

PAGING EQUIPMENT AND SERVICES:

Driving Applications for Internet and Electronic Commerce Forecasts of U.S. and Global Markets to 2001

On October 29, 1997, traders on the New York Stock Exchange moved over a billion shares in a single day. Members orchestrated the huge volume of trades through a custom-designed Motorola and JP Systems paging system that handled over 105,000 pages in eight hours, a new record. The paging system delivered each message in less than four seconds. The volume handled by the system was 50 percent greater than the daily average. No losses or downtime occurred.

Paging market growth in business markets is in response to a continuing shift towards a service-based economy. Growth is in response to increased mobility and leisure time in the consumer sector. Pagers increase the mobility of workers, increase the mobility of the population at large, and increase the value of mobile communications.

Paging market growth is stimulated by acceptance of paging by mainstream workers and consumers. Revenue from worldwide equipment and services paging markets at \$15.7 billion in 1996 is expected to reach \$51.9 billion by 2001. Introduction of new or enhanced paging services, including nationwide paging capabilities are stimulating markets. Significant price/performance improvements in paging equipment are contributing to market growth.

Pagers are useful across a noisy room, in a car, in a hospital, or in a remote location. Pagers are useful at in high, medium, and low market segments. Pagers make it easier to stay in touch with family members. Pagers supplement a cell phone. Pagers are used for data communications. They retrieve E-mail and voice mail. They provide Internet access. They can be used for scheduling. They are useful for electronic commerce. They can be used diagnose trouble, provide information about traffic conditions, provide directions, and summon emergency help. They can be used to notify of trouble and initiate service support before a problem is noticed by a user.

A new study from WinterGreen Research **PAGING EQUIPMENT AND SERVICES: Driving Applications for Internet and Electronic Commerce Forecasts of U.S. and Global Markets to 2001** documents the market shifts and points out the opportunities.

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