

Mobile Video – Smartphones Coming to the Enterprise!

Following Completion of the Digital Television Transition - June 2009

Enliten Forecasts

2010 to be the Year for Enterprise Deployment!

Hold onto your hats. This topic promises to provide a wild ride.

By now, you've heard of 'smartphones,' mobile devices capable of doing just about anything. As a media manager, you may even have one. But do you really have a handle on the big picture: Why the delivery of video and rich media (Digital Television – DTV) to cell phones will be such a big deal, or when and how it will happen? More important, what impact and value will it have on us in the enterprise space?

Enliten believes smartphones will be the next great step in enterprise communications since the cellphone and Internet, enabling DTV applications to be distributed to and retrieved from virtually everywhere.

What are Smartphones?

Smartphones are cell phones that offer advanced features such as e-mail, Internet access, GPS navigation, and e-book reader capabilities. They may include cameras and a built-in full keyboard, external USB keyboard or touch screen keypad. More advanced phones feature operating system software. As the features increase and expand, these smartphones will demand bandwidth similar to laptop computers and have the need for 3G, WiFi, and WiMax-like services. Essentially, these mobile devices are PCs.

What's in it for the Enterprise?

With smartphones and DTV service, enterprise organizations will be able to reach their employees and clients 'anywhere, anytime, on the device of their choice' (a phrase Enliten has referenced regularly over the past couple years), as telephone companies and cable providers compete for voice, data, and video services. Video services to mobile devices represents the 'quad play' (fourth service point and third screen after the TV and PC displays).

Smartphones will improve communications and training for many enterprises. For some, they will drive revenue. For others, they will improve customer service. For most, the benefits are yet to be determined. With DTV capable smartphones, enterprises can distribute information and training clips to sales representatives and field technicians

NOTICE

This e-mail 'update' is the result of suggestions and requests from our clients, for Enliten to provide updates and perspectives on new media, applications, and solutions impacting the enterprise market. So, we'll give it a shot.

Our intent is for this to be the first of an ongoing series of information briefs. The 'updates' will be available as we identify relevant topics and trends and as we have time to produce them. They will be brief and thought provoking!

Fortunately, this should be a good time to find material as we approach the CTIA Wireless Conference, NAB, InfoComm, and numerous other industry events.

Please be patient as we develop the right format and approach to provide timely notices.

Your suggestions and contributions are welcome!

Please feel free to provide comments, topics, and issues which are of interest to you and your organization.

Enliten's Page of Enlitenment (PoE) will continue to be published on an infrequent, but hopefully, regular basis.

The PoE will feature detailed articles and white papers, all of which can be found on the home page of Enliten's website or in the Resource Center Section.

Get the Info!

Feel free to forward this e-mail to other associates interested in receiving Enliten 'Notices' and

or service providers. They can have field representatives send video reports back to the home office as incidents occur or inclement weather creates hazardous situations.

There are numerous challenges and obstacles to overcome. Bleeding edge organizations, or those in dire need of improved field communications, are certain to lead the charge. However, Enliten believes it will be mid-to-late 2010 before all the pieces come together and most enterprises embrace the DTV smartphone technology. At that point, wireless companies have service packages in place and products will be field tested. In addition, enterprises will have identified how to use and benefit from the varied and advanced functionality.

As a media manager, responsible for visual-based communications, you will need this time to develop processes and means to produce, manage, track and measure content. You will need the time to establish workflow processes and governance guidelines to assure the success of the investment. Take advantage of this new media and the time you will have to prepare. Its benefits are very likely to exceed the challenges.

For an expanded version of this piece, with details on how smartphones and DTV services came to be and who the winners are, send an e-mail request to rp1@enliten.net.

If there is enough interest expressed (feedback) on this topic, Enliten will do a detailed overview/perspective for a future PoE edition. It's up to you. Let's us know.

the PoE.

Or send an e-mail requesting to be added to Enliten's distribution list:

rp1@enliten.net

Gain access to industry articles and case studies at the [Enliten Resource Center](#).

Enliten is a research and consulting firm that helps enterprise organizations embrace digital and rich media solutions and approaches to improve their bottom line and meet their communication requirements.

Contact **Enliten** to find out about the services and initiatives we are conducting on behalf of our clients during this difficult economic and financial time. They are likely to be of value to you and your organization.

Possible Topics – Virtually an Endless List!

Express your interest: We'll try to cover those most requested!

HDTV: Shooting to Display
Captioning
Transcoding
AV/IT Collaboration
System Lifecycle
Digital Signage
Social Networking
Webcasting

YouTube-like videos:
From Internal & External Clients
Unified Communications
Workflow Processes
Governance: Roles, Responsibilities & Guidelines
Convergence
Other.....?

Enliten is proud to be a sponsor of the Communications Media Management Association

(CMMA).

For information on how and why to join CMMA:

www.cmma.org

For additional information on how organizations improve visual business communications, visit the Enliten Web Site www.enliten.net.