








ONPOINT

Mobile Content and Communications Analysis

Winter 2009








					
Device Classification	BlackBerry (Basic)	BlackBerry (Media)	Nokia S60-S80	Windows Smart Phones	Wireless PDA
Underlying Operating System	BB-OS version 2.x-4.x	BB-OS version 4.x	Symbian OS	WM5 or WM6	Palm OS
Primary Manufacturer(s)	Research In Motion	Research In Motion	Nokia	Motorola, Samsung, Treo	Palm Computing
Pricing/Direct Costs	\$79-\$199 (+ Plan)	\$79-\$499 (+ Plan)	\$300-\$600 (+ Plan)	\$300-\$600 (+ Plan)	\$200-\$400 (+ Plan)
MESSAGING SUPPORT					
Send/Receive SMS Messages (1-Way)	Yes	Yes	Yes	Yes	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Yes	Yes	Yes	Yes
Send/Receive Email Messages	Yes	Yes	Yes	Yes	Yes
Support for Instant Messaging	Possible on some	Yes	Yes	Yes	Yes
Microblogging (text-based blog updates/entries)	Yes	Yes	Yes	Yes	Yes
VOICE SUPPORT					
Make/Receive Telephone Calls	Yes	Yes	Yes	Yes	Yes
Retrieve Audio-based Requested CellCasts	Yes	Yes	Yes	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Yes	Yes	Yes	Yes
Voice Blogging (audio-based blog updates/entries)	Yes	Yes	Yes	Yes	Yes
MEDIA/CONTENT SUPPORTED					
View Images	Possible on some	Yes	Yes	Yes	Yes
View PDF Files	Possible on some	Yes	Yes	Yes	Yes
View Microsoft Office Documents	Possible on some	Yes	Yes	Yes	Yes
Listen to Audio Content	Possible on some	Yes	Yes	Yes	Yes
Review Video Clips	Not Supported	Yes	Yes	Yes	Yes
MOBILE WEB FEATURES SUPPORTED					
Simple Web Surfing (WAP 1.0/HTML)	Possible on some	Yes	Yes	Yes	Yes
Advanced Web Surfing (X/HTML/Web 2.0)	Not Supported	Yes	Yes	Yes	Yes
Streaming Audio Clips	Not Supported	Yes	Yes	Yes	Yes
Streaming Video Clips	Not Supported	Yes	Yes	Yes	Yes
MOBILE FORMATS/UTILITIES SUPPORTED					
Mobile Flash/Flash Lite/Microsoft Silverlight	Not Supported	Not Supported	Yes	Yes	Yes
Mobile Java (J2ME)	Yes	Yes	Yes	Yes	Yes
ONPOINT CELLCAST MOBILE WIDGET SUPPORT					
Push Notifications/Announcements via RSS	Yes	Yes	Yes* (Q4'08)	Yes* (Q4'08)	Yes* (Q1'09)
Push/Track Audio CellCast Assignments via RSS	Yes	Yes	Yes* (Q4'08)	Yes* (Q4'08)	Yes* (Q1'09)
Push/Track Hot Lava Assignments via OTA or Synch	Yes	Yes	Yes* (Q4'08)	Yes* (Q4'08)	Yes* (Q1'09)
Support for Content Search/Ratings	Yes	Yes	Yes* (Q4'08)	Yes* (Q4'08)	Yes* (Q1'09)
Push/Track OnPoint PPT-2-Mobile Modules	Yes	Yes	Yes* (Q4'08)	Yes	Yes
ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT					
User Access to CellCast Portal Interface (Web 2.0)	Yes	Yes	Yes	Yes	Yes
Integration Support	Yes	Yes	Yes	Yes	Yes
Ecommerce Platform Support	Yes	Yes	Yes	Yes	Yes
SPECIAL NOTES & CONSIDERATIONS					
For all devices in this analysis, web access to the CellCast Portal site allows users to review their assignments and make selections from master library. Platform integrates with other popular 3rd party platforms and systems like Microsoft Active Directory, LDAP and full support for an API Toolkit for cross platform integration is available. The optional Ecommerce module allows customers to sell content to mobile users and/or facilitate self-registrations. Items in purple are capabilities provided by the OnPoint CellCast Solution.	All BlackBerry® smartphones with color screens have some support for core CellCast features accessible using a CellCast Mobile Widget including audio-based content, testing, SMS and slidestack push. This is a first generation feature.	All media-based BlackBerry® smartphones fully support the CellCast Mobile Widget and push/synch architecture. For customers using BlackBerry Enterprise Server, secure content delivery is also available in the first generation release.	Efforts are underway to fully support all core CellCast features on several popular Nokia mobile phones used in the enterprise including Series 60 & Series 80 smart phones. Customer (beta) testing for Symbian-based CellCast Mobile Widgets is expected to begin in October 2008.	Efforts are underway to fully support all core CellCast features on popular Windows Mobile 5/6 mobile devices. Customer (beta) testing for WM5 CellCast Mobile Widgets is expected to begin in October 2008.	Efforts are underway to fully support all core CellCast features on several Palm OS-based smart phones including popular Treo 700p PDAs. Customer (beta) testing for PalmOS-based CellCast Mobile Widgets is expected to begin in January 2009.

