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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

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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
