STATUS OF WAP

WAP Australia
Sydney
May 15, 2001

Presented By
Scott Goldman
CEO, WAP Forum
sgoldman@wapforum.org
600+ member companies worldwide

Manufacturers of 99% of the world’s handsets

Carriers with 300+ million subscribers

Internet and wireless infrastructure makers

Software - billing, customer care, call management

Developers - content, applications, portals
Current Successes

- Over 18 million **WAP users** (Cahners-In-Stat / Gartner Dataquest / Strategis, eTforecasts)
- Close to 200 carriers **deployed or in final testing** (Mobile Lifestreams)
- 50 million **WAP-enabled handsets shipped worldwide** (International Data Corp.)
- Tens of thousands of **developers creating apps and content** (WAP Forum)
- 12,000 **WAP sites** from 100+ countries (Cellmania.com)
- 7.8 million **WAP-readable pages** (Pinpoint Networks)
Enterprise Successes

- **DHL Worldwide Express**
  - Web: 36,000 web hits in first year
  - WAP: 250,000 hits in first year
  - Web: 9 months to deploy
  - WAP: 6 DAYS to deploy
  - Web: $350,000 in 1995
  - WAP: $18,000 in 1999

- **Genie - UK Portal**
  - September 2000: 10 million hits
  - January 2001: 88 million hits
Consumer Successes

- **Sprint** “wireless Web” users reached 1.3 M in 1Q01

- **Telesp Celular**: 323,000 out of 623,000 subscribers with WAP-enabled phone accessed WAP services (EYO2000)

- **Digital Bridges - 30 MILLION hits on** WAP game site from 1 Million games played in a six month period
Survey of 500+ users in Scandinavia:
  - 61% of WAP users: satisfied with their WAP experience (Strand Consult)

Survey of 250 users in UK (on all networks)
  - 71% of WAP users: WAP is meeting or exceeding expectations (Teleconomy)
WAP Architecture

CLIENT

Encoded Requests

Encoded Response

GATEWAY

Encoders and Decoders

Requests

Response/Content

WEB SERVER

CGI Scripts etc.

Content
WAP Roadmap 1999-2001

Network
- 2G Networks
- 2.5G Networks
- 3G Launches Start

Device
- Small, simple CPUs, simple UI
- Smart phones start to emerge, images, better UI
- Media phones emerge

WAP
- Micro-browser: WML, WMLScript, Narrowband Protocols
- Security Enhancements: WIM, Public Key infrastructure, End-to-end Security
- Multimedia Enablement: Audio, video, graphics presentation formats, Streaming protocols, Synchronization framework
- Enhanced Mobility Features: Push, Protocol enhancements, Markup enhancements
- Convergence w/ W3C, IETF: Architecture, Protocols and Security (TLS, HTTP, TCP), Base app infra (XHTML, ECMAscript, …)
- Advanced App Interfaces: Voice Browsing, Multi-modal dialog models, Styles and presentation enhancements

Interoperability

May 2, 2001
How is WAP Developed?

- BOARD OF DIRECTORS
- CEO's OFFICE
- SPECIFICATION COMMITTEE
- ARCHITECTURE WORKING GROUP
- AEG
- BEG
- CEG
- ECOMEG
- MCEG
- MMMEG
- SCEG
- SMSEG
- SRC
- TEG
- WAG
- WAP-W3C
- W3EG
- WIG
- WPG
- WSG
- WTA
Where WAP is Going…

Driving
- Market Demand
- Interoperability
- Internet / WWW Evolution

Enabling
- Handset evolution
- Standardization
- Wireless net evolution

Doing
- Convergence
- Feature Innovation
- Conformance
WAP 2.0 Launches
July 31, 2001

- What the Developers See:
  - XHTML (fully backwards compatible)
  - TCP

- Supported User Features:
  - Color Graphics
  - Animation
  - Large File Downloading
  - Location-Smart Services
  - Pop-up/Context Sensitive Menus
  - Data Synchronization with Desktop PIM
WAP browsers are prerequisite, and optimized, for wireless':

- Unique ergonomics
- Small screens
- Location information
- Telephony integration
- Transactions, not browsing
- Pushed info

Standards and platforms will always be needed to deliver the CONTENT

- One finger navigation
- Any content must always be reformatted
- HTML not designed to handle this
- Call a number that appears on-screen
- It’s not a buffet, it’s room service
- Create a profile and let WAP do the work
Secure From Day One

- Security meets most extreme demands
  - End-to-end encryption
  - Supports PKI (new in 2.0)
  - Secure proxies in handset AND gateway
  - Transactions are as secure as PC sites
Transactions demanding security already happening over WAP

- **Banking** (Citicorp, Deutsche, Allied Irish Bank, Schwab)
- **Finance** (Abbey National and Halifax Bank mortgages online)
- **M-Commerce** (Amazon.com, MySimon)

Basing their future mobile commerce plans on WAP:
Interoperability starts with:
- Clear specifications
- Developer guidance and education
- A reference pool of products

Covers all components (compliance and interoperability)

Objective and confidential certification launched in April 2000

Logo use reflects certification
WAP Certified Products

- 30 Certified Devices:
  - Alcatel One Touch 501 / 301
  - Ericsson R380 / R320
  - Motorola Timeport P7389
  - Nokia 7190 / 7110 / 6250 / 6210
  - Panasonic GD93
  - Philips Xenium 9@9 / Ozeo 8@8
  - Samsung SGH-N100/101
  - Siemens SL45

- 6 Certified Gateways:
  - From CMG, Ericsson, Nokia, Openwave, WAPIT
Portals And Directories

Thousands of sites categorized, indexed and viewable through emulators

MobileWAP.com
"The ultimate WAP search engine"

Cellmania.com
Connecting the Wireless Generation™

Wired CEO

mopilot.com
your personal mobile agent

COOL WAP SITE OF THE DAY.COM
- **M-commerce** - shopping, ticket purchases, reservations, comparison shopping
- **Finance** - statements, funds transfer, shares trading
- **M-billing** - notification, presentation and payment of bills
- **Enterprise access** - inventory, shipment/sales updates, email access
- **M-care** - customer service, payment status, other backroom operations
- **Entertainment** - games, gambling, interactive multi-player events
- **Messaging** - communication and collaboration
- **Travel** - scheduling, advisories, reservations
- **Location-smart services** - traffic reports, parking information, store discounts, event recommendations
In Summary, WAP...

- Is already successful today, built for tomorrow
- Has a huge, growing base of developers, content, phones and carriers
- Helps carriers optimize bandwidth
- Is highly secure
- Is based on Internet standards
- Rapidly developing advanced features
Thank you!