The I Mode Wireless Ecosystem

Valuable lessons from Japan's mobile industry yield 6 Immutable Laws for Mobile Business globally Japan's mobile customers enjoyed better mobile devices, more content, and the most advanced functionality and services for the last 10+ years. This book helps cut through the many myths and all of the hype surrounding Japan's mobile dominance to identify the most important laws that will guide the success of mobile businesses around the world. Based on detailed market analysis and unprecedented access to the major players and pioneers of the Japanese mobile industry, this publication helps you understand the Six Immutable Laws of Mobile Business. These will help you and your business successfully navigate the challenges that the world's Wireless Revolution brings. From Law #1 through Law #6, authors Philip Sugai, Marco Koeder, and Ludovico Ciferri will help guide you to distinguish mobile myth from mobile fact, micro developments from macro trends, and regional characteristics from universal truths. The book highlights Japan's incredible efforts to offer consumers complex, high-tech devices with enriched services that are nonetheless elegant and easy to use, a quest which the authors have labeled "Simplexity." Based on their interviews and observations, the authors assert that, "Simplexity will be what truly empowers individual users through their mobile devices. Filled with case studies exploring all aspects of the Japanese mobile industry, this unique publication points carriers and content and service providers towards successful business models and practices for today's and tomorrow's mobile Internet. This book is the beginning of the conversation of The Six Immutable Laws of Mobile Business, which is regularly being updated and expanded upon at:www.siximmutablelaws.com
"This multiple-volume publication advances the emergent field of mobile computing offering research on approaches, observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers"--Provided by publisher.
In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.
The ICT sector is crucial as a driver of economic and social growth. Not only is it an important industry in its own right, but it also provides the communication and infrastructure without which modern economies could not function. How does this sector work? Why is it stronger in some countries than in others? What should companies, governments and regulators be doing to enhance its contribution? In The New ICT Ecosystem, Martin Fransman answers these and other questions by developing the idea of the ICT sector as an evolving ecosystem. He shows that some components of the

ICT ecosystem, particularly the innovation process, work better in some countries and regions than in others. For example, the Internet content and applications layer of the ecosystem tends to work better in the US than in Europe or Asia. The analysis in this book enables policy makers and regulators to understand why some parts of the ICT ecosystem are underperforming and what can be done to enhance their performance. The previous edition of The New ICT Ecosystem won the 2008–10 Joseph Schumpeter Prize.

This volume proposes the mobile Internet is best understood as a socio-technical "assemblage" of objects, practices, symbolic representations, experiences and affects. Authors from a variety of disciplines discuss practices mediated through mobile communication, including current phone and tablet devices. The converging concepts of Materialities (ranging from the political economy of communication to physical devices) and Imaginaries (including cultural values, desires and perceptions) are touchstones for each of the chapters in the book.

"This book provides a compelling collection of innovative mobile marketing thoughts and practices"--Provided by publisher.

We are surrounded by products that have minds of their own. Computing power, in the form of microcontrollers, microprocessors, sensors, and data storage chips, has become so cheap that manufacturers are building connectivity and embedded intelligence into all types of consumer goods. These 'smart products' are fundamentally changing both the competitive landscape for business and the daily lives of consumers. This book analyzes the evolution of smart products to help managers understand the impact of embedded product intelligence on corporate strategy, consumer value, and industry competition. It describes four different ecosystem strategies for designing and launching smart products: the control-focused Hegemon, the standards-focused Federator, the high growth and brand-focused Charismatic Leader, and the disruptive industry Transformer. This ecosystem model is then applied to smart products in the automotive, wireless, energy, residential, and health industries. The book concludes with recommendations for successfully managing smart products and services.

