Delivering Mobile Services

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Things to do

- Various example objects available at tinyurl.com/6rqqqa

Please feel to access the objects during the presentation or to access your own
Why?
User Engagement
So many devices...
Mobile Connectivity

- Mobile Networks
- 2G, 3G, HSDPA
- Wifi aka Wireless
- Bluetooth
Types of Services

- Web Services
- Audio Files
- Video files
- Java
- Flash Lite and Silverlight
Audio Files

• Not just Ipods and Itunes
  • Mobile Phones
  • MP3 Players
  • Laptop and Desktop computers
Video Files

• Production values?
• Slide shows voice overs
• Keep it short!
Java

- Java Mobile (aka J2ME) but can use ‘full’ Java on UMPC
- Used a lot for games on mobile phones
- Can be used for ‘e-books’
- Wide variety of applications
- But need to be aware of different platforms and requirements
Flash Lite and Silverlight

- Flash Lite is NOT the same as Flash
- Flash Lite increasingly available on all phones
- Silverlight - Microsoft’s response to Adobe
- Silverlight starting to become available on mobile phones
Credits

http://www.flickr.com/photos/jm999uk/182318533/
http://www.flickr.com/photos/sbisson/109717011/in/photostream
http://www.flickr.com/photos/teo/66712591/
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