

1. Record Nr.	UNINA9910145752203321
Autore	Natsuno Takeshi
Titolo	The i-mode wireless ecosystem [[electronic resource] /] / Takeshi Natsuno ; translated by Ruth South McCreery
Pubbl/distr/stampa	Chichester, West Sussex ; ; Hoboken, N.J., : John Wiley, c2003
ISBN	1-280-27100-0 9786610271009 0-470-34183-1 0-470-85909-1 0-470-85919-9
Descrizione fisica	1 online resource (191 p.)
Disciplina	004.67/8 384.33 621.3821
Soggetti	Wireless Internet Mobile communication systems Cell phone services industry - Japan Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 167) and index.
Nota di contenuto	The i-mode Wireless Ecosystem; About the Author; Contents; Preface to the English Edition; Introduction; 1 A Value-Generating Ecosystem; 1.1 From Concept to Reality; 1.2 An Ecosystem Model that Generates High Added Value; 1.3 DoCoMo's Role in the Ecosystem; 1.4 The User Experience is Critical; 1.5 A Lubricant: The De Facto Standard; 1.6 Another Lubricant: The Experience of Success; 1.7 Why not so Successful Overseas?; 1.8 A Value Chain not Found Elsewhere; 1.9 A Suggestion for Multichannel Television; 1.10 The Ecosystem Idea: An Infrastructure-Type Business Essential 3.3 Java Opens out Mobile Phone Uses 3.4 Setting Mobile Phone Specifications - a la i-mode; 3.5 The Next Evolutionary Step: Born through Positive Feedback; 3.6 Reading in Cards by Infrared; Postscript: Java - Success out of Disaster; 4 Connection with the Real and the Realistic; 4.1 From the Street; 4.2 High Tech? Not Necessarily; 4.3

Printing Service: Step by Step; 4.4 Proven Advantages: Our Tie-Up with Coca-Cola; 4.5 Sega: New Games Using Mobile Phones; 4.6 D2C Builds a Mobile Advertising Market; Postscript: Look-Alikes? PlayStation and i-mode; 5 i-mode and the Battle for Net Supremacy  
5.1 Real Use Begins Now 5.2 Untouched Territory for the Internet; 5.3 Where i-mode is Going Next...; 5.4 Progress on the Vertical Dimension Spurs Horizontal Progress; 5.5 AOL Targets Aggregation; 5.6 And Microsoft too; 5.7 Those Who Provide the Circuits: A Hard Life, with No Added Value; 5.8 The Theory of Horizontal Specialization: In Our Interest?; 5.9 Similar, but Different: AOL and Ordinary ISPs; 5.10 Is there an Opportunity for Manufacturers?; 5.11 Fractal Structures: The Internet and the Real World; 5.12 Business Opportunities through Links to the Real World  
Postscript: Justice and Generosity in the IT World? 6 i-mode for the World; 6.1 From Japan to a Global-Scale Ecosystem; 6.2 Why Take i-mode Overseas?; 6.3 The Nursery School Model; 6.4 Difficulties in Achieving Consensus; 6.5 The First Step, Customized Straps; 6.6 Early Results of i-mode's Overseas Expansion; Postscript: Marrying off a Beloved Daughter; Afterword; Further Reading; Index

---

## Sommario/riassunto

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 sensat

---