transport. 2005
- Medalist for IT Director of the Year, British Computer Society (Jay Bregman, CTO). 2005
- 2006 Webby Awards, Official Honouree.
- Effective IT Awards: Most Innovative Use of IT, Most Effective Use of Communications Technologies and Most Effective Use of IT in Manufacturing and Logistics. 2006
- CNET Networks: Mobile Product or initiative of the Year 2006

Follow the link to find out more about MDA member eCourier.co.uk
Member News...

GPRS is dead. Long live 802.11

Nick Hunn, Chief Technology Officer at EZURiO and a Director of MDA explains how one customer turned the normal telematics solution on its head when he moved away from wide area wireless networks for his solution.

There are a number of seemingly immutable combinations in our lives - love and marriage, bacon and eggs, and, in our particular world of mobile data, telematics and GPRS. So it came as something of a shock when we received a call from a telematics integrator telling us they wanted to throw out GPRS and replace it with 802.11.

The perceived wisdom is that GPRS has turned telematics from a specialty application that largely relied on complex private radio networks into a ubiquitous solution for the mass market. It may be an over simplification but to a large degree it’s true. So the mantra for anyone who wants to monitor something that has wheels is “buy GPRS”.

Lemming-like rushes always have their problems. In this case the problem comes at the back end, when implementers and users have not always asked the basic question of “what do I do with all of this real-time data?” It’s often only after they’ve deployed the hardware that they realise that the data isn’t necessarily time sensitive. If you need to know current location, then it is and you should be going out to buy your GPRS module. But if you only need a log of time, distance or some other vehicle parameter, then immediacy may be far from important.

That was the case with this customer. They’d realised that all they did with the data was store it for a few months before analysing it or throwing it away. They’d also made the connection that GPRS brings a price delta for the module along with an undesirable, on-going monthly contract charge to the network provider.

What their customer actually wanted was to get the data every month at a reasonable cost. They didn’t need it in real-time, nor were they particularly attached to the on-going monthly network charge. To get rid of both of these overheads all they had to do was to store the data locally and then download it whenever the vehicle detected an appropriate 802.11 access point. The quantity of data wasn’t large, so there was no additional cost for local storage.

For a scheme such as this to work it obviously demands an adequate distribution of short-range access points. There is a cost associated with these, if you have to install them yourself, which could outweigh the savings, although it may become negligible if one access point serves many vehicles. In this case the application was for taxicabs. The integrator was able to use data from a previous GPRS deployment to ascertain that, within the Greater London area, almost every cab would visit one of the major rail stations within a two-month period. So, with around 10 strategically located access points, they could potentially monitor over 19,000 vehicles.

This commonality of access points is the key to considering whether short-range wireless is a sensible replacement for GPRS. Most vehicles keep returning to the same location as predictably as a homing pigeon. It may be trucks arriving at a delivery bay, tankers going to a filling station or private cars returning home. Wherever there’s a pattern that limits the number of access points that need to be deployed, short-range wireless becomes a real alternative to GPRS.

What is more interesting is that, in many cases, the vehicle doesn’t even need to visit a specific location - if it is stationary for more than 60 seconds whilst it has 802.11 coverage, it can connect to an access point to download its data. And there are few of us who don’t experience that period of inactivity in a vehicle on a daily basis.

What’s more, with the spread of 802.11 access points, both as hotspots and in the home, there is a growing, ubiquitous, access network that’s paralleling the wide area accessibility of GPRS. For some customers there’s an additional advantage in using 802.11, as it’s much easier and cheaper to deploy an unlicensed 802.11 access point to fill in a network black spot than to deploy a licensed network pico-cell. They also work a lot better in underground car parks.

In fact, if you look at where hotspots are being deployed, it provides a remarkably good match to the places where Telematics enabled vehicles are going to be parked. Wi-Fi is being rolled out at home, which, as an amazing coincidence, is where most of us take our vehicles each evening. It’s getting installed at offices, and once again that’s somewhere we take our vehicles most days. Major transport hubs such as rail stations, airports and ports have Wi-Fi network, whilst BT is rapidly expanding its dream to bring Wi-Fi access to major urban centres.

