



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



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



Advantages of Mobility

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



Advantages of Wireless

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



Applications and Content Available Today

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



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



Wireless PBS AvantGo channel

- Sign-up Process
- Content
- Back End

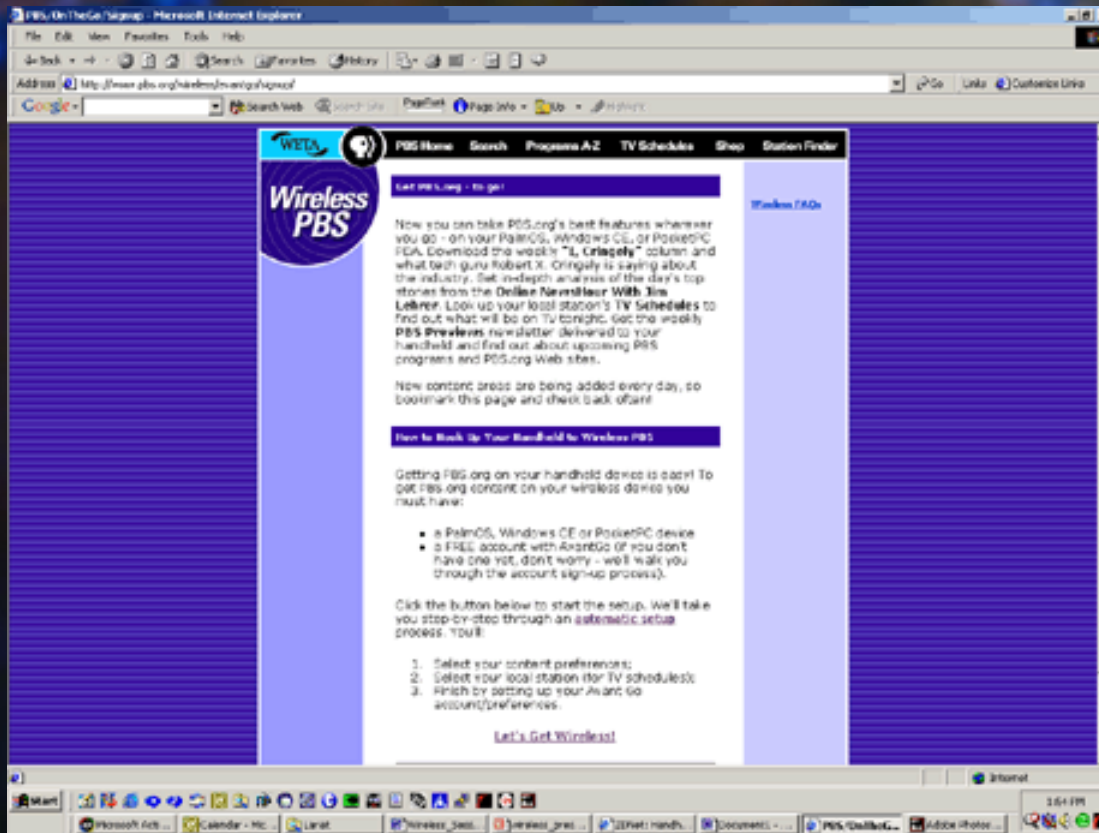


Sign-up Process

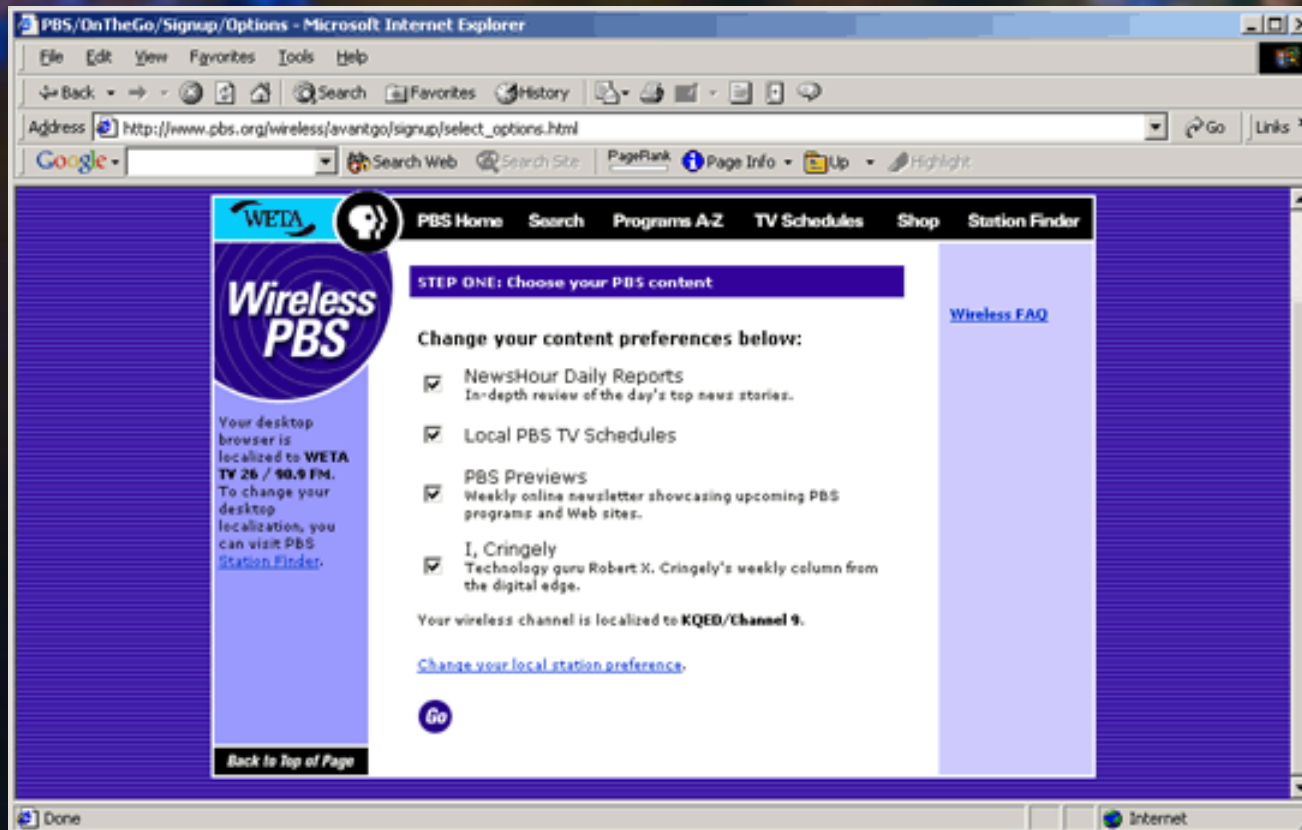
- Orientation
- Select Content
- Choose Favorite Local Member Station
- Create AvantGo Account or Confirm changes to existing AvantGo account
- Return to PBS.org



