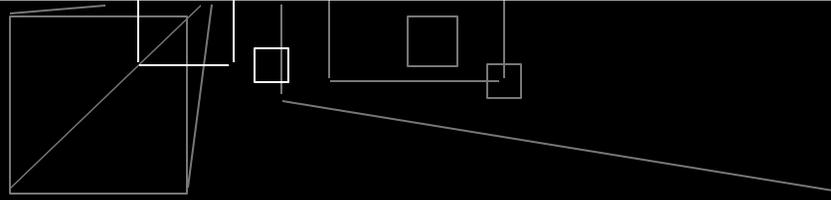


Develop  
**.NOW**



# Understanding Mobile Complexity

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Principal Mobile Architect

Oracle Corporation

[Mel.Beans@oracle.com](mailto:Mel.Beans@oracle.com)

650-506-4968



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# Mobile Telecom Today

## Networks

### Services:

- *voice*
- *voicemail*
- *call waiting*
- *SMS*

### Content:

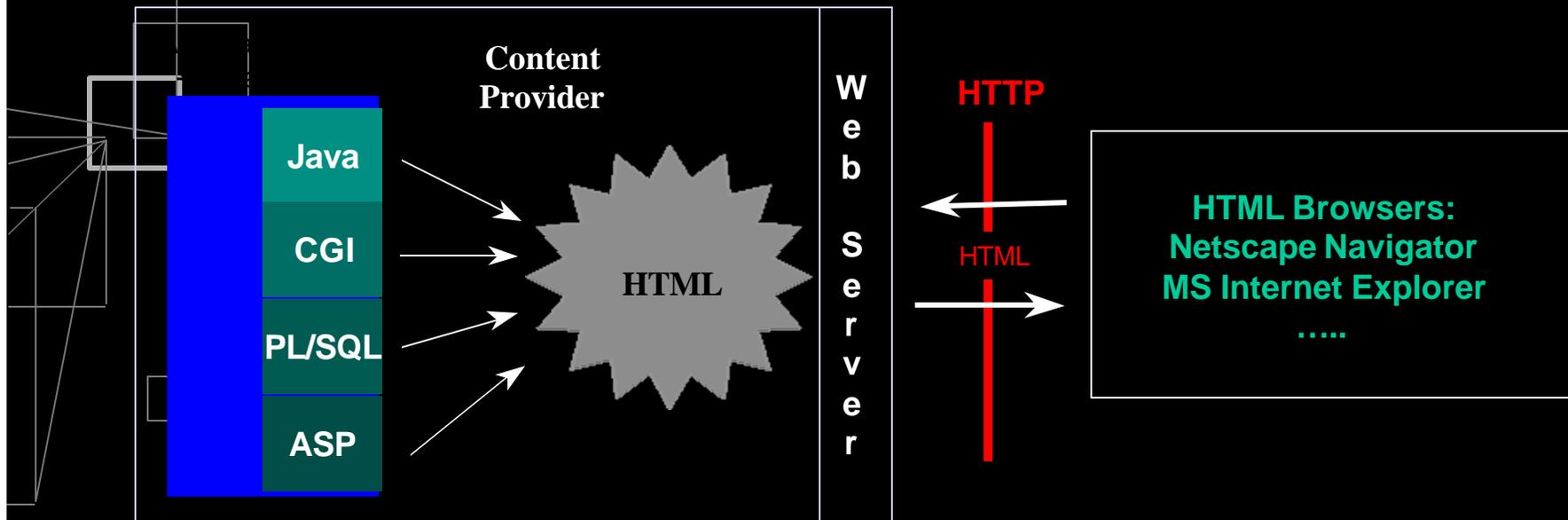
- *none*



*No content.*