As one of the eighteen field-specific reports comprising the comprehensive scope of the strategic general report of the Chinese Academy of Sciences, this sub-report addresses long-range planning for developing science and technology in the field of ecological and environmental science. They each craft a roadmap for their sphere of development to 2050. In their entirety, the general and sub-group reports analyze the evolution and laws governing the development of science and technology, describe the decisive impact of science and technology on the modernization process, predict that the world is on the eve of an impending S&T revolution, and call for China to be fully prepared for this new round of S&T advancement. Based on the detailed study of the demands on S&T innovation in China's modernization, the reports draw a framework for eight basic and strategic systems of socio-

economic development with the support of science and technology, work out China's S&T roadmaps for the relevant eight basic and strategic systems in line with China's reality, further detail S&T initiatives of strategic importance to China's modernization, and provide S&T decision-makers with comprehensive consultations for the development of S&T innovation consistent with China's reality. Supported by illustrations and tables of data, the reports provide researchers, government officials and entrepreneurs with guidance concerning research directions, the planning process, and investment. Founded in 1949, the Chinese Academy of Sciences is the nation's highest academic institution in natural sciences. Its major responsibilities are to conduct research in basic and technological sciences, to undertake nationwide integrated surveys on natural resources and ecological environment, to provide the country with scientific data and consultations for government's decision-making, to undertake government-assigned projects with regard to key S&T problems in the process of socio-economic development, to initiate personnel training, and to promote China's high-tech enterprises through its active engagement in these areas.

This book takes a deep look into why certain technologies, business models, and adoption strategies succeed while others fail, and how all these elements will impact the future of wireless communications. With the help of examples, case studies and interviews with industry luminaries, the authors identify the key factors behind the success or failure of different blueprints and provide insights into strategies of matching wireless technology and services to global markets.

E-business research is currently one of the most active research areas. With the rapid advancement in information technologies, e-business is growing in significance and is having a direct impact upon ways of doing business. As e-business becomes one of the most important areas in organizations, researchers and practitioners need to understand the implications of many technological and organizational changes taking place. Advances in E-Business Research: E-Business Innovation and Process Management provides researchers and practitioners with valuable information on recent advances and developments in emerging e-business models and technologies. This book covers a variety of topics, such as e-business models, e-business strategies, online consumer behavior, e-business process modeling and practices, electronic communication adoption and service provider strategies, privacy policies, and implementation issues.

Providing the first comprehensive, accessible, and international introduction to cell phone culture and theory, this book is and clear and sophisticated overview of mobile telecommunications, putting the technology in historical and technical context.

Interdisciplinary in its conceptual framework, Cell Phone Culture draws on a wide range of nationa

"This book aims to engage the complex relationship between technology, culture, and socio-economic elements by exploring it in a transnational, yet contextually grounded, framework, exploring diverse perspectives and approaches, from political economy to cultural studies, and from policy studies to ethnography"--Provided by publisher.

The i-mode Wireless EcosystemJohn Wiley & Sons

The mobile services industry is going through a major transformation, which challenges many of the basic assumptions behind the existing business models. As the business paradigm shifts from voice-centric to data-centric mobile services, the ways of

analyzing the industry need to evolve as well. Mobile Services in the Networked Economy provides new insight into the structure and dynamics of the mobile services industry by combining novel ideas from the complexity theory, from the research of vertical integration strategies and from the theories of networked organizations. These ideas and theories are then applied to the context of three different types of mobile services markets in Japan, Finland and the UK. The case analyses demonstrate how the three markets are currently going through very distinct phases of evolution in a continuum between two very different kinds of business environments. The analysis of the mobile services industry presented in this book will help the reader not only to understand the logic behind the way the industry looks today, but also to foresee possible future trends in the development of a given mobile services market.

Users of this book will be able to quickly and efficiently build I-Mode pages using any desired text editor. Following examples and instructions based on the authors' successful experiences, developers will create or convert images from other platforms, create animations and sound files, and develop dynamic database driven I-Mode applications and Web sites using common scripting languages such as Perl, PHP, and Java. They will also understand the relationship between I-Mode and other wireless technologies, and the unique business model of I-Mode. An overview of several "killer applications" that have fueled I-Mode's success will further prepare the reader to create applications that take full advantage of the features of small-screen devices.