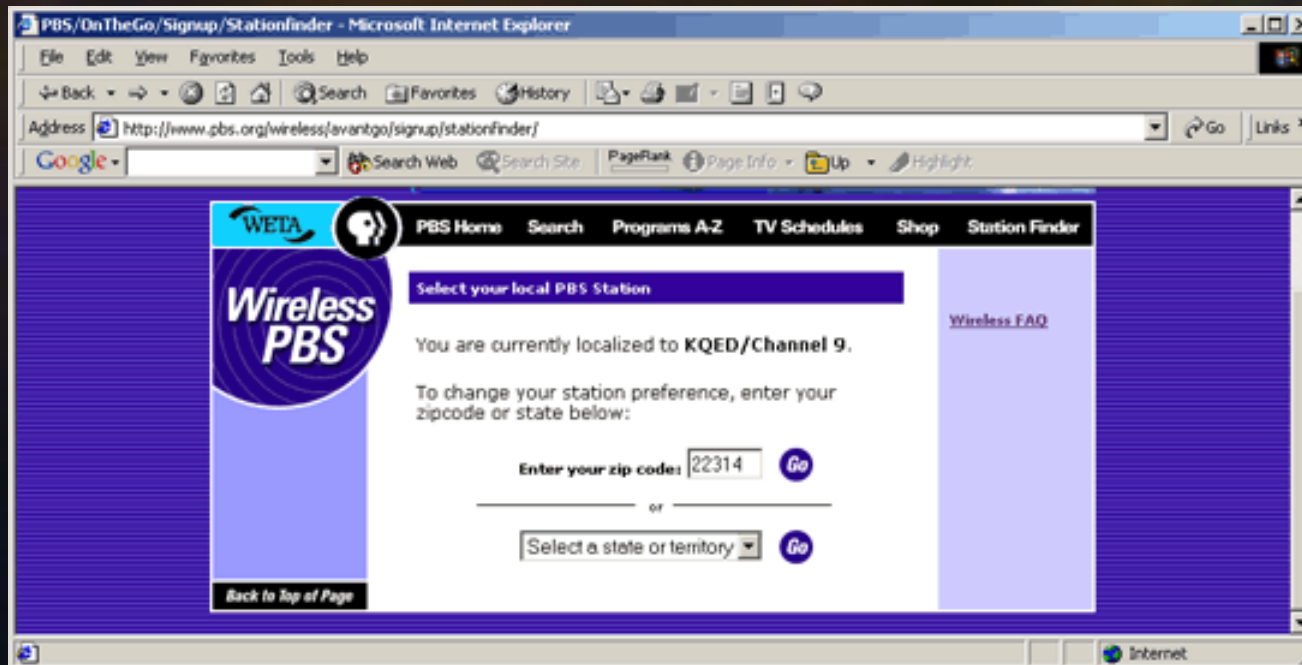
Sign-up: Orientation



Sign-up: Select Content



Sign-up: What Area of the Country?



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Sign-up: Choose Station

PBS - On The Go: Stationfinder - Microsoft Internet Explorer

Address <http://www.pbs.org/wireless/avantgo/signup/stationfinder/stationlist.html?address=%2Fwireless%2Favantgo%2Fsignup%2F>

WETA PBS Home Search Programs A-Z TV Schedules Shop Station Finder

Wireless PBS

Complete the setup process

Click on your station logo to complete the setup process and continue to Avant Go to add the Wireless PBS channel:

WETA TV 26 / 90.9 FM Arlington, VA	MPT/MARYLAND PUBLIC TELEVISION Owings Mills, MD	WHUT/Howard University Television Washington, DC

To select another viewing area, enter a zipcode or choose by state.

Enter your zip code: [Go](#)

or

Select a state or territory [Go](#)

