



MYSFACE GOES MOBILE WITH ADS

MYSFACE WILL PROVIDE FREE ACCESS for US-based mobile phone users, with advertising covering the costs. The new site will load one banner ad and one text-based ad for each visitor.

The move is part of News Corporation's – My Space's parent company – efforts to take a share of the growing mobile-advertising market. Research firm Juniper estimates that the number of mobile users accessing social networking sites via their phones will rise from 14 million in 2007 to nearly 600 million in 2012.

IN A FIELD NEAR YOU

Taiwan is set to become the first market in the world to offer mobile debit and credit card services based on near-field communication, or NFC, Ovum reports. Far EastOne will launch NFC payment services in the first quarter of 2008. Named Beep 'N Go, the service is being

developed in collaboration with the Taishin Bank and several merchant companies. Visa has also launched a mobile contactless payment trial with Chinatrust Commercial Bank, Nokia and Chunghwa Telecom, the leading Taiwanese mobile operator.

In addition to payments, consum-

ers will be able to receive marketing messages directly into their mobile Visa application, providing them with special offers or coupons from merchants. Customers can also get offers by simply holding their phones close to smart posters embedded with NFC tags.

HACKER MARKET SHOWS STEADY GROWTH

A sophisticated underground economy – in which hacking tool kits are on sale for as little as USD 1000 – has emerged to support computer crime gangs, according to a report by security firm Symantec. The report says

criminals are becoming more professional in their development, distribution and use of malicious code, allowing them for instance to perform multi-stage attacks. Symantec also points to the growing number of

“underground economy servers” used by criminal gangs to advertise, buy and sell stolen information – usually personal ID data, such as government IDs, credit cards and PINs.

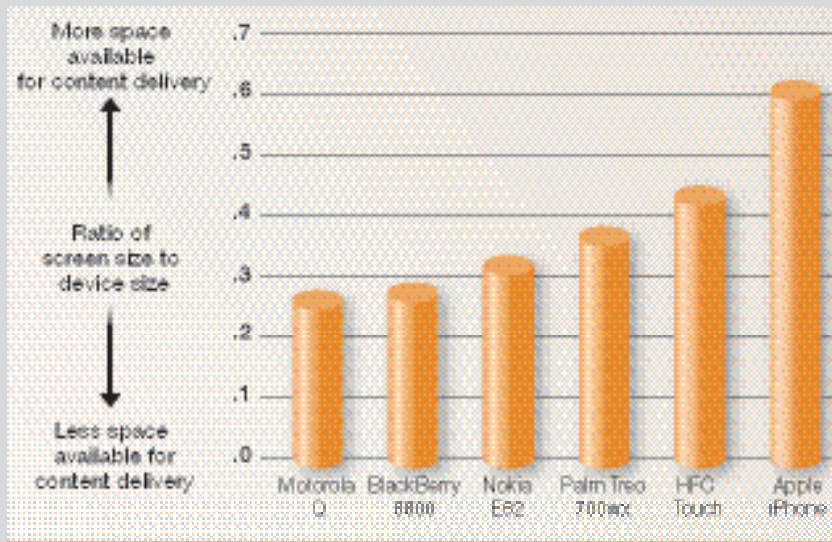


BLUETOOTH REINVENTED

Bluetooth could be headed for a massive reinvention that includes a host of new markets and applications. Two new versions have been announced: a low-power 2.1 upgrade planned for next year and a 3.0 version in two years that will use wideband technology and be 200 times more powerful than the current version.

Proponents envision a future of mainstream Bluetooth consumer electronic devices that will provide users with their own personal health sensors to monitor blood pressure or glucose levels; a convenient means to beam photos from mobile phones to digital picture frames; and a way to make many more cashless transactions with their phones.

A study from research firm In-Stat predicts that the Bluetooth market worldwide will increase by 34 percent this year, a rate far below the more than 100 percent growth recorded last year.



THE BIGGER THE BETTER

Perceptive Sciences in Austin, Texas, has concluded from a study of how users respond to handset screen size that the trend toward smaller devices butts heads with the need for smartphone functionality, reports WirelessWeek. The usability experts at Perspective Sciences evaluated a number of smartphones for ease of navigation, look and feel, usability and ergonomics. Screen size particularly affects the browsing experience on smartphones and that is where the iPhone stands out.

ASSESSING YOUR CARBON IMPACT

BT Global Services is taking advantage of parent company BT's internal commitment to the environment by producing a commercial product, a service in the UK and the US that assesses the amount of carbon dioxide emissions produced by corporate IT departments. The new Carbon Impact Assessment service is aimed not only at BT customers but other corporations as well, reports TelephonyOnline.



THE DARK CLOUD

Some 35 percent of North American users still use only voice services from their mobile providers, reports In-Stat. This presents a huge opportunity for the entire mobile-service industry to introduce these consumers to mobile data and entertainment offerings, the high-tech market research firm says. But there is a potential dark cloud on the horizon – unlimited internet access packages may disrupt today's enhanced service offerings, which are currently very tightly coupled to what a particular service provider wishes to offer.

TAGGING PATIENTS

AT&T has begun selling health care providers a complete portfolio of tracking gear that uses RFID tags and Wi-Fi networks to help track everything from equipment to patients, Computerworld reports. The announcement is unusual because AT&T is a network services company and not a network equipment maker. AT&T is offering RFID active tags that send a WiFi signal at regular intervals, as well as software to find the tags via a web browser.

FIRST FEMTOS IN THE US

Sprint has launched a femtocell service in two markets: Indianapolis and Denver. This counters T-Mobile's launch of unlicensed mobile access (UMA) technology but also offers an additional edge: Though not a nationwide launch like T-Mobile's Hotspot @Home roll out, Sprint's service offers the same value proposition to customers: unlimited calling and better coverage at home. Its femtocell launch is the first in the US and the first commercial launch of the technology globally.