



Islander February 2012 Technology Update

Enhanced communication capabilities for 2012!

So, here we are in 2012. I wonder which new technologies will have the greatest impact on our lives this year. I think it is safe to predict that the incessant advance of smartphone technology will continue to dominate, and the integration of technologies into conventional devices will increase.

One of the best examples is the humble TV. The TV is no longer just a video display device with a built in receiver for watching TV programmes and movies. The display has changed in recent years to enhance the video experience and can now show numerous formats, of which the latest are HD and more recently 3D. However, the latest range of TVs now includes receivers with built-in wi-fi to enable access to movies and podcasts over the internet by either streaming or downloading. Broadband has enabled music and movie downloading on a grand scale now, which has effectively put the video rental shop out of business.

Downloading and streaming video was the main load on the internet in 2011. It is primarily responsible for the data capacity crunch. A low-resolution movie is about 1.2Gb and an HD movie is typically over 5Gb. So, by adding the capability to TVs, the demand for data will continue to grow.

Ericsson predicts ten-fold increase in demand for data traffic

Mobile data traffic will increase ten-fold over the next five years with almost 5 billion mobile broadband subscriptions by the end of 2016, according to predictions from network infrastructure company Ericsson.

The company's latest Traffic and Market Data report also found that there has been a 60% increase in mobile broadband subscriptions over the past year, with new subscriptions expected to hit 900 million by the end of 2011. Meanwhile, it is estimated that total smartphone traffic tripled in 2011.

Ericsson expects the amount of mobile data traffic to increase by 60 percent every year until 2016, mainly driven by demand for video content.

The arrival of new smartphones, the greater availability of mobile broadband and increased use of mobile applications will also drive data consumption, with Ericsson expecting traffic from 'advanced smartphones' to increase 12-fold during the period.

A next wave of new technology for smartphones is about to be with

HEAD OFFICE

Palma de Mallorca, Spain

TEL +34 971 404 208

www.e3s.com

FAX +34 971 404 431

info@e3s.com



us here in Spain first. With networked smartphones, real time communications are about to become an everyday reality with the introduction of RCS-e.

Rich Communications Suite – enhanced (RCS-e)

The specification of RCS was laid down by the GSM Association whose members represent 5 billion GSM and 3GSM users worldwide.

The GSMA's Rich Communications Suite Ecosystem project is a substantial joint industry project enjoying broad support from leading mobile operators, OEMs and client application developers. The aim is to develop new service packages for today's 'always-on' mobile users. RCS offers an innovative approach for customers to effortlessly access multimedia communications that enhance and expand personal mobile interactions.

On January 12th 2012 it was announced that Spain will be the first country to launch the new GSMA RCS-e service. Vodafone, Telefonica and Orange are testing RCS-e specification to guarantee its full interoperability.

RCS-e (“Rich Communication Suite - enhanced”) includes advanced communication functions valid for all mobile handset manufacturers and operators.

This technology will be built into the software of new generation handsets. It allows users to communicate person to person or person to group through features such as instant messaging, file sending or live video sharing.

RCS-e technology will be available in select handsets during the first half of 2012 and this technology is expected to be directly built-in the software of some smartphones this summer.

“Handset manufacturers’ full integration of RCS-e into the native operating system of smartphones will allow an easy customer experience, that will be optimized for every smartphone as it is today with voice and SMS” says Javier Aguilera, Director of Business Development of Telefonica España

“RCS-e interoperability enriches mobile customers’ communications with chat, video conference or instant messaging, with any smartphone or over any network,” said Ignasi Ricou, Director of Consumer Business Unit, Vodafone Spain

RCS-e has three main elements:-

Advanced Phonebook: Its main value lies in clearly identifying those contacts that have RCS-e. This means that users do not have to ask if they can or cannot use the service with each of their contacts because their phonebook will tell them.

HEAD OFFICE

Palma de Mallorca, Spain

TEL +34 971 404 208

www.e3s.com

FAX +34 971 404 431

info@e3s.com



Chat: The RCS-e chat lets users set up personal and group conversations using instant messaging with any customer of any operator who has this service. It is a complete multimedia chat with different formats and flexible file size transfer options.

Enriched calls: Users can share images or live video while communicating with other RCS-e users via voice call or chat.

The vision for RCS-e is to expand the universal communication services that end users have integrated into their mobile device and that can be used on any mobile network. User experience is designed to speed up the adoption of these new services through intuitive ease of use. RCS-e gives end users the immediate opportunity to communicate with others in a variety of ways, without requiring installation, registration, etc. It is simple to use and in addition it provides enriched communication services demanded by tech-savvy consumers. Last but not least, RCS-e offers the maximum guarantees of security and reliability.

The aim is for the customer to perceive that the service, whose functions are built into the handset's phonebook, works "just like that" -no settings, downloads or subscriptions are required, users do not have to learn or do anything. Technical tests are now underway to guarantee full RCS-e interoperability in the different mobile networks. Telecom companies are also working with handset manufacturers to ensure that RCS-e is available for different models and operating systems.

There are many videos of RCS-e in action on YouTube. It appears to be very like WhatsApp that is already available on some smartphones the difference being that RCS-e will work across all phones, across all service providers and be integrated into the phone just as voice and text messaging is at the moment.

So as can be appreciated the RCS-e services of sharing photos and video, let alone chat and video calls, will increase the demand for data.

My Mac experience.

I have written about 150 columns for this esteemed magazine, but this is the first I have written on a Mac! I have been a confirmed PC user for many, many years and have been very resistant to anything to do with Macs. After moving to the "dark side" slowly, but with great success, by first switching from a Nokia to an iPhone, I recently decided to switch from a HP laptop to a Macbook Air. I've only had my Mac for a few weeks and I am getting there but I have to say I have not fallen in love with it (yet). For years I have been told how intuitive Macs are compared to PCs, but I have yet to be convinced. The most irritating thing is the missing "delete" key, which means that extra keystrokes are required when you need to delete a few characters by using the backspace key... Why? Was it simply designed that way to be different?

HEAD OFFICE

Palma de Mallorca, Spain

TEL +34 971 404 208

www.e3s.com

FAX +34 971 404 431

info@e3s.com



Anyway, this column was written on it and it wasn't that bad, so no doubt I will soon get used to it.

Roger Horner of e3 Systems

For further information on any of the above, please contact us.

email on info@e3s.com and website www.e3s.com

Tel: +34 971 404 208

HEAD OFFICE

Palma de Mallorca, Spain

TEL +34 971 404 208

www.e3s.com

FAX +34 971 404 431

info@e3s.com