

## ***Mobile Application Download - the case for a common technology***

**Stockholm – November 18, 2002 – The selection of a common technology for mobile application download services can create more business opportunities, reduce handset costs and enhance the service experience for customers. The success of mobile application download services relies on the ability and willingness by all involved parties to agree on common specifications, according to a new analysis from leading wireless advisor Northstream.**

Mobile application download services enable customers to browse for new applications on their phone, download them over the mobile network and execute them locally. Operators introducing these services face a choice between a number of technologies, each with different characteristics and implications for their future service portfolio.

J2ME, the Java version for use in mobile devices is agreed in the Java Community Process, is the most commonly used technology. However most often implemented is Java with additional proprietary functions, which are added by handset vendors to increase functionality and differentiate their offering. This fragmentation has a number of effects. Application providers must adapt their products to different operators and different handsets, thereby increasing costs. Also handset vendors adapt Java for their devices, adding development time and cost.

Supporting the Java Community Process and choosing a common technology leads to the following benefits:

- Lower costs for application providers, caused by reduced adaptation efforts for different devices and operators.
  - Reduced development time for handset vendors, with a focus on agreeing technology and away from adapting Java for their own handsets.
  - All involved parties (handset vendors, infrastructure vendors, operators and application providers) work towards the same goal, which is providing an easy-to-use, powerful and versatile environment for application download services.
  - Better service for the customer. The current fragmented situation means that applications often only work on a particular device, and can't for example be exchanged or shared between users.
- A look at past success stories and failures in the wireless market further strengthens the case for choice of a common technology. In the end, mobile industry choices show that standards will provide a better service experience for the customer, something that today should be a top priority for all players in the wireless market, says Arndt Mitwer at leading wireless advisor Northstream.

*The Whitepaper "Mobile Application Download" is available for download at [www.northstream.se](http://www.northstream.se)*

### **About Northstream**

Northstream provides strategic technology and business advice to the global wireless industry. Northstream has assembled a multinational team with some of the world's best experts and analysts on wireless communication business and technology. Northstream works for several of the world's leading operators and system suppliers, e.g. Vodafone, AT&T, NTT DoCoMo, Mitsubishi, Ericsson, Nokia and Siemens. Northstream also works for other consultancies such as Accenture and some of the leading investment banks and financial institutions. Northstream is established in Stockholm (Sweden), Sophia Antipolis (France) and Henley on Thames (UK).

### **For more information please contact:**

Tommy Ljunggren, Public Relations Manager  
 Tel: + 46 705 91 00 64  
[tommy.ljunggren@northstream.se](mailto:tommy.ljunggren@northstream.se)  
[www.northstream.se](http://www.northstream.se)