Implementation is becoming easier as products such as EZURiO’s 802.11 module come to market. This connects to a serial port at one end and the wireless network at the other. All of the 802.11 drivers, TCP/IP stack and even a web server are integrated into a device around the size of a postage stamp. It even provides BASIC-programming capabilities to run simple applications on board.

Much to the chagrin of the networks, 802.11 could provide the ideal, low cost wireless connection for mass Telematics deployment. It’s already being considered by “pay as you go” insurers. Wherever data is stored and then removed from a vehicle it’s offering a robust and cost effective alternative to GPRS. As the number of Wi-Fi access points increases, the applications can only grow.

Nick Hunn is a Director of MDA

See more of MDA member EZURiO at www.ezurio.com
MDA Member, APD, the UK’s leading mobile information specialist, has signed a contract with the Hampshire Constabulary that will provide accurate location information for its vehicle resources. All vehicles in the force, including cars, boats, vans and motorbikes, will use the software when it is rolled out this summer. The products will ensure greater officer safety and enable the control room to dispatch officers located closest to the scenes of incidents, thereby shortening response times and potentially freeing up control room time to deal with more calls. This is expected to be the first stage of a wider officer location project that will include foot and cycle patrol officers.

APD’s Co-ordinator software will be integrated into the Hampshire Constabulary’s control room technology and APD INCA units installed in 800 vehicles. Global positioning (GPS) capabilities will allow communication with the Co-ordinator software, so that control room staff can identify vehicle locations and dispatch accordingly. The software could also be used by other departments to aid fleet management and accident investigation. The new system is cost-effective too, as it will take advantage of the bandwidth available on the Airwave Police communication network.

Hampshire Police chose the APD solution because, in addition to the GPS functionality, it also provides the ability to record vehicle activity. Mark Cooper, Airwave Project Manager, Hampshire Constabulary said: “The INCA functionality appeared to be greater than that of other vehicle location products. Once the vehicle installation is complete, we intend to include other resources such as foot and cycle patrol officers in the project as the GPS functionality is available in their radios.”

David Lawford, APD, added: “With the Airwave network now operational across the UK, there are plenty of new functions that police forces can easily and cost-effectively provide to their officers, which is what Hampshire has done. We know that the future structure of police forces in the UK remains uncertain and we have tried to ensure that our products offer easy integration with a range of technology environments and scalability for future growth - this was a prime driver in this case.”

More about MDA member APD at www.apdcomms.co.uk
A new range of mobile services from mxData.

Their new service allows people to access live council data via their mobile phones, enabling delivery wherever and whenever the public require it.

Local authorities have always understood the importance of providing their information to the public, but, until now, delivering this information to consumers when they really need it has been costly, if not impossible. But the phenomenal growth of mobile phones and their functionality has enabled mxData to develop MetroTV – the downloadable mobile application that enables almost everyone owning a mobile to access all this live information at the touch of a button!

With many local authorities already signed up, including Reading Borough Council, Sheffield City Council, MATTISSE Consortium of Midlands Local Authorities, Warwickshire County Council and City of York Council, and discussions with many more taking place, mxData aim to roll out the service worldwide over the next three years.

“The development of common central databases and specifically UTMC has given the Councils the ability to gather centrally vast amounts of information and this was the starting point for developing the service.” commented Ian Tomson-Smith, Commercial Director of mxData. “Websites were the initial place local authorities looked to publish the data, but we wanted to take this a step further to maximise the value of their information by delivering it to the public at the point they really want to use it. And crucially in a very user friendly format.”

MetroTV is a simple to use service that involves users downloading a small piece of software onto their mobile phone. It provides users with a full interactive map of their chosen region, and live 24 x 7 access to the local authorities’ database of relevant information. Buses, trains, traffic conditions, car parks, roadworks, accident and event information, live CCTV and even roadside variable message signs are all overlaid on top of the map.