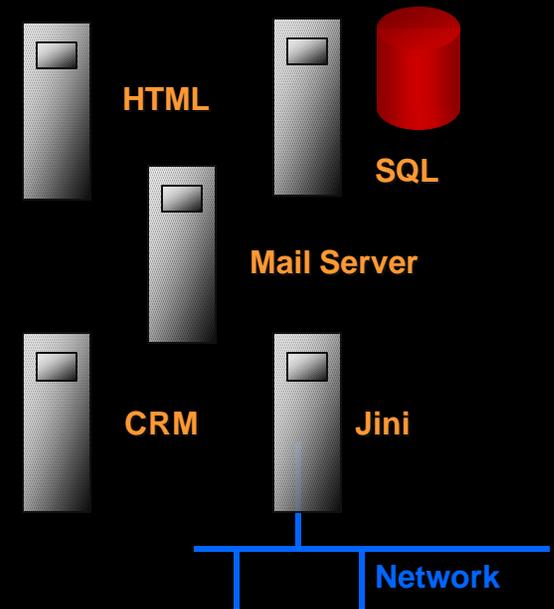
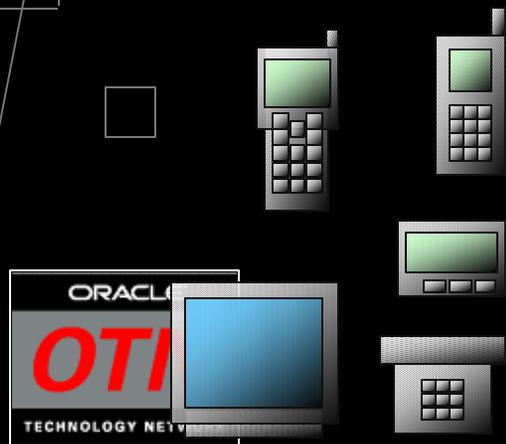
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# Standard Web - HTML



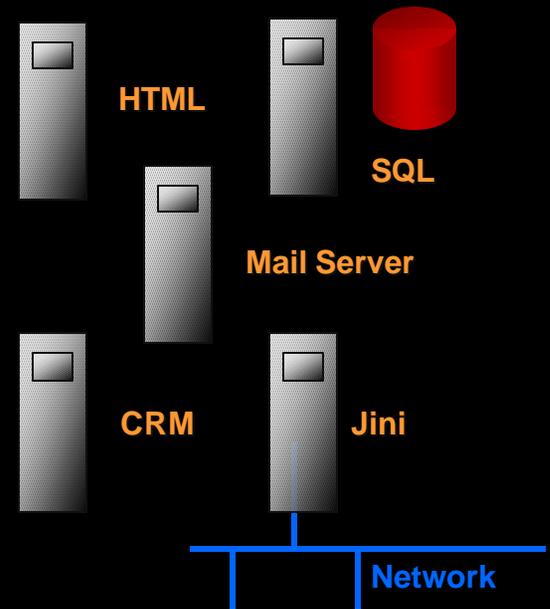
# The key Challenge

- Leverage existing content
- Support variety of devices
- Enable mobile e-Business



# Many sources

- Existing Web Sites
  - HTML
  - WML
  - HDML...
- Databases
- Mails Servers
- ERPs, CRMs, SCMs
- Home Appliances



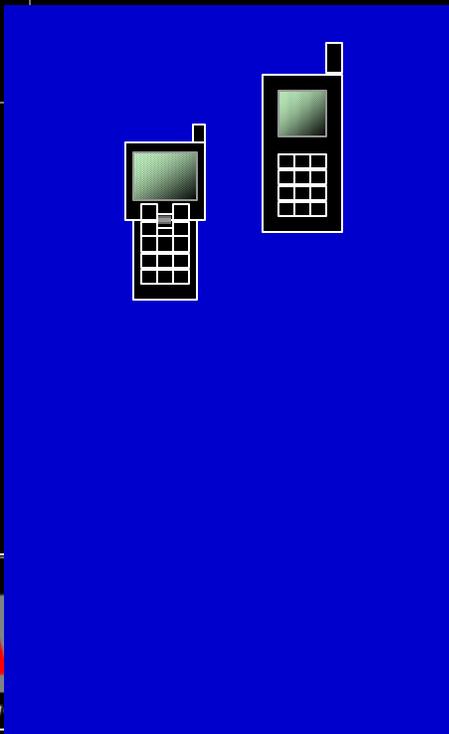
# What are devices?

