

WINTERGREEN RESEARCH, INC.

**Push to Talk (PTT) Market Opportunities, Strategies, and  
Forecasts, 2003 to 2008**

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**Push to Talk (PTT)**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

**WinterGreen Research, Inc.  
Lexington, Massachusetts**

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**CHECK OUT THESE KEY TOPICS**

*PUSH TO TALK MARKET SHARES*

*PUSH TO TALK FORECASTS*

*PUSH TO TALK MARKET DEFINITION*

*Push to Talk Walkie-Talkie Function*

*Push to Talk Servers*

*Wireless Network Interface*

*PUSH TO TALK INFRASTRUCTURE SEVERS*

*KEY TECHNOLOGIES*

*PLATFORMS*

*SIP*

*WEB SERVICES*

*MOBILE TERMINAL SOFTWARE ARCHITECTURE*

*MOZILLA*

*SYMBIAN MULTITASKING SYSTEM*

*PUSH TO TALK CELLULAR MARKET ISSUES*

*PUSH TO TALK REAL TIME VOICE COMMUNICATION SERVICE*

**OPPORTUNITY ABOUND**

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

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## **Push to Talk (PTT) Market Opportunities, Strategies, and Forecasts, 2003 to 2008**

Two-way walkie-talkie radio technology frequently used by police officers, truckers, taxi drivers and IT managers is driving push to talk cell phone markets. The cost to arrange a quick meeting through push-to-talk is cheaper.

Low cost and convenience drive push to talk market growth. The service is based on a disruptive technology. Latency is an issue during a conversation because of the way only one person can talk at a time. Incompatibility of different technology among various providers is also an issue. The appeal of push-to-talk over making a telephone call is being able to talk to a group instantly, without waiting for someone to answer.

The systems are positioned with style. Motorola visibility at football games gives push to talk market credibility. The similarity to headset communications technology drives credibility for cellular push to talk. Every coach wears a headset. Every coach talks into the headset all game.

Fastchat effectively turns a mobile phone into a walkie-talkie, enabling people to send and receive voice texts to and from other fastchat users immediately, either one-to-one or between a group. P2T messaging represents a significant improvement over SMS by bypassing the slow and clumsy process of entering text via phone keypad. This makes messaging quicker, more personal. For the pay-as-you-go users, fastchat provides an alternative to a credit-eating phone call. Push-to-talk will generate real growth for a number of the industry's major players, spurring GPRS adoption which, in turn, is critical to operator 3G strategy.

Push to talk has some issues relating to latency. Market participants are working to addresses relating to compatibility between different systems.

Push to talk cellular revenue expected to be \$84 million in 2003 is expected to reach \$10.1 billion by 2008. Push to talk cellular subscribers expected to be 2.3 million in 2003 are expected to reach 340 million by 2008.

By year-end 2003 the number of mobile subscribers is expected to reach 945 million, with growth of 30%. 200 million new subscribers were added in 2002, a growth rate of 25%.

## Companies Profiled

### Market Leaders

Nokia  
Motorola  
Samsung  
Siemens  
Sony Ericsson

### Other Market Participants

Agilent Technologies  
Avaya  
Fastmobile

Lucent Technologies  
Nortel Networks  
UT Starcom

## **Push to Talk (PTT) Market Strategies and Forecasts, 2003-2008**

### **REPORT METHODOLOGY**

THIS IS THE HUNDRED AND THIRTIETH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

**YOU MUST HAVE THIS STUDY**

# Push To Talk (PTT) Market Opportunities, Strategies, and Forecasts, 2003 to 2008

## Table of Contents

### PUSH TO TALK (PTT) EXECUTIVE SUMMARY

<b>PUSH TO TALK (PTT) EXECUTIVE SUMMARY</b>	<b>ES-1</b>
Push to Talk Market Driving Forces	ES-1
Push to Talk Services	ES-2
Push to Talk Subscribers and Subscriber Revenue	ES-3
Mobile Subscribers	ES-7
Push To Talk Cellular Market Issues	ES-9

### PUSH TO TALK (PTT) DYNAMICS AND MARKET DESCRIPTION

<b>1. PUSH TO TALK MARKET DYNAMICS AND MARKET DESCRIPTION</b>	<b>1-1</b>
1.1 Push To Talk	1-1
1.2 Push to Talk Market Definition	1-2
1.2.1 Push To Talk Target Markets	1-2
1.2.2 Push To Talk Service Application Servers Functions	1-4
1.2.3 Calls Started With A Push Of A Key And Connected Directly	1-6
1.3 Push To Talk Real-Time Voice Communications Service	1-7
1.3.1 Session Initiation Protocol (SIP)	1-8
1.4 Push To Talk Walkie-Talkie Function	1-10
1.4.1 Push To Talk Integrated Hands free Functionality	1-11
1.5 Presence Based Instant Text Service	1-11
1.6 Instant Talk Type Of Services	1-13
1.7 Push to Talk Positioning	1-14