By partnering with TeleAtlas, the global leader in digital mapping, mxData, is not only able to supply highly accurate street level maps but also Points of Interest including petrol stations, museums, hospitals, post offices, shopping centres, stadiums, tourist attractions, colleges & universities, airports and cash machines, making Metro TV a “must have,” free at the point of use, service for the public.

MetroTV is based on mxData’s award winning TrafficTV service. Winner of the prestigious MDA award in 2005 for Best Mobile Data Application and awarded five stars by What Mobile? magazine, TrafficTV currently enables thousands of subscribers to plan their journeys and avoid traffic jams everyday with live Trafficmaster information and over 500 CCTV cameras.

“Providing users access to both public transport and driving/parking conditions helps consumers plan their journeys efficiently and, hopefully, encourages the holy grail of modal shift.” said Peter Bull from Sheffield City Council.

Marc Allen, of Reading Borough Council, added: “And enabling anyone to instantly access all the town’s bus routes on an easy to use map from the comfort of a coffee shop so they know when the next and, crucially, the right bus for them is leaving, makes public transport a real alternative to the car.”

With the ability to deliver both location and time-enabled advertising into MetroTV to generate revenue for the local authority, mxData believes the service provides a genuine cost-effective solution for delivering live data to the public.

More about MDA member mxData at www.mxdata.co.uk
Feature...

MDA:News overseas trade special:
Spotlight on Canada

The MDA is looking at overseas markets of interest to its members and is developing closer links with associations in those areas. In this section of MDA:News we feature one of those regions. This issue looks at the thriving wireless community of Canada and with Memoranda of Understanding signed with both CWTA and WIN BC providing introductions and services between our respective members, we review, below, some of those companies.

Overview of the Canadian Wireless Industry

George Edwards, Trade Commissioner (IT & Telecoms).

The wireless industry in Canada has been at the forefront of innovation for more than a century, from Marconi’s first transatlantic radio transmission between Cornwall and Newfoundland in 1901, to this year’s launch of the latest BlackBerry® device, the BlackBerry® Pearl™ smartphone.

Canada has always been at the forefront of creating breakthrough communication tools and techniques and is at the innovative edge of 3G/4G, Wi-Fi, WiMax, UWB, RFID, and Software Defined Radio technologies and applications.

The breadth and depth of Canadian wireless expertise is exceptional. Canadian companies, trade associations, universities and governments work together across the country to ensure Canada continues to build on its strong leadership in wireless technology. Canadian companies like Nortel, Dragonwave and Redline Communications are leading the way with innovative solutions that address dispersed populations, challenging geography and enhancing productivity on the go.

Canadian companies are strong in the development and aggregation of mobile content and pushed content solutions. In the latter, Research In Motion® (RIM®) has established itself as a global leader. OZ Communications is a leading provider of mobile email and instant messaging (IM) solutions and was one of the 3 finalists in the GSMA’s Mobile Innovation Awards at the 2006 3GSM World Congress. Airborne Entertainment has been very successful in bringing together recognized brands, operators and content developers. Canada is a key production facility for films and television, particularly in Ontario, Nova Scotia and British Columbia. Canadian content companies are in a unique position as they can develop content in English and French. Canadian companies are also renowned for their animation work in movies, advertising and games.

According to IDC, the Canadian wireless telecommunications services sector represents almost 30% of the Canadian telecommunications market. The Canadian wireless industry has been experiencing an annual growth rate three times that of any other sector in telecommunications. This is significant for a country that is in the top 10% of the world for broadband Internet penetration and amongst the world’s leading countries for telephone density.

The Canadian Value Proposition

Canada boasts one of the highest broadband penetration rates in the world and Canadian companies have learned to provide world-class services, despite the geographical challenges and the smaller population centres. The Canadian government has encouraged this by implementing broadband policies to ensure equal access to all Canadians and through supporting R&D efforts to find new solutions and technologies. A recent example is an investment of $7.1m by the government, in a $29.8m project being undertaken by Zarlink Semiconductor Inc. to develop next-generation semiconductor chips, improving the efficiency and quality of broadband networks.

