

The Wireless Business ConnectionSM



Do you need timely market intelligence to assess the competition, position your products and develop effective business plans?

The Wireless Business Connection will provide the intelligence you need for the in-building wireless, wireless LAN and public cellular markets!

InfoTech predicts that the U.S. Enterprise Wireless market will see rapid growth in the next five years; with total users forecasted to reach *951,000 million* by the end of 2005, and total revenues to approach \$577M. The demand for everywhere, anytime mobility has rapidly increased in the past two years due to robust growth in the wireless and wireless LAN markets. As a result, growing user demand for mobility is encouraging vendors to develop and test alternative technologies to achieve on-premise mobility.

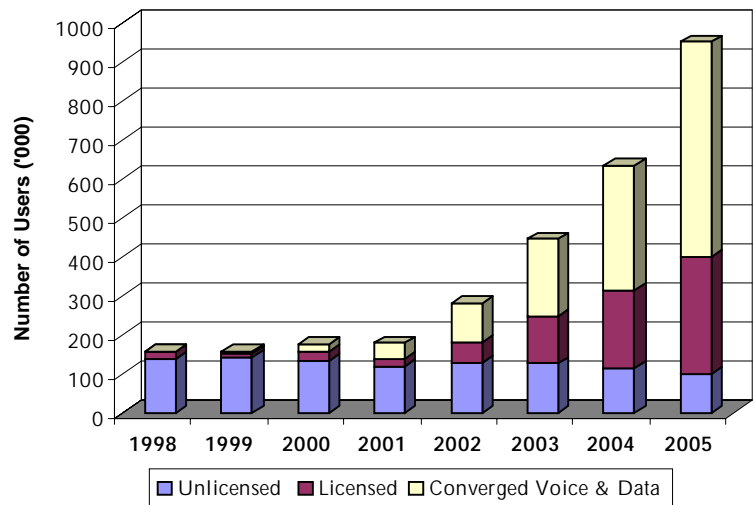
Why You Will Want This Report

The Wireless Business Connection offers an interactive program of market intelligence services to help you:

- Make well-informed, strategic decisions by utilizing our up-to-date competitive intelligence, insightful market analysis and objective forecasts
- Enhance your positioning by understanding your competition's sales results, product dynamics, strengths and weaknesses, and likely next moves
- Monitor your market share and how your products perform against the competition
- Make the right investment decisions by understanding current and emerging technologies and industry trends
- Maximize your staff's time and budget by utilizing our industry experts and comprehensive reports

The Wireless Business ConnectionSM will help you understand the critical market players, industry developments and marketplace trends. This report has long been considered the industry's premier source of intelligence on the North American Enterprise Wireless market, and is frequently referenced by key industry players.

5 Year Forecast of In-Building Wireless Users



The Enterprise Wireless market is currently segmented into three technology solutions: licensed, unlicensed voice-only and converged voice and data – each fulfilling specific business needs.

The demand for licensed products will continue to grow in parallel with the wireless market, which now has reached *over 100 million subscribers in the U.S.* Converged voice and data products are just starting to generate attention as the Wireless LAN market heats up. *InfoTech* projects *the U.S. wireless LAN market will grow to \$1.9 billion in revenues in 2005 -- up from \$300 million in 1999.* In contrast, unlicensed voice-only, the most established product segment, is expected to see only modest growth over the next five years.

What You Will Receive

Quarterly Market Analysis Reports

Your annual subscription includes quarterly reports with market data, forecasts and analysis. Each quarterly review:

- Provides in-depth information and analysis on Enterprise Wireless shipments, vendor market shares, trends, pricing, distribution, and market developments such as product introductions and improvements
- Segments, analyzes and forecasts the Enterprise Wireless Market by licensed, unlicensed and converged voice and data products
- Delivers information and analysis on the cellular/PCS market such as cumulative and net subscribers by carrier, mergers and acquisitions, wireless data developments, digital migration, 3G contracts/trials, license auctions & developments and average revenue per user
- Provides analysis of the Wireless LAN Market including: key developments, acquisitions, product releases and technology trends

Each report contains an updated five-year forecast for the Enterprise Wireless Market with an analysis of market drivers and inhibitors, including technology, pricing, distribution and regulatory impacts. The forecast is segmented by *technology and frequency band* and includes a database of information dating back to 1996.

Market Alerts

Timely Market Alerts are sent to you as market developments occur. These include: product introductions & improvements, new alliances, and distribution channel announcements.

Call-In Support

Included with your subscription, analysts are on call to handle questions and requests for supplemental information to support your strategic planning, competitive analysis, and marketing and sales initiatives – all at no additional charge.

Executive Briefings

For an additional cost, analysts will deliver to your management team an annual market review, customized to your business needs, at a location of your choosing.

Additional wireless research studies published by *InfoTech* include:

- Mining the Hotspots: *Wireless Revenue Opportunities in Public Infrastructure and In-Building Venues*
- Wireless LANs: *Global Market Demand and Opportunity Assessment*
- Wireless LAN Industry Leaders: *Profiles of the Major Players*
- Wireless Applications: *Strategies for Capturing the Business Market*
- Winning the Wireless Internet Game: *Global Learnings Applied to the U.S.*

For information on additional *InfoTech* products and services visit www.pbimedia-infotech.com.

A GLOBAL LEADER in TELECOMMUNICATIONS INTELLIGENCE and STRATEGIC CONSULTING

InfoTech is a recognized leader in project consulting and maintains a vast network of global research on over 90 countries worldwide. Clients include leading voice, data and converged network service and equipment providers, as well as end-users around the world. *InfoTech* analyzes data, forecasts trends, and provides informational tools that enable clients to solve business problems and capitalize on new opportunities.

A global professional services company specializing in market intelligence for the telecommunications and information technologies industries, *InfoTech* offers a comprehensive range of professional services, including market and competitive intelligence programs, sales tools, primary market research studies, competitive database products, training, business consulting, and custom marketing programs.

InfoTech is a division of PBI Media, LLC.

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