m.Net - A Collaborative Partnership for Wireless Broadband Applications Developments
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Professor Emeritus Reg Coutts
Coutts Communications Pty Ltd
reg.coutts@adelaide.edu.au
Director, Technology Strategy
m.Net Corporation
What is m.Net?

m.Net Corporation Limited - a new collaborative venture

Mission: *to incubate market ready broadband wireless applications*

- Formed by a consortium of organisations committed to the development of mobile Internet applications and technology
- Awarded one of three Commonwealth Government Grants under the Advanced Networks Program ($9.23 million over 3 years from 2001 - 2004)
m.Net Consortium

- ALCATEL
- AUSTERE LIMITED
- Telstra
- MOTOROLA
- ADELAIDE CITY COUNCIL
- FLINDERS UNIVERSITY
- ADELAIDE • AUSTRALIA
- University of South Australia
- Agile communications
- AirNet
- Medical Communications Associates
- chimo
- DSpace
Stimulating Broadband Mobile Applications Industry

- Market Based Programs
- Developer Programs
- Infrastructure
Incubating Application Developers

• Network(s) to trial applications with customers
  – 3G WB-CDMA “precinct”
  – Citilan WiFi Operational Network
• Aggregation Gateways
  – SMS and MMS gateway
  – 3G Portal
• Support for Developers - Gallery 4
  – Development platforms
    • Nextenso, Brew (potentially)
    • Seminars, technology support, access to seed $
    • Channels to the carriers
• University Sponsorship
WB-CDMA (3G) Network

3G Network Coverage

KEY LANDMARKS
01: National Wine Centre
02: Royal Adelaide Hospital
03: UniSA — City West Campus
04: Art Gallery of South Australia
05: South Australian Museum
06: State Library of South Australia
07: Rundle Mall
08: Adelaide University
09: Adelaide Convention Centre
10: Adelaide Festival Centre
The Extended Network

- Whyalla
  - Whyalla
    - 3 Sectors
  - Node B

- Adelaide
  - Waymouth Exchange Bldg
    - 3 Sectors
  - Prudential Bldg
    - 3 Sectors
  - Grosvenor Hotel
    - 3 Sectors
  - Node B
  - Waymouth Exchange
  - Shultz Bldg
    - Adelaide University
    - 3 Sectors
  - Royal Adelaide Hospital
    - 3 Sectors
  - Node B

- DSEO Salisbury
  - Satellite

- Sydney
  - Mobile Node B
    - 3 Sectors
  - Node B
  - Elizabeth St. Exchange Bldg.
    - 3 Sectors
  - Owned by Alcatel
  - Monitoring Equipment
  - Node B
  - Rialto Bldg
    - 1 of 3 Sectors Active
    - Owned by Alcatel

- Melbourne
  - Node B
  - Telstra E1 Links
  - Telstra ISDN
Wi-Fi Hotspot Network

Commercial Launch
17 September 2003
Premium SMS Aggregation

SMS Gateway

Billing System

HTTP Interface

Telstra

Optus

Vodafone

Overseas

SOAP/XML

SMPP

SMPP

App Developer

Content Provider

Content Provider

App Developer

App Developer

App Developer
Gallery 4
Case Examples

• **MiniTran - Kukan Studios** *(Adelaide)*
  - Focus: “innovation mobile (location based) applications”
  - m.Net role: Channel to clients

• **Healthspring - MCA** *(Adelaide)*
  - Focus: “mobile clinician”
  - m.Net role: Consortium member, development support with Telstra

• **Amnesia** *(Sydney)*
  - Focus: “innovative mobile networked games”
  - m.Net role: Contract development

• **Monkey Physics** *(Adelaide)*
  - Focus: “3G games”
  - m.Net role: Industry links, Government grants, mentoring

• **popCorn Systems** *(Adelaide)*
  - Focus: “coupons for mobiles”
  - m.Net role: University student sponsorship
Levels of Collaboration

• Consortium
  – To development of a new industry sector (eg AAA and Citlan)
• Application Developers
  – To develop sustainable applications and content
• Government (all 3 levels) with Industry
  – Seeding incubation of a new industry sector
• Commercial
  – Supplier collaboration and channel facilitation for both developers and operators
• International
International Collaboration

• Korea
  – WiderThan.com relationship

• Hong Kong
  – Wireless Development Centre (HKWDC) development
  – Widening and deepening the applications Eco-culture

• Opportunities for Gallery4 Members
  – Sharing of market application experience
  – Sharing re development tools and apps
  – Non threatening sharing of application ideas
  – Opportunities for partnership
Summary

• m.Net - A Consortium for Collaboration to Foster Application Development
  – Convergent Infrastructure
    • WLAN Operational Network
    • 3G Test bed
  – Fostering applications and content development
    • Application Developers in Gallery 4
      – Development and Aggregation platforms
      – Premium SMS Gateway
      – 3G Portal
      – Nextenso and Brew (potentially)
    • Innovation Applications by University Students
  – International Collaboration

Fostering New Innovative Applications!