Canada has one of the most culturally diverse and highly educated workforces in the world and some of the most advanced educational institutions. Canadian companies also have easy access to capital. This, coupled with one of the most generous R&D tax credit systems in the world, has attracted the R&D facilities of many multi-national organizations, including Alcatel, Ericsson, Motorola, Nokia, Nortel and Siemens.

The CN Tower, Toronto
Photo courtesy of George Edwards
Canada has enjoyed regulatory excellence, which has forced competition and driven companies to develop new and innovative customer acquisition, care and retention programs. Canadian operators were quick to collaborate on SMS, short codes and MMS and were first in North America to ensure interoperability. Operators have recently undertaken an initiative to jointly develop m-commerce.

About the Canadian High Commission in London

The High Commission takes an active role in helping Canadian companies planning to or already exporting to the UK, by identifying and introducing them to appropriate partners and networks, like the MDA. We will be at 3GSM in Barcelona and are working with MDA/UKTi and CWTA/WINBC/Industry Canada on a Canada-UK partnering event. For the latest information go to www.canada3gsm.com

We also run an active investment programme, advising UK companies about the benefits of Canada as a North American location and helping them plan their expansion there. This is a free and confidential service and we welcome enquiries about how we can assist your North American expansion.

In the first instance please contact:
George Edwards, Trade Commissioner (IT & Telecoms)
Canadian High Commission, London
Tel: 020 7258 6680
Mobile: 07795-005490
Email: george.edwards@international.gc.ca
www.investincanada.gc.ca

The Canadian Wireless Telecommunications Association (CWTA)

CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite service providers as well as companies that develop and produce products and services for the industry.

The Association represents the industry before government and various regulatory agencies, working productively with the federal government’s Industry Canada department as well as the Canadian Radio-television and Telecommunications Commission (CRTC) to positively influence government policy, with the goal of ensuring further development and growth in the wireless telecommunications industry.

CWTA is also a facilitator of new business opportunities, and seeks to broaden awareness of wireless communications to business, consumers, the media and the public. The Association acts as a central repository for statistics and facts about the industry, analyzing and assessing the impact of trends and new developments. CWTA is also the administrator of Common Short Codes in Canada, and hosts the www.txt.ca Website – Canada’s Text Messaging Resource Centre.

On the overseas front, CWTA has signed Memoranda of Understanding with the UK’s Mobile Data Association (MDA) and the Hong Kong Wireless Technology Industry Association (WTIA) to enhance Canada’s market influence in global markets. Through these partnerships, the countries respective wireless industries work together to promote wireless technology and to build cooperative ties.

The organizations share knowledge, research and data, produce joint promotional events such as trade missions, conferences and exhibitions, and facilitate trade exchange activities. Through these cooperative ventures, CWTA intends to help expand business opportunities for its member companies.

In the race to expand market opportunities, Canada’s wireless companies have proven themselves to be global competitors. In all humility, they are swift, smart and willing to work with a myriad of partners along the way. This is the new world of wireless communications – a world that will be shaped by the proven ingenuity, commitment and customer focus of Canada’s wireless industry.

Visit CWTA on the Web at www.cwta.ca

WINBC Profile

WINBC (Wireless Innovation Network Society of British Columbia) is the focal point for wireless in BC and viewed as a leading wireless association in North America. British Columbia has a 30-year history of successful wireless design and innovation and has grown to over 250 wireless companies saturating all areas of the wireless value chain from infrastructure and devices to enabling software, enterprise applications, games and peer-to-peer solutions.

WINBC enables its members to meet with potential customers, investors, analysts and wireless cluster organizations around the world with regular partnering and networking events that bring together the best minds in wireless technology.

WINBC is the producer of the annual Wireless Innovation Contest where it is focused on showcasing innovations in wireless adoption from across North America.