- Many languages
  - Smartphones
    - WML
    - HDML
  - Pagers
  - Palms
  - PC / HTML
  - Regular phones



# What are networks?

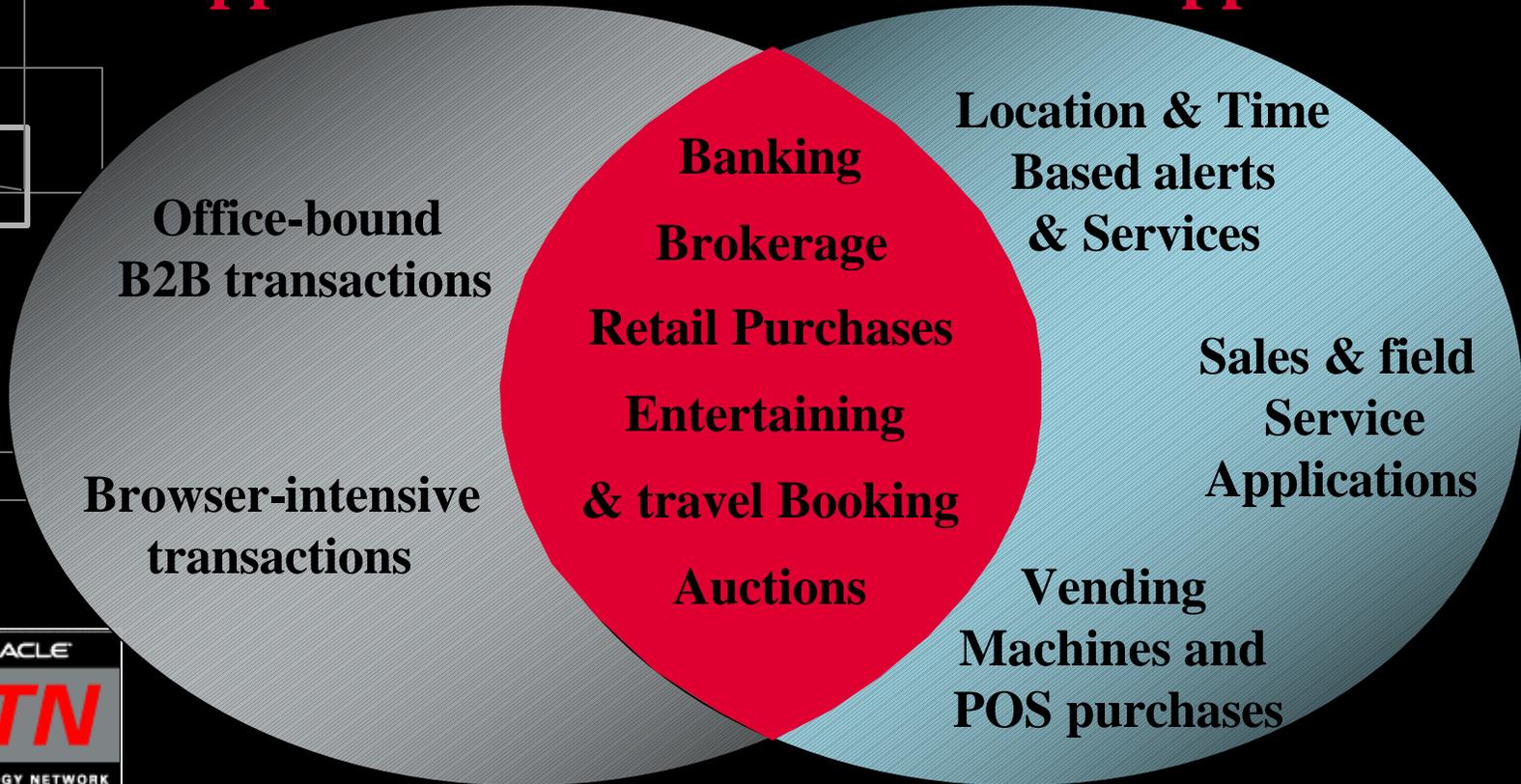
- Differences in the networks
  - GSM
  - CDMA
  - CDPD
  - TDMA
  - Etc...