### PUSH TO TALK (PTT) MARKET SHARES AND MARKET FORECASTS

<b>2. PUSH TO TALK (PTT) MARKET SHARES AND MARKET FORECASTS</b>	<b>2-1</b>
2.1 Push to Talk Market Driving Forces	2-1
2.2 Push to Talk Services	2-4
2.2.1 Push to Talk Subscribers and Subscriber Revenue	2-6
2.2.2 Mobile Subscribers	2-10
2.3 GPRS-Based PTT and iDEN PTT Applications	2-11
2.3.1 Push to Talk Applications Analysis	2-13
2.3.2 Small-Screen Rendering Technology	2-16
2.4 Push to Talk Market Participant Analysis	2-17
2.4.1 Worldwide Mobile Phone Unit Sales	2-20
2.4.2 MMS	2-22
2.5 Cellular Infrastructure Markets	2-22
2.5.1 GSM Growth In 2003	2-25
2.5.2 Wireless Infrastructure Segments	2-26
2.6 Wireless Network Interface	2-33
2.6.1 Base Station Controllers BSC Replaced By Radio Network Controllers RNC In 3 G	2-34
2.6.2 Macro Base Stations	2-36

2.6.3	Node B System Requirements	2-37
2.6.4	Wireless Networks	2-38
2.6.5	Base Station Installation Analysis	2-40
2.6.6	Wireless PAS Network Solutions	2-42
2.6.7	Base Station Analysis	2-46
2.7	Wireless Market Regional Analysis	2-62
2.7.1	Driving Forces Of Wireless Infrastructure Market	2-67

**PUSH TO TALK (PTT) PRODUCT DESCRIPTIONS**

<b>3. PUSH TO TALK PRODUCT DESCRIPTION</b>	<b>3-1</b>
3.1 Push to Talk Software	3-1
3.2 Fastmobile Fastchat	3-1
3.2.1 Fastmobile Fastchat Features	3-1
3.2.2 Fastmobile Fastchat Positioning	3-3
3.2.3 Fastmobile Digital Walkie-Talkie Phone Service Support	3-7
3.2.4 Cell Phones Able To Utilize Fastchat Services	3-7
3.2.5 Fastmobile Fastpix	3-8
3.2.6 Fastmobile Combination Of Messaging Services	3-8
3.2.7 Fastmobile Integration	3-11
3.3 Push to Talk PTT Infrastructure Servers	3-11
3.3.1 Motorola CDMA Push-To-Talk (PTT) Servers	3-12
3.3.2 Motorola CDMA Push-To-Talk (PTT) Server Technology	3-12
3.3.3 Motorola GSM Based Push-To-Talk Servers	3-13
3.3.4 Motorola PTT Server Solution	3-14
3.3.5 Motorola MPC8560 : PowerQUICC III Integrated Communications Processor	3-14
3.3.6 Siemens Push To Talk Services Positioning	3-17
3.3.7 Siemens Multi Media Servers Support Push To Talk	3-17
3.3.8 Nokia3660 and Nokia 3620 Handsets	3-18
3.3.9 UTStarcom,	3-19
3.3.10 Lucent	3-20
3.3.11 Ericsson	3-21
3.3.12 Nortel	3-22
3.3.13 Avaya	3-25
3.3.14 Avaya Targets Small To Medium-Sized Enterprises With Push to Talk	3-26
3.4 BSC / RNC	3-27
3.4.1 2.5G Base Station Controller (BSC) / 3G Radio Network Controller (RNC)	3-27
3.4.2 Motorola C-Port™ Network Processor	3-32
3.4.3 Motorola CompactPCI Building Blocks	3-33
3.4.4 Motorola's Compact TETRA communication solution	3-33
3.4.5 Texas Instruments Two Way Radios	3-35
3.4.6 Agere Network Processors	3-36
3.4.7 RNC solutions	3-38
3.4.8 Intel AdvancedTCA* Line Cards for 3G Networks	3-39
3.5 Wireless Network	3-39
3.5.1 AdvancedTCA	3-42
3.5.2 Intel	3-43
3.5.3 Intel Radio Access Network Line Card	3-44
3.5.4 SGSN / GGSN	3-45
3.5.5 Linux Carrier-grade Operating Systems	3-46
3.5.6 Home Location Register (HLR) / Visitors' Location Register (VLR)	3-46
3.6 Push to Talk Handsets	3-47