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Profiles of Canadian companies:

**Intrinsyc**

Intrinsyc is a mobility software and services company. Its mobile software products, engineering design services and systems integration expertise help customers make better decisions, improve productivity, and reduce time-to-market. Since 1996, Intrinsyc has built a strong customer base and has formed solid alliances with many leading technology companies including Microsoft®, IBM, Intel, Philips, Siemens, Symbian, General Electric, Hand Held Products, Texas Instruments and Ford.

Named a Microsoft Gold Partner, Intrinsyc has extensive experience with the intricacies of designing, developing and supporting voice and data-enabled handsets built on Microsoft’s Windows™ CE operating system. Intrinsyc is also the creator and licensor of Soleus™, the world’s first feature phone software platform based on Windows CE.

Soleus offers a new way to develop feature phones through its utilization of the Microsoft® Visual Studio™ tool chain, pre-integrated hardware and software, and pre-certification of telephony elements. Soleus allows operators and equipment manufacturers ultimate flexibility in user experience design and service offerings through its modular development approach and innovative UI engine. Soleus allows operators and manufacturers to quickly develop feature phones with rich, differentiated user experiences, while reducing development time and cost.

Intrinsyc is a publicly traded company, headquartered in Vancouver, Canada with additional regional offices in Bellevue, Washington; Singapore; Birmingham, UK and Barbados.

To find out more about Intrinsyc, visit: [www.Intrinsyc.com](http://www.Intrinsyc.com)

**Wade Antenna**

Wade Antenna specializes in VHF/UHF Cable Television and Wi-Fi 802.11 telecommunications antennas. Wade Antenna’s flagship product, the Wade Log Periodic Antenna, was developed over 50 years ago and was found to be the optimum antenna for Digital Off-Air reception during tests by the Grand Alliance in 1996.

Wade Antenna has developed a full line of Wi-Fi / WMax Antennas including Omni-directional, Yagi, Parabolic, Sectors and Helical Antennas. Wade antennas covering 900 MHz, 2.4 GHz, 3.5 GHz, 4.9 GHz and 5.8 GHz frequency bands for Wireless Networks such as point-to-point and cell stations for Wi-Fi service providers.

Wade Antenna strengthened its market position, distribution channels, and customer service by acquiring TACO Communications and Delhi Antenna products adding VHF/UHF ground-to-air, ground-to-ground, and shipboard communications antennas for military and government to its portfolio.

With a progressive leadership that emphasizes customer service, research and innovation, Wade Antenna is able to deliver unrivalled service and satisfaction alongside leading edge technology. A newly built state of the art production facility in Brantford, Ontario, was developed to meet Wade Antenna’s commitment to customer service. We build partnerships one customer at a time.

Customers include Federal Aviation Authority, NAV Canada, IBM, Park Air, Dofasco, all branches of the US Military, Raytheon, Harris, Department of Homeland Security, General Dynamics, Via Rail and many other system integrators. TACO and Wade Antennas can be found in over 60 countries around the globe such as the United Kingdom, Denmark, Spain, France, Italy, Germany, Israel, Saudi Arabia, Turkey, Japan, Australia, Taiwan, Malaysia, Bermuda, the United States and Canada.

Find out more about Wade Antenna at [www.wade-antenna.com](http://www.wade-antenna.com)
Novax Industries

Novax Industries Corporation is an innovative technology integrator focused on deliverable benefits. Novax has combined its skills and experience in TSP (Transit Signal Priority), ITS (Intelligent Transportation Systems) and traffic signal control with the latest in wireless communication technology to create a suite of products and services under the GreenLight™ banner.

Leading the way is TransPOD™ (Transit Priority on demand). TransPOD™ allows transit operators to significantly improve their operations in terms of efficiency and reliability (reducing operating and capital costs while delivering better service resulting in increased revenues).

TransPOD™ is a feature-rich virtual system where interaction between autonomous components is made possible through interactive machine-to-machine wireless communication.

