

The background of the top half of the cover is a close-up, slightly blurred image of a mobile phone keypad. A magnifying glass is positioned over the keypad, focusing on the 'FIND' and 'HELP' buttons. The keypad is semi-transparent, and the background behind it has a warm, orange-to-yellow gradient. The overall aesthetic is modern and technological.

# MARKETING WIRELESS PRODUCTS



SARAH-JAYNE GRATTON • DEAN A. GRATTON

# Marketing Wireless Products

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# Marketing Wireless Products

**Sarah-Jayne Gratton and Dean A. Gratton**



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*To D, for finding me and making me yours forever.*

*To Charlotte, for being my miracle, my inspiration and  
my immortality.*

*To my mother, Mona, for loving me no matter what.*

*To Mam, Dad, GranJoyce and all my extended family in  
Wales, for your love and support and for showing me how  
to use a tea-towel!*

*And to my father, Henry John Camden, who never  
stopped believing in me.*

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# About the authors



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Sarah-Jayne Gratton is a leading voice in technology marketing, with her articles being regularly featured in a number of national magazines and newspapers. She became President of the Women in Business Society in 2000, and is the co-founder and Director of both GA Technology and Camden Publications (a UK publications house specializing in consumer-related magazines and journals). Sarah-Jayne holds an upper-second class honours degree in Education and Psychology, along with a Masters Degree in Psychology. She is a prominent member of the CIMTech and her company, GA Technology, is an adopter member of the Bluetooth SIG. In 2000, Sarah-Jayne launched eWomensWeb.com, an e-magazine for UK executive women that has been described by the national press as 'the best of all the sites' aimed at women today.

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## Dean Anthony Gratton

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Gary Evans is Head of Business Development at Toshiba Information Systems, UK. A 10-year veteran of the mobile computing industry, Gary Evans is responsible for developing The Computer Systems Division's value-add proposition in the UK. After graduating in Mechanical Engineering from University College Cardiff in 1984, Gary pursued a career as an avionic and optical design engineer before a change in direction led to varied sales and business development roles within the Computer Aided Design and most recently the Mobile Computing industries. This diverse background gives Gary a wide perspective of both the technical and commercial applications of mobile and wireless computing technology.

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## Nick Hunn, TDK Systems Europe

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Nick Hunn is the Managing Director for TDK Systems Europe Limited, leading TDK's European design team for communications solutions. Nick was one of the two founders of Grey Cell Systems, which was acquired by TDK in 1997 as their European Communications Design Centre. Over the past 12 years, Nick has been responsible for the full range of products designed by Grey Cell Systems and TDK Europe. They have been at the forefront of bringing new technologies to market that enable mobile communications, from one of the first Ethernet PCMCIA cards through a gamut of GSM data solutions to today's wireless products. Prior to his involvement in the PC industry, Nick developed a diverse range of products, ranging from robot vision systems to laser gyroscopes and semiconductor processing equipment. He was also responsible for a world-leading range of sperm and embryo freezers that was awarded the Queen's Award for Technology. He is a frequent contributor to explaining technology trends, both in print and at conferences. Over the years he has appeared in print on cryobiology, plasma chemistry, surface mount manufacturing and communications. He speaks regularly throughout Europe on the future of mobile communications. He is also an executive director of the Mobile Data Association, promoting all forms of wireless data communication.

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## **Tom Siep, Bluetooth SIG**

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Tom's background is firmly planted in both the 802.11 and Bluetooth worlds. He is the former General Manager of the Bluetooth Special Interest Group (SIG) and was a seven-year member of IEEE 802.11. As a member of technical staff for Texas Instruments he was the primary architect of the development of several mobile short-distance wireless prototype products in the late 1980s and the mid 1990s. Responsibilities ranged from product definition to user interfaces to protocol design. From that experience base, he helped define and design the initial WLAN Standard for 802.11. Based on his IEEE 802.11 experience, he became the chief technical editor of IEEE 802.15, the Wireless Personal Area Networks standards family, which includes a standardization of the Bluetooth protocol. It was that work which brought him to the attention of the Bluetooth SIG, who hired him as their first employee. While working for the SIG, Tom was involved in all facets of running a not-for-profit industry trade organization, including marketing and positioning. As GM he was the liaison for the SIG with peer non-profit organizations, commercial enterprises and the press. He is a published author, holds four US patents and is also an artist. Tom has a Masters degree in Management Information Systems from the University of Texas at Dallas, and a Bachelors degree in Behavioural Sciences from the University of California at Fullerton. He is currently an independent consultant specializing in Short-Distance Wireless product strategies and industry consortia relations.

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Simon Garth is General Manager of Symbian's Cambridge (UK) site, which focuses on core software development and licensee consulting and heads Symbian's London-based Market Development function addressing the needs of Mobile Operators. Simon also sits on the Board of the Open Mobile Alliance industry body. In the last 20 years, Simon has worked in a number of technology-based companies in roles including CTO and Managing Director. Before joining Symbian in 2000, he created and managed several overseas activities, including a software JV in India and a sales and development office in Detroit, USA. Simon gained his Ph.D. from Cambridge University, where he was also a Research Fellow in association with Texas Instruments Inc.

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## **Andrie de Vries, Symbian**

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Andrie joined Symbian in 2001, where he is responsible for market analysis and forecasting. Prior to this, he was product manager at Psion Computers, where he was responsible for managing the range of PDAs that Psion developed for the consumer market. Andrie also has seven years experience in strategy consulting, having worked for both Accenture and Bain & Co. He enjoys the forward-looking aspects of his position and thinks that the mobile software industry is entering a phase of rapid innovation to win the repeat business of consumers of mobile telephony. Andrie is a national of South Africa, where he studied mechanical engineering at the University of South Africa. He has lived in London since 1998, where he studied towards an executive MBA at the London Business School. He enjoys going to performances by symphony orchestras, loves cooking and keeps fit by running and swimming regularly.

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# Foreword

It is my pleasure to write the foreword for this book and invite you to read on. Over the past seven years I have personally been involved in launching and promoting a new class of wireless technology; this class being the worldwide, two-way, unrestricted use, personal range, wireless communications designed for a broad range of applications. We named it Bluetooth wireless technology for short. My role within Intel Corporation and as Chairman of the Bluetooth Special Interest Group (SIG) marketing team has been focused on establishing the standards, communicating the vision to the user segments and working with the industry to deliver products. I have worked with most of the contributors to this book, who have each taken the vision and concept of *new wireless* to deliver products into their individual market segments. Many of the lessons learned will be of great value to you if you are involved in bringing wireless products to your market.

The key to success is achieved through finding a clear and consistent vision that understands user benefits and adheres to the right path to implement products. The Bluetooth vision is to replace cables between devices and build a radio for less than \$5. The objective was to bring together companies from different market segments, agree on the usage models, and work together to develop and promote the technology. Companies benefit through ubiquity and a broad installed base of a single standard. Details of how this came together can be found in the following chapters.

The first challenge was to bring the industry together and agree on the key directions and use objectives. For this, clear business benefits for each company needed to be defined. Each company then contributed investment in resources for product and specification development. Key marketing challenges through this phase were industry facing and focused on bringing the technology to market. Now we are in the phase of delivering products to customers and growing the

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