The contributors to this volume theorize Asian video cultures in the context of social movements, market economies, and local popular cultures to complicate notions of the Asian experience of global media. Whether discussing video platforms in Japan and Indonesia, K-pop reception videos, amateur music videos circulated via microSD cards in India, or the censorship of Bollywood films in Nigeria, the essays trace the myriad ways Asian video reshapes media politics and aesthetic practices. While many influential commentators overlook, denounce, and trivialize Asian video, the contributors here show how it belongs to the shifting core of contemporary global media, thereby moving conversations about Asian media beyond static East-West imaginaries, residual Cold War mentalities, triumphalist declarations about resurgent Asias, and budding jingoisms. In so doing, they write Asia's vibrant media practices into the mainstream of global media and cultural theories while challenging and complicating hegemonic ideas about the global as well as digital media. Contributors. Conerly Casey, Jenny Chio, Michelle Cho, Kay Dickinson, Bishnupriya Ghosh, Feng-Mei Heberer, Tzu-hui Celina Hung, Rahul Mukherjee, Joshua Neves, Bhaskar Sarkar, Nishant Shah, Abhigyan Singh, SV Srinivas, Marc Steinberg, Chia-chi Wu, Patricia Zimmerman

i-mode is the packet-based service for mobile phones offered by Japan's leader in wireless technology, NTT DoCoMo. Unlike most of the key players in the wireless arena, i-mode eschews the Wireless Application Protocol (WAP) and uses a simplified version of HTML, Compact Wireless Markup Language (CWML) instead of WAP's Wireless Markup Language (WML). Ever since its introduction in February 1999 i-mode has been the most successful mobile internet technology of the World. i.e. the quickness by which the technology has spread over Japan. In Japan, the number of i-mode users is close to a sensational 13 million. This means that 10% of Japan's total population are using i- mode after not even 2 years of its existence. As a progression from his

first book i-mode Strategy the author describes how i-mode has evolved. He focuses on the i-mode ecosystem (the metaphor he uses to describe such a self developing business) from concept to reality, the effect of i-mode, the evolution of Cell phones, partnerships with real businesses, such as the collaboration with Coca Cola in Japan, the struggle for dominance in the net business and the globalisation of the i-mode business arena from a Japanese only ecosystem to the global arena. The author is the most highly respected expert in this field. The i-mode Wireless Ecosystem is a must for everyone wanting to know more about NTT DoCoMo and how it has sustained its business model. Discusses the globalisation of i-mode featuring the key points such as origin, development, international expansion and the role of partners etc. Through using his own company's strategy and experience the author explains the value of creating a business 'ecosystem' and the benefits of co-operation between various mobile operators Highlights the reasons for i-mode's success in Japan and extrapolates these to future directions A valuable addition to the bookshelf of all Mobile operators, especially those directly involved with Marketing, Product Development, and 3G; Content providers working within Product Development, Business Development, Marketing, and Mobile Services; and consultants, bankers and media professionals keen to gain an insight into this dynamic field.

Networks of firms have been in the focus of management research for several years. Recently, special attention has been paid to so-called business webs. Business webs are networks of firms which provide complements to a common product architecture. In the past, research focused on management issues of such webs but neglected the important question of how they actually came into being. The present book explicitly examines the formation and early growth of business webs. The author illustrates the early growth phases with two in-depth cases of the formation of the wireless internet ecosystem i-mode and the leading person-to-person online auction platform eBay. The book uncovers the contingencies under which the establishment of business webs is likely to succeed. Business researchers will benefit from the theoretical framework, while interested business managers will find explanations and advice for establishing a business web.

This two volume set (CCIS 398 and 399) constitutes the refereed proceedings of the International Conference on Geo-Informatics in Resource Management and Sustainable Ecosystem, GRMSE 2013, held in Wuhan, China, in November 2013. The 136 papers presented, in addition to 4 keynote speeches and 5 invited sessions, were carefully reviewed and selected from 522 submissions. The papers are divided into 5 sessions: smart city in resource management and sustainable ecosystem, spatial data acquisition through RS and GIS in resource management and sustainable ecosystem, ecological and environmental data processing and management, advanced geospatial model and analysis for understanding ecological and environmental process, applications of geo-informatics in resource management and sustainable ecosystem.