TransPOD™ improves the flow of buses and other transit vehicles operating in a mixed traffic environment by giving them preference through signalled intersections. Research has shown TSP is the lowest cost operational improvement strategy available. Also unique to TransPOD™ is that through mobile wireless communication it also provides remote logging, remote telemetry, asset tracking and remote system configuration and reconfiguration.

In addition to service and operational improvements TransPOD™ generated data and information can be used to provide up to date information to travellers directly on the street or through websites as well as to their phones and PDAs. TransPOD™ can also provide the platform for onboard infotainment systems.

Novax is completing the commissioning of a TransPOD™ system installation in the City of Edmonton using Wi-Fi as the communications medium. TransPOD™ is modular and can use almost any communication system that meets minimal bandwidth and latency requirements.

In addition to improving transit operations, emVeePOD™, an extension of TransPOD™, can expedite the movement of emergency vehicles through signalled intersections.

Over the last thirty years Novax has also become a world leader in the design and manufacture of universal pedestrian access solutions (APS) and was one of the first companies to recognise the need for audible beaconing for visually impaired pedestrians.

Novax is committed to operating in a wireless world and is working towards a goal of making all Novax products wireless within the next five years. Novax is a Canadian company located on the scenic west coast.

To find out more about TransPOD™ or GreenLight™ products contact Novax through info@novax.com

Atlas Telecom

Atlas Telecom Mobile, part of Atlas Interactive Group, is a connectivity and mobile messaging solutions provider for wireless carriers and companies serving the wireless mass market.

The products and services developed by Atlas Telecom Mobile are designed to enable clients and partners delivering value-added services to their customers and generate incremental revenues.

Our areas of expertise:
• SMS GATEWAY
• Bulk SMS
• Transit (over 160 countries).

Atlas Telecom Mobile is connected to Canadian and US carriers and can offer premium short codes in Canada and the USA.

Interactive Applications: Trivia – Contests - Text to TV - Text to web - Subscription based services - Chat applications - Various tailor-made services.

Mobile Marketing: Our product line consists of alerts, SMS push, campaign manager with web management tools, and Internet and IVR convergence.

One of our latest products - CellStrategy.com – allows you to plan your SMS campaigns through a web interface where you can write your text, import the cell phone numbers, choose the time of the push and see the results. The voting feature provides you with customers’ feedback.

Payment Solutions: our SMS micro payment solution – SMS KAMBI - is available in over 20 countries. It is an alternative solution to payments by credit cards. It’s very easy to integrate and to get access to real-time statistics.

Mobile Content:
• Creation (ringtones, voicemail greetings, animated avatars)
• Aggregation (logos, ringtones, games, information and more)
• Billing
• Delivery

See more of Atlas at www.atlasinteractivegroup.com
ComVu

ComVu Media launched the world’s first mobile Webcasting solution in February 2005. ComVu’s PocketCaster software enables live video streaming—anywhere, anytime—all at the touch of a button on an ‘always-on-you’ camera phone. The result - LIVE broadcasts of events viewable by anyone with a mobile phone or PC. Using a pocket-sized camera phone to share video experiences is very compelling to consumers. However, until today, traditional options for capturing video have been too cumbersome and never broadcast live.

ComVu offers a simple, convenient, option for capturing and sharing events, while eliminating the delay, hassle and expense of uploading videos through wireless MMS or a PC. Instead, ComVu has automated the process of broadcasting live, and concurrently saving videos on a web server, ready to publish to online communities, video sharing sites and blogs with one-button simplicity.

ComVu’s advanced networking technology provides the key to enable this convergent wireless/fixed market opportunity. The Company provides the missing automation and tools that enable user-generated mobile video services for personal and professional uses.

PocketCaster provides the ideal application to harness new capabilities in mobile hardware and wireless data networks—enabling user-generated video in an incredibly simple and powerful way. ComVu’s use of standards-based codecs, allow mobile broadcasts to be viewed by mobile device and desktop media players.