[Back to Top of Page](#)



Sign-up: AvantGo

AvantGo: Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address https://avantgo.com/login/add_channel.html Go Links

Google Search Web Search Site PageRank Page Info Up

HOME CHANNELS ENTERPRISE DEVELOPER COMPANY HELP

AvantGo

You are about to get "PBS" for your handheld. In order to do so, you will need an account at AvantGo:

SIGN UP FOR A NEW ACCOUNT
AvantGo is a **free** interactive service! Click [here](#) to download free software for your handheld and create an account that will give you access to thousands of great channels like this one.

LOG IN TO AN EXISTING ACCOUNT
Do you already have an AvantGo account? Then all you need to do is enter your username and password below! "PBS" will be added to your AvantGo account and will appear on your handheld the next time you sync.

Username:

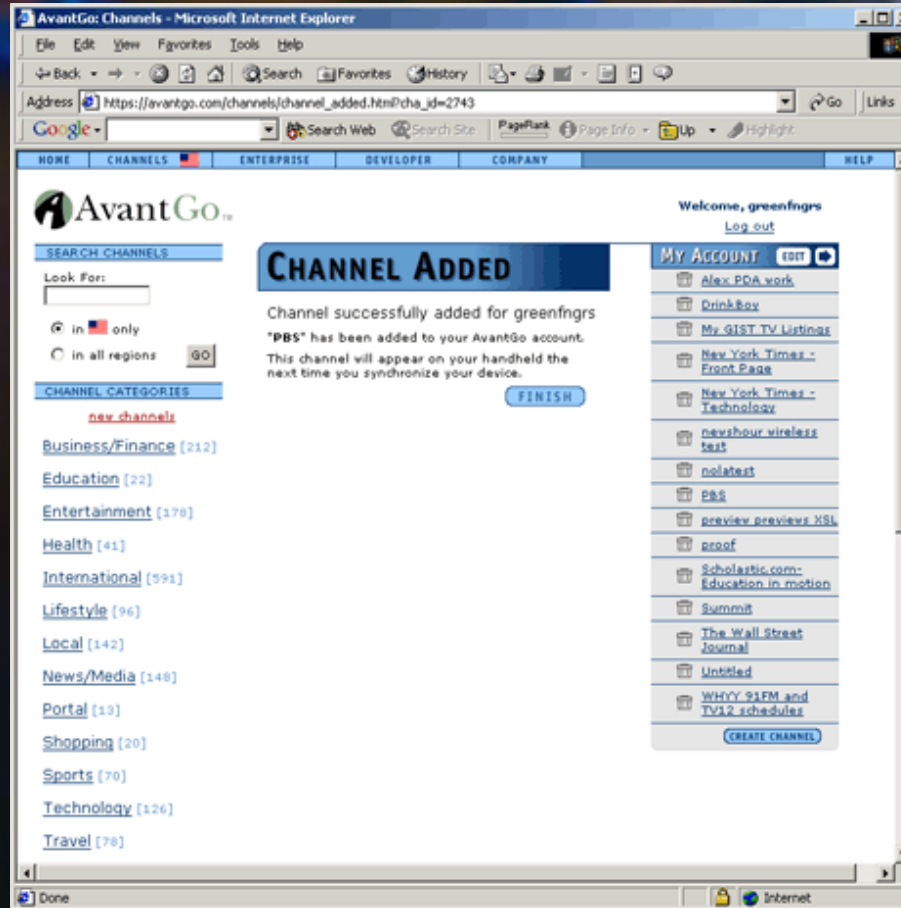
Password:

