Commission for Communications Regulation

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New mobile applications – The future is here!

ComReg today released a Briefing Note about future developments in mobile applications and services. New developments in applications and services can potentially bring about better services with more choice for end users and increase traffic and revenue for mobile network operators. The Briefing Note, is part of ComReg's Forward-looking Programme which aims to raise awareness of new applications that consumers and businesses might expect to see on future mobile networks.

With the advent of more advanced mobile systems with greater data capacity such as GPRS, 3G and Wireless LANs more sophisticated services such as video messaging and high speed mobile Internet access are becoming publicly available.

By using the latest technology businesses and consumers will be able to begin 'un-wiring' their homes and offices allowing them to work while on the move or from home. In addition to GPRS and Wireless LAN, greater data capacity from 3G systems will also enable new mobile applications to develop in areas such as education, government, healthcare and entertainment.

Future mobile applications and content will be accessible to consumers through a range of different types of mobile networks (e.g. GPRS, 3G mobile, Wireless LAN, personal area networks (PAN)), and devices. Advances, not only in mobile and wireless technology, but also in colour device displays, for example, are likely to lead to richer content and higher capacity services. In order for these applications to available over traditional mobile systems, operators need to 'open' their systems to third party service and content providers.

According to **Etain Doyle,** chairperson of ComReg, "for a mobile application to be successful it should provide easily identifiable added value; it should be easy to use and it should be inexpensive". The full document 03/60 can viewed on **www.comreg.ie** .

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<u>**Note to Editor**</u>:

In this briefing note, the term "mobile applications" is taken to include "portable applications" such as those delivered via laptop and notebook computers.