# to Deliver the Right Applications

## PC Applications

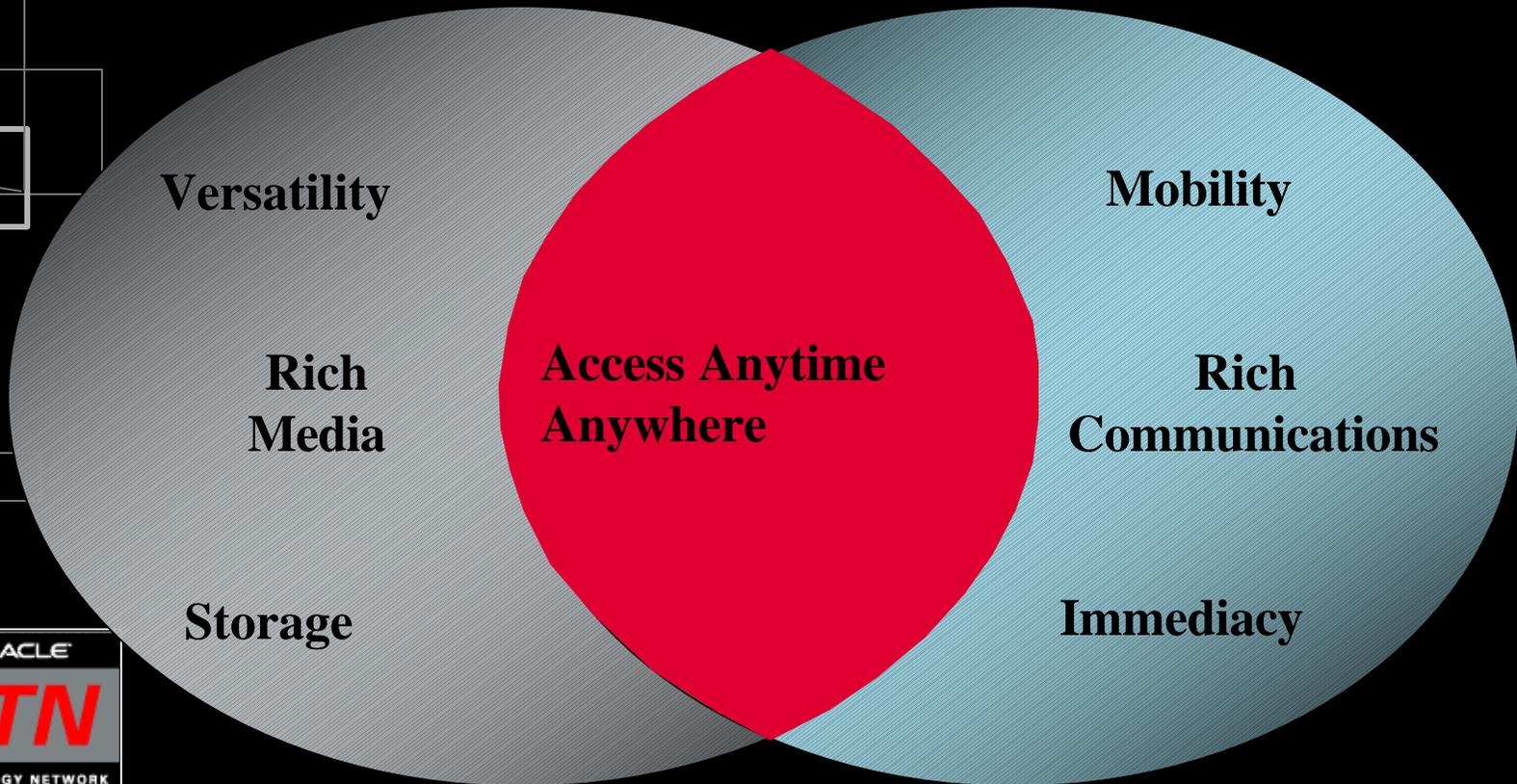
## Mobile Applications



# Leverage the Strengths of Each Medium

## PC Strengths

## Mobile Strengths



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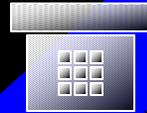
Sources: Analysis 2000

