



Navigating Wireless/Mobile

Devices and Applications Today

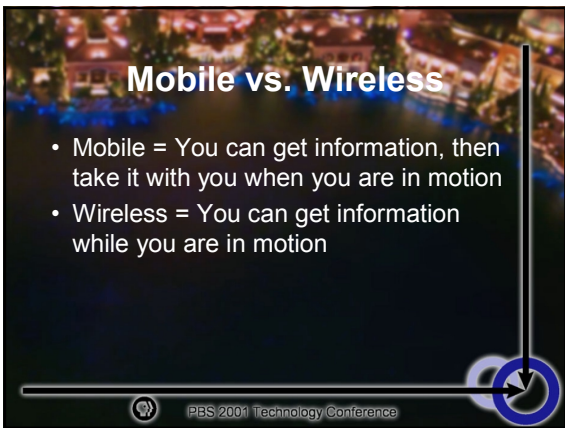
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Devices/OS


- Palm
- Handspring Visor
- Casio Cassiopeia
- Compaq iPaq
- Hewlett-Packard Jornada
- Blackberry
- WAP devices
- Samsung Yopy
- Apple Newton
- Palm OS
- Windows CE/PPC
- Embedded Linux
- Newton

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Mobile vs. Wireless

- Mobile = You can get information, then take it with you when you are in motion
- Wireless = You can get information while you are in motion

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Advantages of Mobility

- Adds flexibility to a lifestyle
 - Schedule
 - Contacts
- Keep content with you
- Tote large amounts of reference material

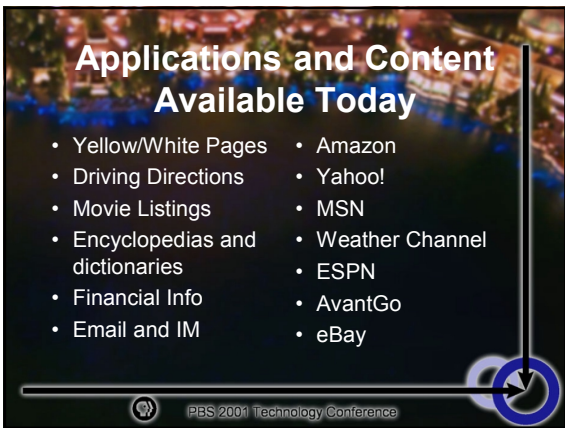
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Advantages of Wireless

- Real-time interaction with applications
- True on-demand eliminates need for forethought

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Applications and Content Available Today

• Yellow/White Pages	• Amazon
• Driving Directions	• Yahoo!
• Movie Listings	• MSN
• Encyclopedias and dictionaries	• Weather Channel
• Financial Info	• ESPN
• Email and IM	• AvantGo
	• eBay

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Funky New Low Real Estate Space

- Test the platforms you want to support
- PDA browser support for HTML is inconsistent
- Akin to building for the Web of '93-'95
- This "HTML Lite" is almost HTML 3.0, but not quite.
- Best use of images

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Wireless PBS AvantGo channel

- Sign-up Process
- Content
- Back End

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Sign-up Process

- Orientation
- Select Content
- Choose Favorite Local Member Station
- Create AvantGo Account or Confirm changes to existing AvantGo account
- Return to PBS.org

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Sign-up: Orientation

The screenshot shows a web browser window with the PBS Wireless sign-up page. The page has a purple header with the 'Wireless PBS' logo. Below the header, there is a section titled 'Welcome to PBS Wireless' followed by a list of instructions for users. The browser's address bar shows the URL 'http://www.pbs.org/wireless/...'. At the bottom of the browser window, there is a navigation bar with links for 'Home', 'Search', 'Programs A-Z', 'TV Schedule', 'Shop', and 'Station Finder'. The background of the slide is a night cityscape with lights.

Sign-up: Select Content

The screenshot shows the 'Select Content' step of the PBS Wireless sign-up process. The page title is 'STEP 2: Choose your PBS content'. It asks the user to 'Change your content preferences below' and provides several options with checkboxes: 'All PBS content', 'Only PBS TV Schedules', 'PBS Documentaries', and 'Only PBS content from Robert K. Coles's weekly column from The World After'. There is a 'Next >>>' button at the bottom right of the content selection area. The background of the slide is a night cityscape with lights.

Sign-up: What Area of the Country?

The screenshot shows the 'What Area of the Country?' step of the PBS Wireless sign-up process. The page title is 'Select your local PBS station'. It asks the user to 'To change your station preferences, enter your zipcode or state below'. There is a text input field for 'Enter your zip code: 02124' and a button labeled 'Select a state or territory'. The background of the slide is a night cityscape with lights.

