Dean A. Gratton

Developing Practical Wireless Applications

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It takes just one person to believe in you to make a difference; for me that's Sarah, my wife. With her continued belief in me I can truly fly.

To Henry John Camden:
the ideas we could have shared!

"The future success of wireless technology rests upon it becoming as overlooked as electricity."

Gratton, D. A., 2006

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About the Author

Dean Anthony Gratton is an independent technology consultant and author. He has worked within the communications industry for over ten years and has undertaken consultancy for a number of high profile companies to include Philips Consumer Electronics, TDK Systems Europe, Alcatel Microelectronics, Plantronics Inc., Sony and 3Com Europe. Dean has also been an active contributor to a number of technology committees. Furthermore, his work on defining new aspects of wireless technology has been patented and he is recognized as one of the leading authorities on wireless application development and visionary engineering. Dean is the author of a number of articles and papers as well as several bestselling books on wireless technology: *Marketing Wireless Products*, Butterworth-Heinemann (an imprint of Elsevier), 2004 and *Bluetooth Profiles: The Definitive Guide*, Prentice Hall PTR, 2002.

what is **wireless**?

You can contact Dean at *www.whatiswireless.co.uk*.

Preface

I wanted this book to challenge the fundamental foundation upon which the notion of wireless technology development rests. It seems that all too often manufacturers base their technology development on an inevitably faded blueprint of their peers' success: "Look, they're doing it, why aren't we?" Used, as a mission statement, it undoubtedly paves the way towards a future uncertainty where its adopters will fall into the cracks. All too keen on finding that elusive killer application, manufacturers are forgetting that wireless is still new; still finding its way. I have to confess that I am still unsure of its application base – it is, after all, easy to forget that a cable at best is a simple technology: you plug one end into Device A and the other into Device B. In an attempt to replace the infringement of cables with the true freedom of wireless, it escapes many manufacturers that, in making a product *wireless*, we often introduce an unmeasured level of complexity and, dare I say, cost to the consumer which we are still struggling to overcome.

I have come across some senior company individuals whose sheer ignorance has distorted the bigger picture of what needs to be realized. A singular vision driven by an underlying passion is an attribute lacking in a great deal of companies within the wireless industry. Many seem to adopt a knee-jerk reaction to product development: "The man who follows the crowd will usually get no further than the crowd" (Alan Ashley Pitt). This lack of innovation and child-like mimicry affords some companies a short-term lifeline of support, but inevitably sustaining a life support system of a lifeless and brain dead company is futile. I'll touch upon that elusive killer application again; it needs to be a clear winner for most companies. They are often reluctant to invest in a product that they are unsure about, nevertheless there is a nagging market trend indicating that there is (or is going to be) a strong demand – so who'll be the first? "Look, *they're* doing it, why aren't we?" and then they miss out on a commanding share of the market because they hesitated. I'll pause for a moment and ask you to consider what particular wireless product on the market strikes you as the most popular choice with consumers? Don't spend too much time thinking about it – it should just come to you. Once you have it there in your mind, ask yourself why that particular company has succeeded in their task of bringing something new and exciting to the marketplace? The answer, when explored more deeply, will almost certainly I assure you lie in one word: *confidence*. That is, confidence in the market and