

# Delivering Mobile Services

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# Things to do

- Various example objects available at
  - [tinyurl.com/6rqqya](http://tinyurl.com/6rqqya)

Please feel to access the objects during the presentation or to access your own



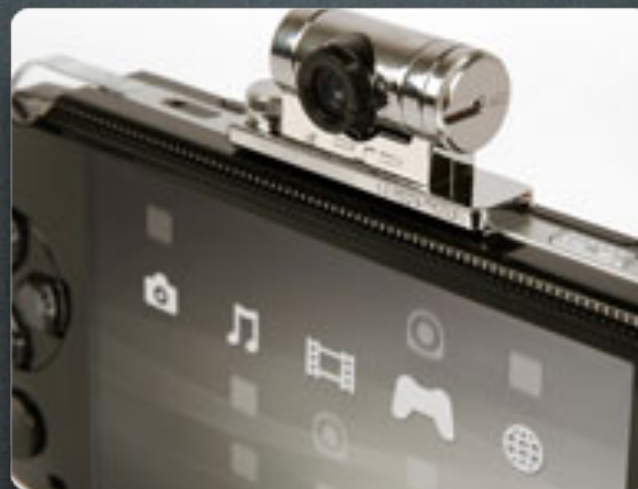
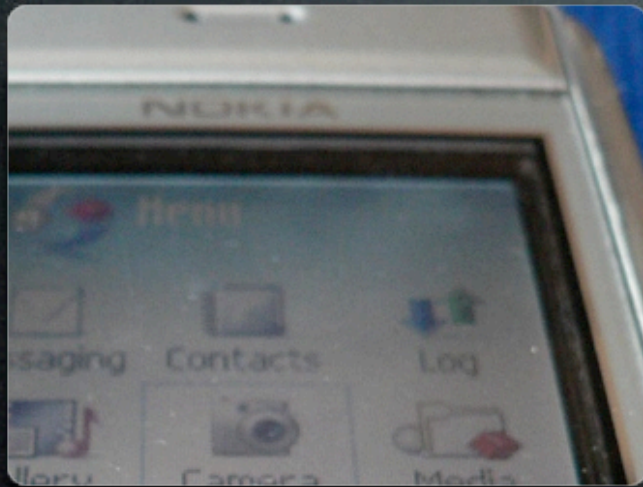
Why?





User Engagement





So many devices...



# Mobile Connectivity

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



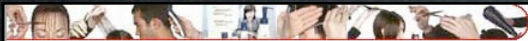


# Types of Services

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



# Web Services



## HAIRDRESSING TRAINING

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Date : 2007-08-06 16:30:07
- [FREE subscription to Hairdressing Training – Now Available](#)  
Date : 2007-08-04 10:14:43
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**JISC Mimas HAIRDRESSING TRAINING.COM**  
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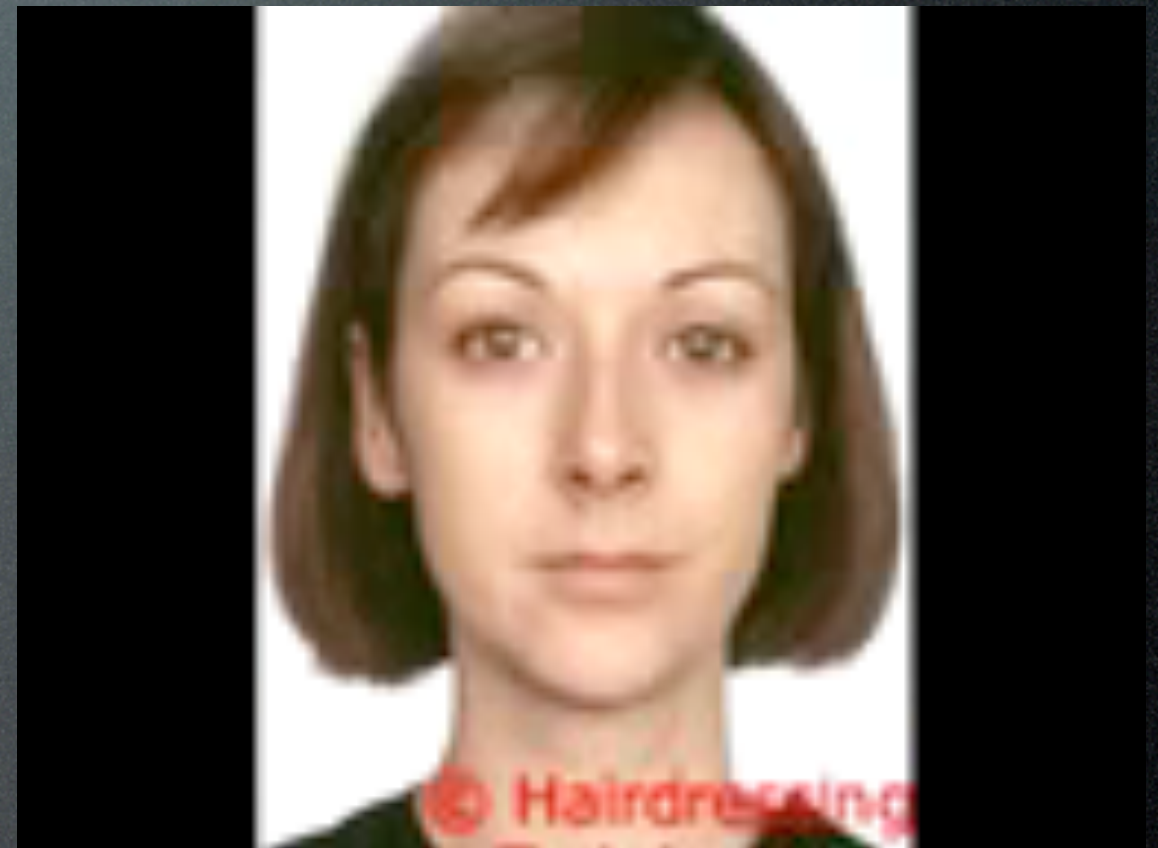
# Audio Files