Remember My Username

Still having trouble logging in? [Click Here](#)



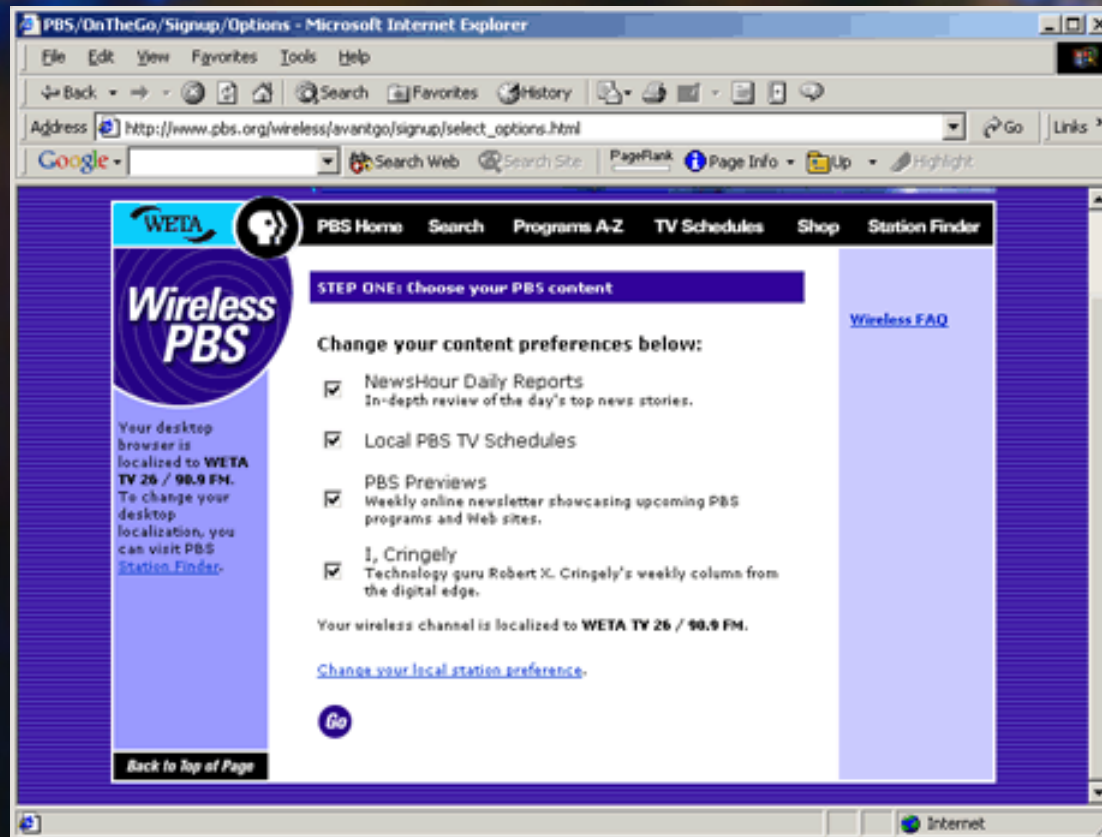
Sign-up: AvantGo Finish



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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?



