M-Commerce Applications

Li Gao

What Is M-Commerce

- Traditional E-Commerce + Wireless Network Access
- M-commerce is facilitated by the convergence of Internet, e-commerce and the wireless technology which can help people go online at anytime, any where by using any wireless devices.
M-Commerce Overview

- Global M-Commerce Users, 2003

![Pie chart showing distribution of M-Commerce users by region]

M-Commerce Applications

- Buying a drink from a vending machine and being charged in a mobile phone monthly bill;
- Buying ticket on the way to cinema;
- Online entertainment like downloading digital music or video products and online gaming can be purchasing at any place and any time;
- Customer can track shipment through handheld wireless devices from time to time;
- .........
Functional of applications

<table>
<thead>
<tr>
<th>Functional Platform</th>
<th>Applications</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging Services</td>
<td>SMS or email Services</td>
<td>Weather reports, financial info, traffic info, stock quote, Directory assistance</td>
</tr>
<tr>
<td>Web Access Services</td>
<td>Format websites for display on wireless devices</td>
<td>GoAmerica, OmniSky, AvantGo, Openwave, etc</td>
</tr>
<tr>
<td>Voice Activated Services</td>
<td>Voice response paradigm to navigate websites</td>
<td>Voice XML form AT&amp;T, Lucent, Motorola and IBM</td>
</tr>
<tr>
<td>Location Based Services</td>
<td>Bluetooth and GPS</td>
<td>Driving directions, booking hotels or restaurants</td>
</tr>
<tr>
<td>Digital Content Services</td>
<td>Digital video or audio products</td>
<td>e-Book in a PDA, mp3, online cinema</td>
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</tbody>
</table>

Wireless Architecture and Protocol

- WAP and I-mode
- PAN: Bluetooth, IrDA (Infrared), WiFi
- 3G
Telematics

Telematics is the combination of the technologies of the Internet, the mobile phone and the automobile to provide increased safety and productivity by delivering better service and enjoyable trip for customers.

Two Primary Areas

On-board Telematics

Call Center Telematics

M-Commerce Application in Automobile Industry

Mercedes-Benz: TeleAid

BMW: BMWAssist

Mitsubishi: iT-Dion

GM: On-Star

Ford: FESCU
M-Commerce Application in Automobile Industry

- Bluetooth Hands-Free Car kits
- Gas station
Conclusion

- Future Develop
  - VRM (Vehicle Relationship Management)
  - MSP (Mobile Service Provider)
- Challenges