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   Altri autori (Persone)   AhonenTomi T
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   Soggetti   Mobile communication systems
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Acknowledgements; List of Contributors; 1 Intro to Services for UMTS - The Future Starts Here; 1.1 Enriching the experience. From ears to eyes; 1.2 Fixed internets, second generations, and UMTS; 1.3 Recent service trends; 1.4 Money lessons from the fixed internet; 1.5 The end of the beginning; 2 Attributes of Services for UMTS - What Makes for Desirable Services; 2.1 Competition from old economy and beyond; 2.2 Micro-payments; 2.3 Further attributes; 2.4 Service creation aides; 2.5 At last on attributes; 3 The 5 M's of Services for UMTS - Killer Wanted 3.1 The 5 M's of UMTS service definition3.2 Testing the 5 M's: the Mobile Ring Tone; 3.3 Using the 5 M's; 3.4 Finally on the 5 M's; 4 Services to Address Movement Needs - Escaping the Fixed Place; 4.1 Adding value to travelling life; 4.2 Business to employee (B2E) services; 4.3 Business to business (B2B) services; 4.4 Order entry; 4.5 Telehealth (telemedicine); 4.6 Messaging; 4.7 Organiser synchronisation; 4.8 Virtual PDA; 4.9 Moving beyond movement; 5 Services to Address Moment Needs - Expanding the Concept of Time; 5.1 Mobile information; 5.2 Mobile entertainment; 5.3 Music 5.4 Mobile banking5.5 Mobile games; 5.6 Adult entertainment; 5.7 Last moment on moment; 6 Services to Address the ""Me"" Needs - Extending Me and My Community; 6.1 Rich calls; 6.2 WTA (Wireless Telephony Application); 6.3 Video calls; 6.4 Show Me; 6.5 SIP (Session Initiation Protocol); 6.6 Social messaging; 6.7 Standards and protocols to help customise services; 6.8 Profile management; 6.9 Me, myself and I; 7 Services to Address Money Needs - Expending Financial Resources; 7.1 Mobile commerce (mCommerce); 7.2 Buying and consuming digital content; 7.3 Intangible services 7.4 Brick and mortar store purchases7.5 mAd (Mobile Advertising); 7.6 Adver-tainment?; 7.7 Forwarding Ads and coupons; 7.8 Free trials; 7.9 AdPay (PromoPay); 7.10 Show me the money; 8 Services to Address Machine Needs - Empowering Gadgets and Devices; 8.1 In-car telematics; 8.2 Remote metering; 8.3 Remote control; 8.4 Shutting off the machines; 9 Types of UMTS Services - Categorising the Future; 9.1 Comparing 2G networks and UMTS; 9.2 Why the Mobile Internet will be successful; 9.3 Evolution of services from 2G to UMTS; 9.4 Categorisation of Services for UMTS; 9.5 Interpersonal communications 9.6 Infotainment9.7 Corporate services; 9.8 Consumer enterprise; 9.9 Psychology of service creation; 9.10 Typing up types; 10 Marketing UMTS Services - Segment, Segment, Segment !!; 10.1 How the marketing environment evolves with UMTS; 10.2 Retailer analogy; 10.3 Segmentation; 10.4 Segmentation model on UMTS service usage; 10.5 New segmentation methods; 10.6 Segmentation of initial network operator selection; 10.7 The UMTS operator brand; 10.8 Loyalty schemes; 10.9 Don't forget the UMTS distribution channel; 10.10 Preparing for launch; 10.11 Marking off marketing 11 Competitiveness in UMTS - The Winner Takes It All
Sommario/riassunto	UMTS is not about Technology, it is about Services...The UMTS or 3G environment is the ultimate convergence of fixed and mobile, voice and data, content and delivery. The result will be the largest and most complex communications system that man has designed. If you want a challenge then this is the industry to be in.Services for UMTS (Universal Mobile Telecommunication System) or 3G (3rd Generation mobile

networks) is a book about the near future, where UMTS allows mobile phones and other devices for communication, entertainment, personalised services, utility and fun to be us