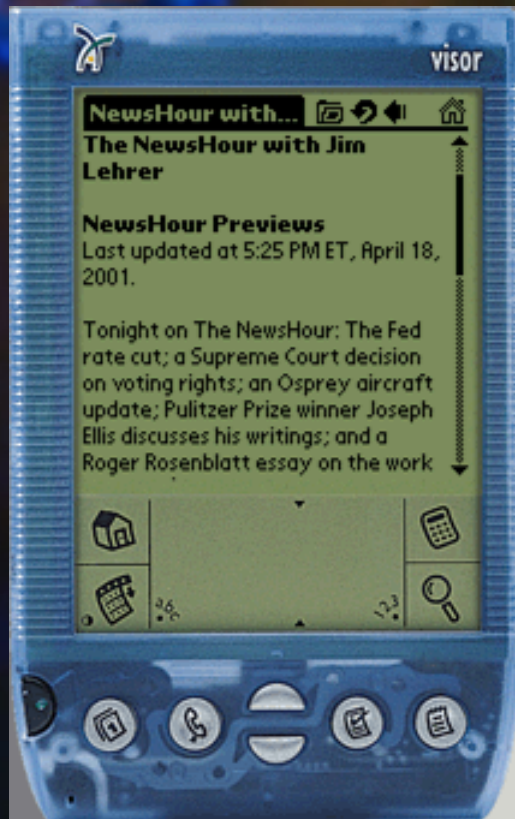
Wireless PBS



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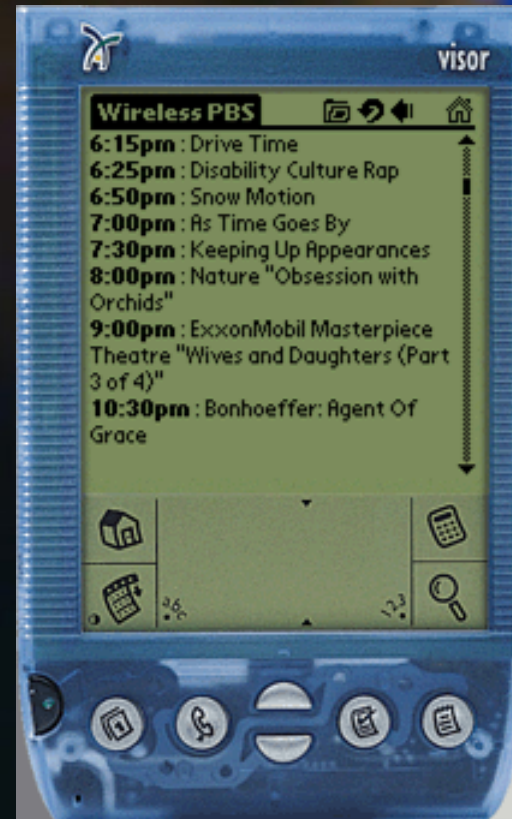
Wireless PBS: NewsHour



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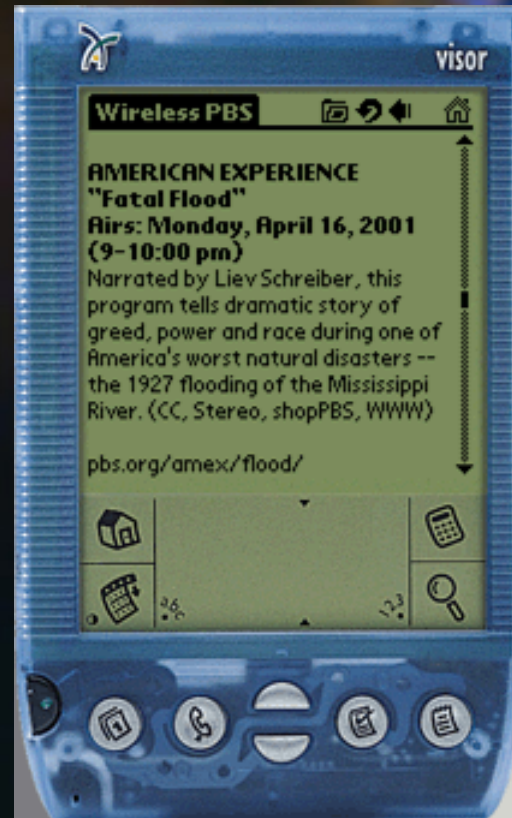
Wireless PBS: TV Schedules



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Wireless PBS: Previews



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Wireless PBS: I, Cringely



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Local Content

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



Publishing of PBS Wireless Content

- Form Based submission using XML/XSL
 - Ease of Management
 - XML Parser, XSL interpreter for Solaris or Linux
 - XSL translations
- Template based submission of HTML
 - More flexibility for station
 - Less manageable
 - File sizes (how to control given device storage limitations)





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



- 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*





- 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



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





Thank You

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Chris Atienza

Associate Director of Technology

PBS Interactive



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