# The Mobile Continuum

Wireless

Voice

Offline



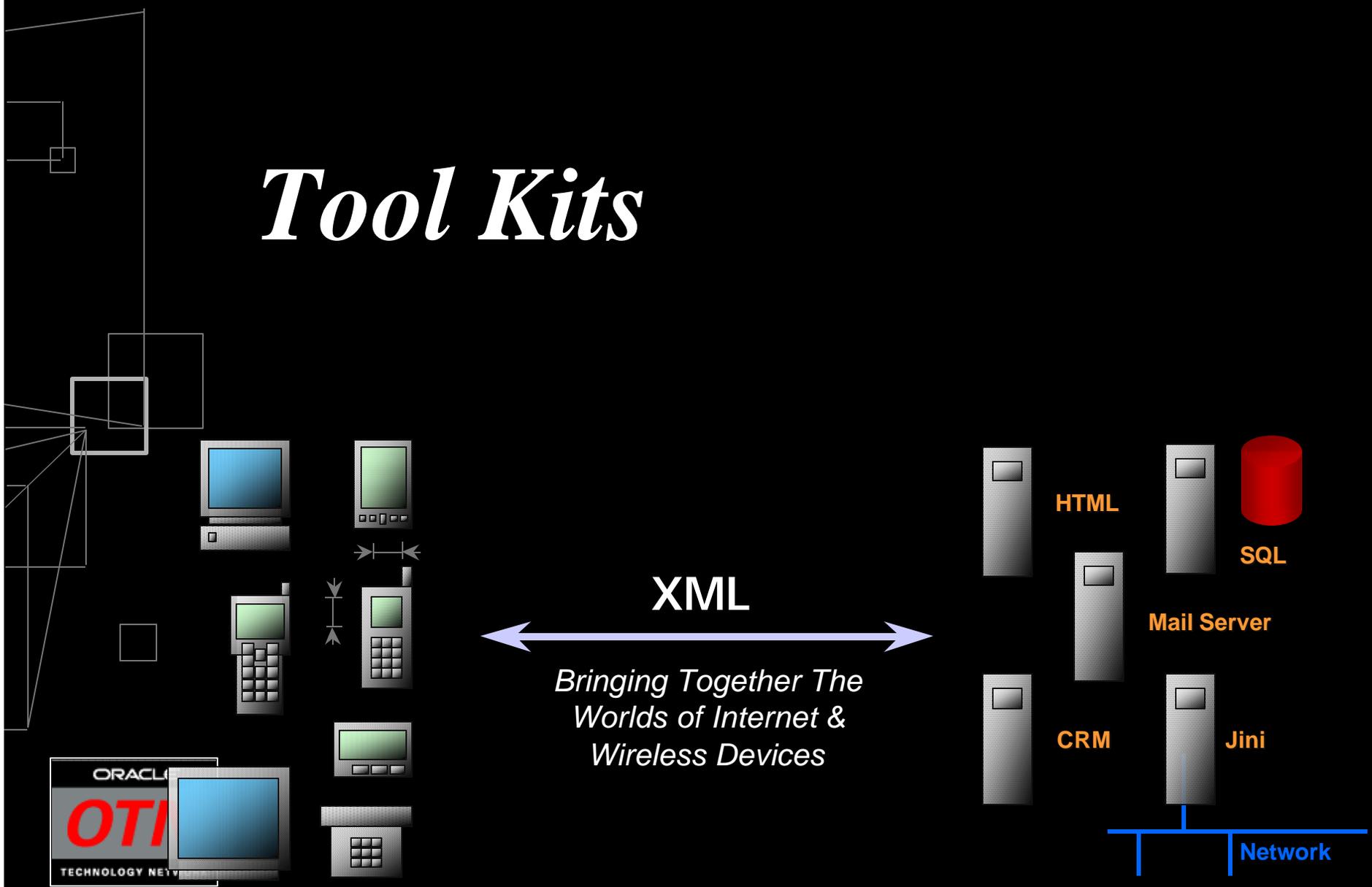
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# One Mobile Platform

- Develop once, deploy to any mobile device
- Flexibility of deployment: in-house or hosted
- Support for advanced mobile features such as location, personalization and messaging
- Multi-modal support: wireless, voice, offline
- Integrated with industry-leading Oracle9i