ComVu is actively pursuing strategic business and sales opportunities with wireless operators, handset OEMs, system integrators, media companies and consumer portals.

Visit the website www.comvu.com.

EQO

Based in Vancouver, Canada, EQO (pronounced “echo”) has developed revolutionary mobile service platforms and applications that extend VoIP, instant messaging and online communities to mass-market mobile handsets.

There are 857 million users of instant messaging who identify themselves as part of over 300 online social networks. Youth are spending upwards of 20 hours a week on these sites, eclipsing even the time they spend watching television. But there is one major limitation. The online experience is only consumable when users are in front of their PC. EQO extends online services to mobile phones and allows these “power-users” to stay connected with their social networks from anywhere.

In early 2006, EQO launched first showcase application, EQO for Skype, which extends Skype voice and IM to mass-market handsets. EQO is now one of the leading mobile Skype providers with users in more than 130 countries.

EQO recently released a new version of EQO Mobile, which in addition to Skype, extends the most popular instant messaging services including AOL Instant Messenger, ICQ, MSN Messenger, Yahoo! Instant Messenger, GoogleTalk and Jabber to mobile phones.

EQO Mobile has been proven to work universally across a multitude of handsets and carrier networks around the world. Using a combination of a phone-resident J2ME client and a presence-enabled Voice-over-IP (VoIP) signalling network, EQO is capable of bridging online identity, VoIP calling and Instant Messaging services to more than 500 million J2ME-capable mobile phone handsets already in use worldwide.

Footnote - 3GSM

UK Trade and Investment together with the MDA and the Canadian High Commission are organising a Breakfast meeting at 3GSM, Barcelona at which Mike Short (Chairman MDA) and Peter Barnes (President CWTA) will be speaking. The event will provide a forum for Canadian and British companies to meet and network. Further details will be available nearer the date together with details of how to register for the meeting and how to book one-to-one meetings with prospective business partners.
MDA Members

We welcome, with a short profile, the following companies who have joined the membership in recent months:

**Motricity**

As the world’s leading provider of managed mobile content and delivery services, Motricity’s technology and managed service solutions enable consumers to receive the right mobile content, at the right time, every time.

By offering technology and services that unify the mobile content ecosystem, Motricity creates compelling user experiences and delivers more profitable mobile content offerings for partners such as Cingular, Verizon Wireless, China Unicom, O2, Amazon.com, palmOne and a network of consumer websites, including eReader.com and PalmGear.com.

Motricity is headquartered in Research Triangle Park, N.C., and has offices in Beijing, London, Munich and San Francisco. For more information, please visit www.motricity.com.

Website Address: [www.motricity.com](http://www.motricity.com)

Contact: Richard Sedgwick
Telephone: 07730 426291
Email: richard.sedgwick@motricity.com

**Tanla Mobile**

Tanla Mobile specialise in mobile billing and delivery services for the UK and Indian markets. With direct connections to all UK and Indian network operators, business partners can use our carrier grade technology platform and development expertise for immediate deployment of SMS, MMS, WAP and 3G services. Our product suite includes Campaign Management, Content Management and Interactive TV Management applications, all of which are supported by powerful online reporting and CRM tools.

Tanla Mobile is a wholly owned subsidiary of Tanla Solutions, www.tanlasolutions.com, an established leader of Telecom Infrastructure products and services to the Asia Pacific market. Through this relationship we have immediate access to a team of 150 highly skilled software engineers specialising in application development and a 300 seat technical and end-user support facility. This provides a fast time to market with new technologies and significant cost and time savings for clients.

Website Address: [www.tanlamobile.com](http://www.tanlamobile.com)

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Email: lee@tanlamobile.com

**mxData**

mxData develops and deploys mobile data applications and solutions. mxData has developed technology to optimise the delivery of live information onto a wide range of devices. Supporting SMS, WAP Portals, i-mode and associated formats and utilising its experience of map compression technology across all major mobile platforms, mxData can, in essence, deliver almost any live data onto any relevant map.