With the emergence of broadband wireless communication systems, new business opportunities have appeared for operators, content provides, and manufacturers. Broadband wireless communications technologies promise the freedom of constant access to the Internet at high speeds, without the limitation of connection cables. Broadband Wireless Communications Business provides comprehensive coverage of the present status and future evolution of these technologies, giving vital practical cost and benefit

advice on design, construction and implementation. The author focuses on the costs associated with network design and operation, examining resources, maintenance and billing considerations in terms of Quality of Service provisioning. The future of 4G is explained, with enhancing technologies, cellular design topologies and ad-hoc technologies all covered in-depth. This book will enable the reader to make key business decisions: how to evaluate a technology, which to use, how to combine several technologies to reach a target market, how to differentiate from competitors and how to take advantage of future possible enhancements. Broadband Wireless Communications Business: Defines the unique technical features of the new broadband wireless communications systems and explains what these mean for operator and manufacturer businesses. Offers a complete guide to all current access technologies, associated standards, and duplex modes. Provides advice on key business cost and benefit issues. Addresses wireless technology from the point of view of numerous market sectors: public mobile systems, hot spot coverage, personal area networks, and multi-user shared usage of resources, etc. This text is essential for decision makers and industry key players responsible for the design, development, implementation and management of wireless telecommunications systems. Researchers specializing in the field of wireless technology and graduate students on telecommunications courses will also find it an excellent guide to the topic.

The first comprehensive account of the explosion of mobile services, from multimedia messaging and camera phones to location-based services and mobile phone television, this book tells the fascinating story of these products and services in the pioneering markets of Europe, the United States and the Asia-Pacific.

The Cyber Ecosystem can be a replica of our natural ecosystem where different living and non-living things interact with each other to perform specific tasks. Similarly, the different entities of the cyber ecosystem collaborate digitally with each other to revolutionize our lifestyle by creating smart, intelligent, and automated systems/processes. The main actors of the cyber ecosystem, among others, are the Internet of Things (IoT), Artificial Intelligence (AI), and the mechanisms providing cybersecurity. This book documents how this blend of technologies is powering a digital sustainable socio-economic infrastructure which improves our life quality. It offers advanced automation methods fitted with amended business and audits models, universal authentication schemes, transparent governance, and inventive prediction analysis.

In the telecom world, services have usually been conceived with a specific mindset. This mindset has defined the traditional characteristics of these services; services distinguished by their linkage with the access network, tight control over service use (e.g., authentication, billing), lack of deep personalization capabilities (mass services only) and reliance on standardization to achieve end-to-end interoperability between all the actors of the value chain (e.g., operators, platform manufacturers, device manufactures). This book offers insights into this complex but exciting world of telecommunications characterized by constant evolution, and approaches it from technology as well as business

perspectives. The book is appropriately structured in three parts: (a) an overview of the state-of-the-art in fixed/mobile NGN and standardization activities; (b) an analysis of the competitive landscape between operators, device manufactures and OTT providers, emphasizing why network operators are challenged on their home turf; and (c) opportunities for business modeling and innovative telecom service offers.

"This handbook provides insight into the field of mobile multimedia and associated applications and services"--Provided by publisher.

The Routledge Companion to Global Internet Histories brings together research on the diverse Internet histories that have evolved in different regions, language cultures and social contexts across the globe. While the Internet is now in its fifth decade, the understanding and formulation of its histories outside of an anglophone framework is still very much in its infancy. From Tunisia to Taiwan, this volume emphasizes the importance of understanding and formulating Internet histories outside of the anglophone case studies and theoretical paradigms that have thus far dominated academic scholarship on Internet history. Interdisciplinary in scope, the collection offers a variety of historical lenses on the development of the Internet: as a new communication technology seen in the context of older technologies; as a new form of sociality read alongside previous technologically mediated means of relating; and as a new media "vehicle" for the communication of content.

Part of the Research in Design series, this book contributes to the development of a design language for the service domain.

The ways in which Internet traffic is managed have direct consequences on Internet users' rights as well as on their capability to compete on a level playing field. Network neutrality mandates to treat Internet traffic in a non-discriminatory fashion in order to maximise end users' freedom and safeguard an open Internet. This book is the result of a collective work aimed at providing deeper insight into what is network neutrality, how does it relates to human rights and free competition and how to properly frame this key issue through sustainable policies and regulations. The Net Neutrality Compendium stems from three years of discussions nurtured by the members of the Dynamic Coalition on Network Neutrality (DCNN), an open and multi-stakeholder group, established under the aegis of the United Nations Internet Governance Forum (IGF).