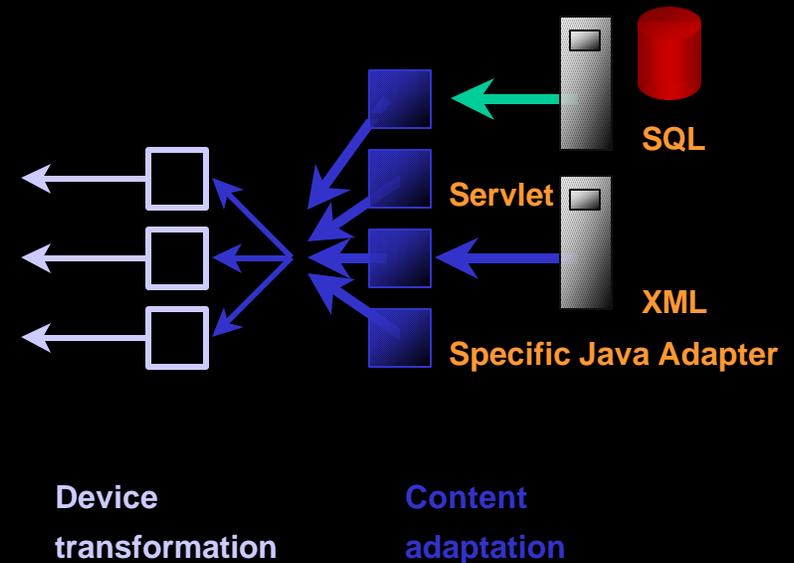
# *Tool Kits*



# Development

Content adaptation, Device transformation, Logs, Personalization

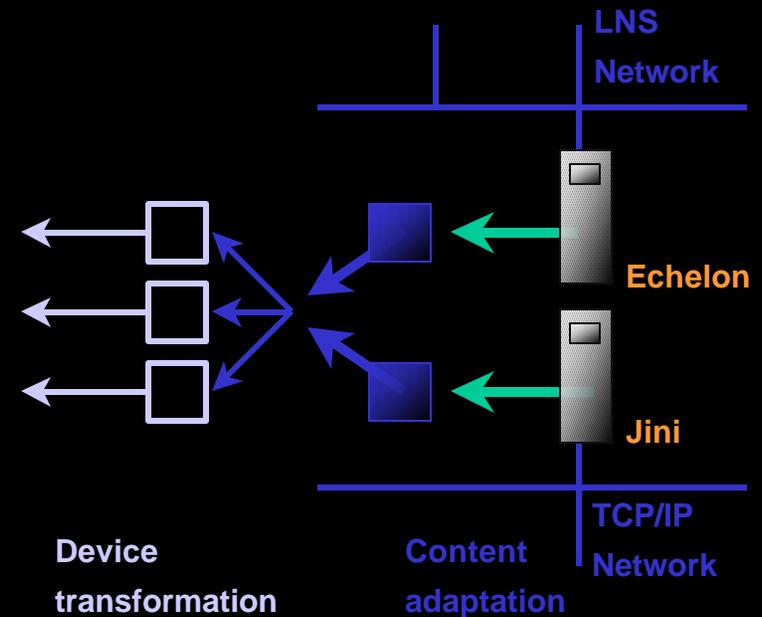
- Develop
  - SQL, PL/SQL
  - Servlet Adapter
  - URL Adapter
    - XML stream
  - Specific
    - Java Dev.



# Content adaptation

Content adaptation, Device transformation, Logs, Personalization

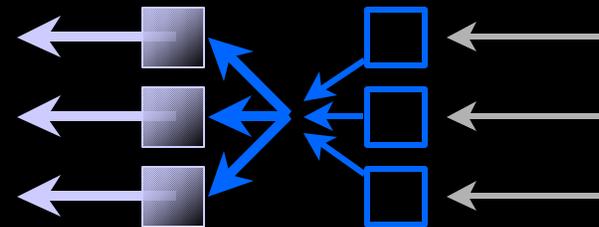
- Home appliances
  - Echelon Adapter and Jini Adapter
  - Appliances
  - Alarms
  - Switches
  - Sensors