Sign-up: Return to PBS.org

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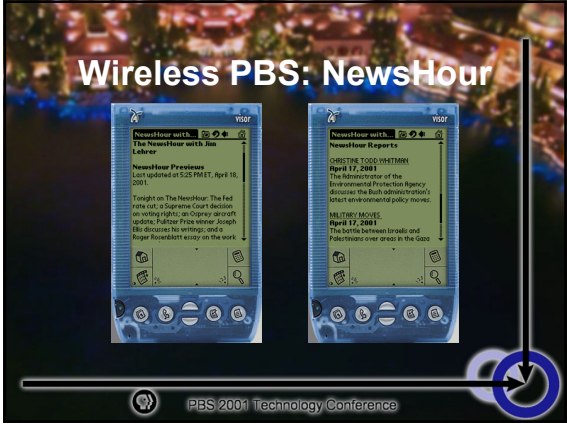
Wireless PBS Content

- NewsHour Previews and Reports
- Local TV Schedules
- PBS Previews
- I, Cringely
- Other?

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Wireless PBS

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Wireless PBS: I, Cringely



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Local Content

- Local Community Events
- Local News
- Other Member Station Content?

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Publishing of PBS Wireless Content

<ul style="list-style-type: none">• Form Based submission using XML/XSL<ul style="list-style-type: none">– Ease of Management– XML Parser, XSL interpreter for Solaris or Linux– XSL translations	<ul style="list-style-type: none">• Template based submission of HTML<ul style="list-style-type: none">– More flexibility for station– Less manageable– File sizes (how to control given device storage limitations)
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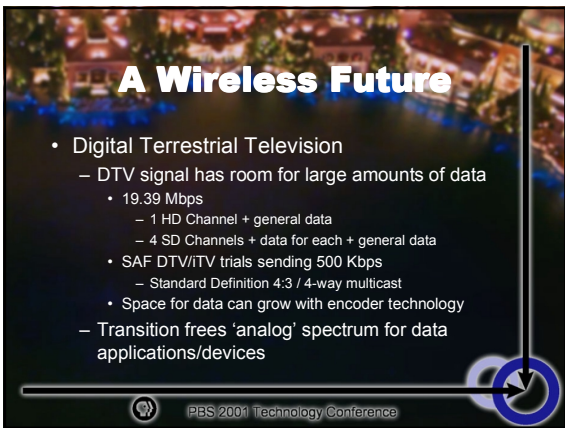
Wireless PBS
pbs.org/wireless/

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Navigating Wireless/Mobile
Directions of Devices and Applications

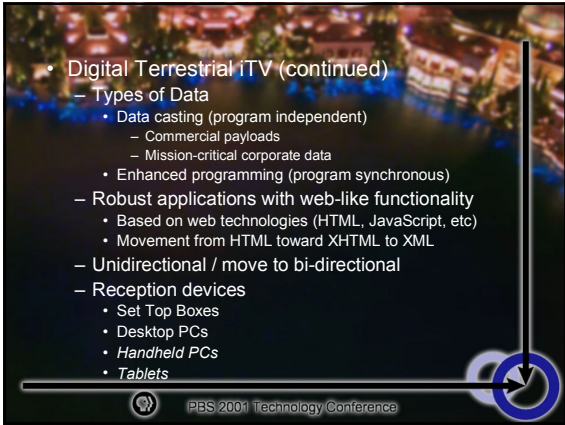
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A Wireless Future

- Digital Terrestrial Television
 - DTV signal has room for large amounts of data
 - 19.39 Mbps
 - 1 HD Channel + general data
 - 4 SD Channels + data for each + general data
 - SAF DTV/iTV trials sending 500 Kbps
 - Standard Definition 4:3 / 4-way multicast
 - Space for data can grow with encoder technology
 - Transition frees 'analog' spectrum for data applications/devices

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- Digital Terrestrial ITV (continued)
 - Types of Data
 - Data casting (program independent)
 - Commercial payloads
 - Mission-critical corporate data
 - Enhanced programming (program synchronous)
 - Robust applications with web-like functionality
 - Based on web technologies (HTML, JavaScript, etc)
 - Movement from HTML toward XHTML to XML
 - Unidirectional / move to bi-directional
 - Reception devices
 - Set Top Boxes
 - Desktop PCs
 - *Handheld PCs*
 - *Tablets*

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- Wireless PDAs
 - Two-way connectivity paves way to robust, real-time interactive applications
 - User experience/content converges with web
 - Ultimately devices merely another access device to singular content

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- Future wireless devices
 - PDAs to PADs (Personal Access Devices)
 - LAWN Tablets
 - Schools
 - Work environments
 - PrAWN
 - Banks
 - Secure environments
 - Dick Tracy wristwatch

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