Understanding Business Ecosystems: How Firms Succeed in the New World of Convergence? builds on strategic management and innovation management academic contributions to better understand theoretical and empirical challenges of business ecosystems. Even if the concept of business ecosystem was coined in 1993, it will lie fallow during more than ten years before gaining scholars' interest. Managers will however recognize the relevance of this

concept as it grasps the complexity of their business reality in terms of new collaborative and innovative strategies. Thus, the main purpose of this book is twofold. On the one hand, the objective is to identify the epistemological and theoretical fundamentals of business ecosystems, and on the other hand, the purpose is to analyse the various managerial challenges. This volume analyses in particular the issues of knowledge management, coopetition strategies, platforms, governance, etc. Understanding Business Ecosystems: How Firms Succeed in the New World of Convergence? is finally a key reference book that innovates by integrating for the first time well known French speaking scholars' contributions from the strategy and innovation management fields.

This book constitutes the proceedings of the 2010 Joint International Working C- ference of the International Federation for Information Processing Working Groups 8.2 and 8.6. Both working groups are part of IFIP Technical Committee 8, the tech- cal committee addressing the field of Information Systems. IFIP WG 8.2, the Inter- tion of Information Systems and Organizations, was established in 1977. IFIP WG 8.6, Diffusion, Transfer and Implementation of Information Technology, was est- lished in 1994. In accordance with their respective themes, both IFIP WG 8.2 and IFIP WG 8.6 have long had an interest in the human impact of information systems. In December 1998, they held a joint working conference in Helsinki, Finland, on the theme "Inf- mation Systems: Current Issues and Future Challenges." The two working groups' joint interest in and collaboration on research concerning the human side of IS is c- tinued and extended through this joint working conference, held on the campus of Curtin University of Technology, from March 30 to April 1, 2010, in Perth, Western Australia. This conference, "Human Benefit Through the Diffusion of Information Systems Design Science Research," combines the traditional themes of the two working groups with the growing interest within the IS research field in the area of design science research.

Essays look at mobile communication use in Japan from social, cultural, and historial perspectives.

The Web has been with us now for almost 25 years. An integral part of our social, cultural and political lives, 'new media' is simply not that new anymore. Despite the rapidly expanding archives of information at our disposal, and the recent growth of interest in web history as a field of research, the information available to us still far outstrips our understanding of how to interpret it. The SAGE Handbook of Web History marks the first comprehensive review of this subject to date. Its editors emphasise two main different forms of study: the use of the web as an historical resource, and the web as an object of study in its own right. Bringing together all the existing knowledge of the field, with an interdisciplinary focus and an international scope, this is an incomparable resource for researchers and students alike. Part One: The Web and Historiography Part Two: Theoretical and Methodological Reflections Part Three: Technical and Structural Dimensions of Web History Part Four: Platforms on the Web Part Five: Web History and Users, some Case Studies Part Six: The Roads Ahead

Providing a succinct introduction to the field of mobile and wireless communications, this book addresses the social and economic implications of mobile and wireless technologies, such as the effects of the deregulation of telephone systems.

"A compact and comprehensive introduction to the epicentre of the world's wireless revolution, this volume will be required reading for scholars, professionals and entrepreneurs involved in the foundations and frontiers of the wireless ecosystem in Asia and around the world."--BOOK JACKET.

This innovative collection of studies by international youth researchers, critically addresses questions of 'global' youth, incorporating material from regions as diverse as Sydney, Tehran, Dakar and Manila, and advancing our knowledge about young people around the globe. Exploring specific local youth cultures whilst mediating global mass media and consumption trends, this book traces subaltern 'youth landscapes' and tells subaltern 'youth stories' previously invisible in predominantly western youth cultural studies and theorizing. The chapters here serve as a refutation of the colonialist discourse of cultural globalization. Showcasing previously unpublished youth research from outside the English-speaking world alongside the work of well-known researchers such as Huq and Holden, these accounts of youth cultural practices highlight much that is predictably different, but also a great deal of common ground. This book goes inside creative cultural formation of youth identities to critically examine the global in the local. Bringing together an internationally diverse group of researchers, who describe and analyze youth cultures throughout Europe, the Americas, Asia, Africa and Oceania, this volume presents the first comprehensive review of global youth cultures, practices and identities, and as such is a valuable read for students and researchers of youth studies, cultural studies and sociology.

"This book provides practical case studies of the planning, implementation and use of mobile and wireless data solutions in modern business"--Provided by publisher.

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