# Device transformation

Content adaptation, Device transformation, Logs, Personalization

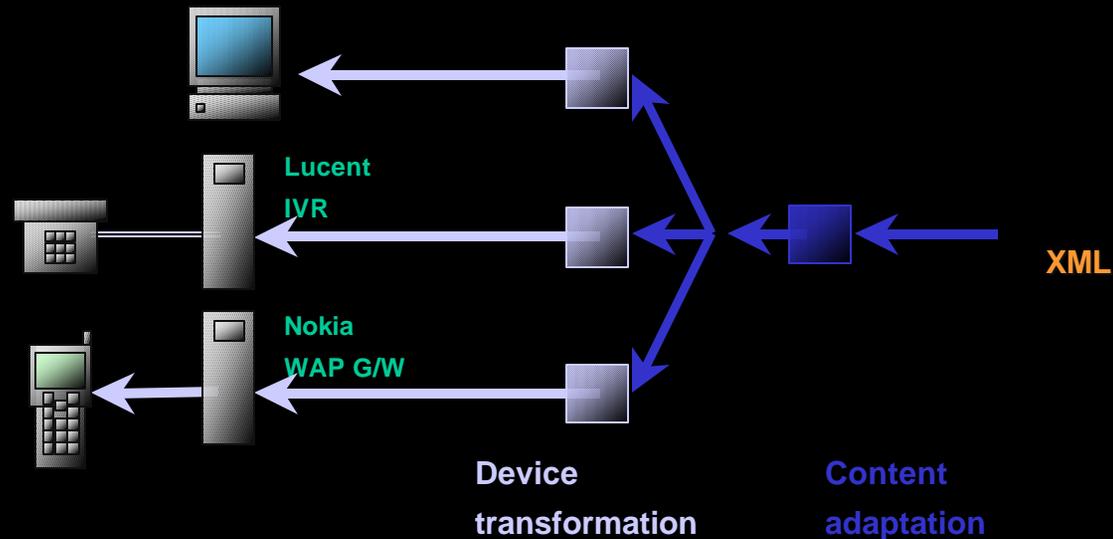
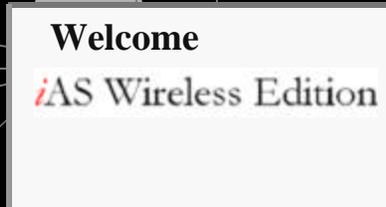
- Transforms XML to any specific ML
  - Smart-Phones
    - WML / WTP
    - cHTML / iMode
  - Palms
  - Pocket PCs
  - IVR systems
    - VoxML, VoiceXML



# Device transformation

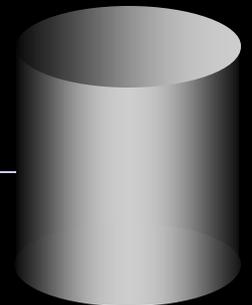
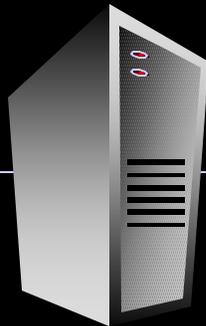
- Advanced XSL Processing

```
<TEXT>Welcome</TEXT>  
<IMAGE>iASWE.gif</IMAGE>  
<SOUND>Welcome.wav</SOUND>  
<IMG_W>iASWE.wbmp</IMG_W>
```



# Oracle9iAS Wireless Edition

- Any Device
  - Nokia
  - Motorola
  - Ericsson
  - Palm
  - RIM Pagers
  - Blackberry
  - Any Network
  - .....
- Any Gateway
  - Nokia
  - Motorola
  - Ericsson
  - Phone.com
  - CMG
  - Tantau
  - Infinity
  - ...
- Any Markup
  - HTML
  - XML
  - HDML
  - WML
  - TinyHTML
  - TTML
  - CHTML
  - STKML
  - VoXML
  - VoiceXML
  - ...
- Any Application
  - Device independent
  - Personalizable
  - Location-based
  - Event driven
  - Secure
- Any Content
  - Any Web Site
  - Any HTML Page
  - Any XML Page
  - Any Database
  - Any servlet
  - Any JSP
  - Any XSP
  - Any e-mail
  - ...
- Any Browser



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