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Nota di contenuto	m-Profits; About the Author; Contents; Foreword; Acknowledgements; 1 Intro to m-Profits: Show me the money; 1.1 Soup du jour is alphabet soup; 1.2 For whom; 1.3 Usage; 1.4 Start me up; 2 Characteristics of Mobile Services: What makes them different; 2.1 Value in mobile services; 2.2 Other attributes of 3G services; 2.3 Service formulae; 2.4 At last on attributes; 3 Mobile Phone the Most Personal Device: Cannot live without it; 3.1 First universal gadget - the wristwatch; 3.2 Science fiction is here today; 3.3 Mobile phone is the most personal device of all time

3.4 Near future evolution of mobile phones
3.5 Nobody does it better; 4
Micro-payments: The magical key to content revenues; 4.1 How the Internet evolved to adjust to access devices; 4.2 Fundamental curves; 4.3 Billing on the fixed Internet; 4.4 Mobile Internet billing is exactly the opposite; 4.5 Customers and money will move content; 4.6 Keep charges below the pain threshold; 4.7 Money money money; 5 The 5 M's of 3G Services: Recipe for killer cocktails; 5.1 The 5 M's; 5.2 Movement - escaping the fixed place; 5.3 Moment - expanding the concept of time; 5.4 Me - extending me and my community
5.5 Money - expending financial resources
5.6 Machines - empowering devices and gadgets; 5.7 Using the 5 M's to build value to a service; 5.8 The killer app in 3G; 5.9 Finally on the 5 M's; 6 The Profits of Movement Services: Escaping the fixed place; 6.1 Guiding services; 6.2 Adding value to travelling life; 6.3 Translation services; 6.4 Business services around Movement; 6.5 Telehealth services; 6.6 Synchronising gadgets; 6.7 Services for employees; 6.8 My services travel with me - VHE (Virtual Home Environment); 6.9 Real services today on Movement; 6.10 Moving on up
7 The Profits of Mobile Services: Expanding the concept of time
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9 The Profits of Money Services: Expending financial resources
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11 Money Patterns in Cellular Networks: The 'hockey stick' curves

Sommario/riassunto

UMTS as a technology allows for exciting new applications of some of the best ideas of services in the fixed telecoms, cellular/mobile telecoms, and internet environments, with many revolutionary new possibilities which simply do not exist in the current media and communications vehicles. The current worldwide interest in UMTS/3G is driven partly by the imminent roll-out of the new infrastructure during 2002/3. The general consensus in the telecoms industry is that that services will be driving this new UMTS/3G industry, and with no historical reference points, a large worldwide demand exists fo