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Device Classification	Basic Cell Phones	Standard MP3 Players	Advanced MP3 Player	iPhone	Sony Ericsson Wireless PDA
Underlying Operating System	Miscellaneous	Miscellaneous	Apple OSX	Apple OSX	Wireless PDA
Primary Manufacturer(s)	Miscellaneous	Apple, Microsoft, Others	Apple, Inc.	Apple, Inc.	Sony Corp.
Pricing/Direct Costs	\$1-\$150 (+ Plan)	\$49-\$399 (Retail)	\$299-\$499 (Retail)	\$199-\$299 (+ Plan)	\$300 (+ Plan)
MESSAGING SUPPORT					
Send/Receive SMS Messages (1-Way)	Yes	Not Supported	Yes	Yes	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Not Supported	Not Supported	Yes	Yes
Send/Receive Email Messages	Possible	Not Supported	Yes	Yes	Yes
Support for Instant Messaging	Possible	Not Supported	Yes	Yes	Yes
Microblogging (text-based blog updates/entries)	Yes	Not Supported	Yes	Yes	Yes
VOICE SUPPORT					
Make/Receive Telephone Calls	Yes	Not Supported	Not Supported	Yes	Yes
Retrieve Audio-based Requested CellCasts	Yes	Not Supported	Yes* (via CellCast Widget)	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Not Supported	Yes* (via CellCast Widget)	Yes	Yes
Voice Blogging (audio-based blog updates/entries)	Yes	Not Supported	Yes	Yes	Yes
MEDIA/CONTENT SUPPORTED					
View Images	Possible	Yes	Yes	Yes	Yes
View PDF Files	Not Supported	Not Supported	Yes	Yes	Yes
View Microsoft Office Documents	Not Supported	Not Supported	Yes	Yes	Possible on some
Listen to Audio Content	Not Supported	Yes	Yes	Yes	Yes
Review Video Clips	Not Supported	Yes	Yes	Yes	Yes
MOBILE WEB FEATURES SUPPORTED					
Simple Web Surfing (WAP 1.0/HTML)	Not Supported	Not Supported	Yes	Yes	Yes
Advanced Web Surfing (X/HTML/Web 2.0)	Not Supported	Not Supported	Yes	Yes	Yes
Streaming Audio Clips	Not Supported	Not Supported	Yes	Yes	Yes
Streaming Video Clips	Not Supported	Not Supported	Yes	Yes	Yes
MOBILE FORMATS/UTILITIES SUPPORTED					
Mobile Flash/Flash Lite/Microsoft Silverlight	Possible	Not Supported	Not Supported	Not Supported	Not Supported
Mobile Java (J2ME)	Possible	Not Supported	Not Supported	Not Supported	Yes
ONPOINT CELLCAST MOBILE WIDGET SUPPORT					
Push Notifications/Announcements via RSS	Yes	Not Supported	Yes	Yes	Yes* (Q2'09)
Push/Track Audio CellCast Assignments via RSS	Yes	Yes	Yes	Yes	Yes* (Q2'09)
Push/Track Hot Lava Assignments via OTA or Synchron	Not Supported	Not Supported	Yes	Yes	Yes* (Q2'09)
Support for Content Search/Ratings	Not Supported	Not Supported	Yes	Yes	Yes* (Q2'09)
Push/Track OnPoint PPT-2-Mobile Modules	Not Supported	Not Supported	Yes* (Q3'08)	Yes* (Q3'08)	Yes
ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT					
User Access to CellCast Portal Interface (Web 2.0)	Yes	Yes	Yes	Yes	Yes
Integration Support	Yes	Yes	Yes	Yes	Yes
Ecommerce Platform Support	Yes	Yes	Yes	Yes	Yes
SPECIAL NOTES & CONSIDERATIONS					
For all devices in this analysis, web access to the CellCast Portal site allows users to review their assignments and make selections from master library. Platform integrates with other popular 3rd party platforms and systems like Microsoft Active Directory, LDAP and full support for an API Toolkit for cross platform integration is available. The optional Ecommerce module allows customers to sell content to mobile users and/or facilitate self-registrations. Items in purple are capabilities provided by the OnPoint CellCast Solution.	There are a plethora of different wireless phones and plans available in all countries. Most of the basic CellCast features work with any of these phones. Planned 2nd generation support for an installable CellCast Mobile Widget for a variety of popular mobile phones based on customer requirements.	iPods and Zunes are the most popular types of MP3-style portal media players. CellCast assignments are synched automatically to a user's device using RSS push + REST. CellCast Mobile Widget support is currently not contemplated.	This next generation media player supports wireless web access (Wifi) and also has an advanced web browser and streaming media support. CellCasts can be accessed over the web thus not needing a standard phone connection. Uses first generation CellCast Mobile Widget.	Highly versatile and powerful smart phone + media player with advanced web browsing and intuitive applications. Version 2.0 features like support for MS Exchange and push content make it much more usable in the enterprise space. Uses same CellCast Mobile Widget as iPod Touch.	Solid next generation smart phone supporting wide array of features and can include wireless web support (Wifi). Planned 2nd generation support for an installable CellCast Mobile Widget.

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