TrafficTV is one such application launched in 2004 and produced in partnership with Orange, RAC, Trafficmaster and seven CCTV providers. It provides live “at a glance” real-time Trafficmaster™ information overlaid with CCTV camera feeds from the entire UK trunk and motorway network. (www.traffictv.co.uk) and its development MetroTV (www.metrotv.co.uk).

Website Address: [www.mxdata.co.uk](http://www.mxdata.co.uk)

Contact: Ian Tomson-Smith
Telephone: 07974 255359
Email: its@mxdata.co.uk

**Zync Solutions Limited**

Zync Solutions specialise in providing mobile data solutions to businesses with remote workforces.

Areas covered include PDA synchronisation, database and form creation, data capture, data warehousing, OLAP reporting and hosting.

Website Address: [www.zync-solutions.co.uk](http://www.zync-solutions.co.uk)

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What is the Mobile Data Association?

The MDA reflects the common voice of the mobile data industry. It promotes the uses and benefits of mobile data through the industry and business press, conferences, seminars and the operation of websites (www.themda.org and www.text.it). It has created a new level of awareness amongst users and advisers, directly influencing operational management. In addition, the association provides a forum for members of the industry to meet and share information and technical business issues.

What are the MDA objectives designed to help its members achieve?

• Growth in the overall mobile data market
• Promoting mobile/wireless data as an effective solution to business needs
• Providing a credible point of contact for press and end-users seeking further information
• Connecting end-users with solutions which match their strategic and operational needs
• Encouraging VAR/System Integrators to provide mobile/wireless data solutions as part of their product portfolio
• Maintaining an informal dialogue with appropriate Government/regulatory bodies (e.g. DTI, Ofcom)
• Building on the success of the MDA’s text messaging campaign by continuing to develop industry initiatives

What do the MDA promotional activities include?

• Producing editorial information for national and trade press
• Member events and market analyst days
• Providing speakers at conferences and discounts for members
• Issuing email bulletins and publications

What benefits do MDA members enjoy?

• Increased company profile through MDA promotions, distribution of members details to user enquiries and website links
• Listing on the MDA websites (current hit rates 250,000 per month for the MDA site and 750,000 per month for text.it)
• Participation in the development of new industry initiatives
• Participation in sector groups driving the industry forwards
• Free attendance at MDA market analyst events
• Free attendance at MDA member fora
• Speaker opportunities and discounts for conferences and exhibitions
• Member networking opportunities and access to member details
• Representation to ICSTIS, Ofcom, DTI, UK Trade and Investment and other bodies
• Use of the MDA logo
• Member password section on website

MDA Events

13-16 February 2007
3GSM - MDA endorsed
Fira, Barcelona
www.3gsmworldcongress.com

Health Sector Events

FP7 Health Research Programme Events
30th November 2006: London, Imperial College, South Kensington Campus

1st December 2006: Nottingham, BioCity
5th December 2006: Edinburgh, Norton House Hotel
The European Commission will launch the new Health Research Programme on 15th January 2007.

The Medical Innovation Forum
13th June 2007: Olympia Conference Centre, London

Medical Device Technology 2007
14th-15th February 2007: NEC, Birmingham

MDA Members only

18th January 2007:
Joint event with Location and Timing KTN Mobile and GPS/GNSS - Marriage on the Rocks?
London

27th-28th March 2007:
Media, Communication and Content - MDA endorsed
Le Méridien Piccadilly, London
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Should you wish to stop receiving Mobile Data News, please contact Mobile Data Association using the contact details shown above.

Editorial contributions are welcomed. The editor reserves the right to use, quote from or edit copy submitted at his sole discretion.
The editor is available for comment and press enquiries.

Press deadline for the March issue of MDA:News is 5pm on Friday 16th February 2007.
Companies should send press releases to the editorial contacts shown. Individuals are invited to express their views on the content and style of Mobile Data News.
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In the next issue:
The March issue of MDA:News will feature the Public Sector together with Finland.