- 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

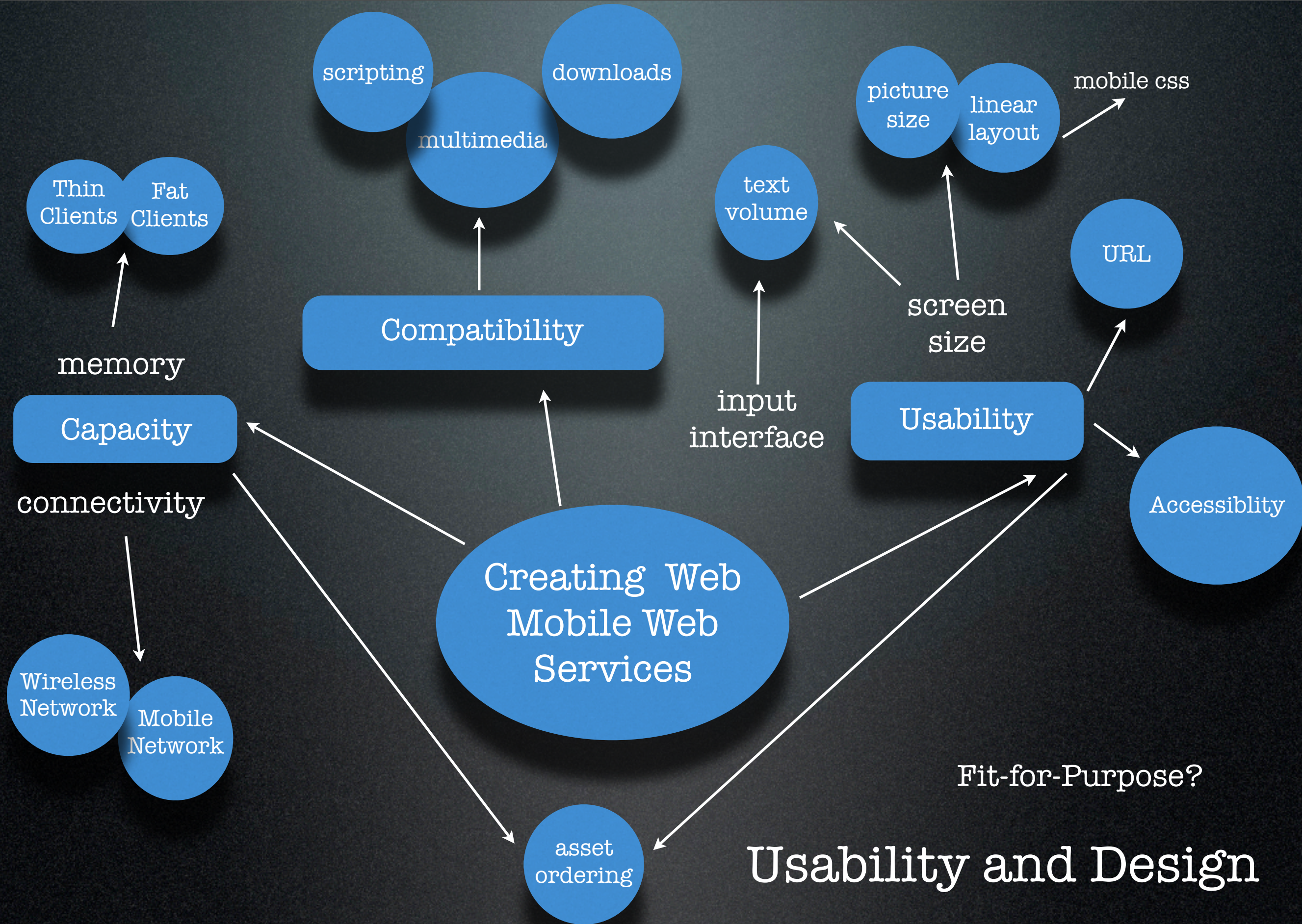




# Flash Lite and Silverlight

- 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

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