3.6.1	Nokia	3-47
3.6.2	Nokia 3650	3-48
3.6.3	Nokia	3-50
3.6.4	Siemens	3-52
3.6.5	Siemens Handset SIM Card Server	3-53
3.6.6	Siemens MP3 Player and Push to Talk Headset	3-53
3.6.7	Siemens Push to Talk Handsets	3-54
3.7	Motorola V60p	3-55
3.7.1	Motorola V60p	3-55
3.7.2	Motorola CDMA 1X Mobile Phone With Push-To-Talk (PTT) Technology	3-63
3.7.3	Ericsson	3-64
3.7.4	Sony Ericsson P800 Push To Talk	3-64
3.7.5	Walker & Plantronics Push To Talk (PTT) Handsets	3-70
3.7.6	eStara	3-72
3.8	Monitoring And Managing Wireless SIP-Based Push-To-Talk Services	3-73
3.8.1	Agilent Monitoring of Wireless SIP-Based Push-To-Talk Services	3-73

**PUSH TO TALK (PTT) TECHNOLOGY**

<b>4. PUSH TO TALK TECHNOLOGY</b>	<b>4-1</b>
4.1.1 Joint Specification for 3GPP IMS Based Push to Talk over Cellular (PoC) Technology	4-1
4.1.1 IMS	4-2
4.2 Push To Talk Technologies	4-3
4.3 Key Technologies	4-5
4.3.1 Java Technology	4-7
4.3.2 Evolving Technologies	4-7
4.3.3 Packet based Networks And Application Wireless Technology	4-12
4.4 Mobile Web Services.	4-14
4.5 Mobile Terminal Software Architecture	4-15
4.6 Platforms	4-18
4.6.1 Software Components	4-21
4.6.2 Standards Organizations	4-23
4.7 Ericsson, Nokia and Siemens Promote Unified Solution For Push To Talk Over GPRS and EDGE Networks	4-23
4.7.1 Push To Talk Over GPRS and EDGE Networks	4-25
4.8 IP Multimedia System (IMS)	4-25
4.8.1 Push to talk service	4-26
4.8.2 GPRS and UMTS Stacks	4-27
4.8.3 Node B application	4-29
4.8.4 Radio Network Control Stack	4-29
4.9 Nokia Series 60 Software Platform	4-30
4.10 Impact Of Text Messaging	4-31
4.10.1 24 Billion SMS Messages	4-35
4.11 SIP	4-35
4.11.1 IP Prepaid Services	4-37
4.11.2 MMS Messaging	4-37
4.11.3 Mobile Commerce	4-39
4.11.4 Transaction Messaging	4-40
4.11.5 Entertainment	4-41
4.11.6 Games	4-41
4.11.7 List Of Mobile Entertainment Functions	4-41
4.12 Corporate Applications	4-43
4.13 WCDMA	4-44

4.14	TETRA (Terrestrial Trunked Radio)	4-44
4.15	EDGE Technology	4-45
4.16	Symbian Applications	4-47
4.17	Dynamic and Shared Memory VS. Static Memory	4-48
4.17.1	Shared Memory	4-49
4.18	Technologies Connecting Terminals, Networks, And Applications	4-50
4.19	Web Services	4-52
4.19.1	SOAP	4-52
4.19.2	SOAP Framework	4-53
4.19.3	Framework For Developing Web Services	4-53
4.19.4	Apache SOAP	4-54
4.19.5	Load balancer with SSL support	4-54
4.19.6	Points Of Failure	4-55
4.19.7	SOAP Limitations	4-56
4.19.8	SOAP Protocol Uses Multi-Step Process	4-56
4.19.9	Framework Benefits	4-57
4.19.10	SOAP Test Strategies	4-57
4.19.11	SOAP Solutions	4-59
4.19.12	WSDL	4-59
4.19.13	WSDL Service Descriptions	4-60
4.19.14	UDDI Registry	4-61
4.19.15	UDDI Test Registries	4-61
4.19.16	UDDI Distributed Web Service Discovery	4-62
4.19.17	UDDI Consortium	4-63
4.19.18	WS-Inspection Document Extensibility	4-63
4.19.19	Language XSLT	4-64
4.19.20	OASIS	4-65
4.19.21	Open Applications Group OAGIS Standards	4-66
4.19.22	Readily Accessible Application-Level Services	4-67
4.20	Mobile Terminal Software Architecture	4-68
4.20.1	Browser Impact On The Mobile Terminal Software	4-69
4.20.2	Photo Exchange	4-70
4.20.3	Games Over I-Mode	4-71
4.21	Mobile Operating System Function	4-71
4.22	Mozilla	4-73
4.22.1	Wireless Industry Java Technology	4-73
4.23	Symbian Multitasking System	4-74
4.23.1	Symbian Multithreading And Co-Operative Multitasking	4-74
4.23.2	Multithreading	4-75
4.23.3	Co-operative multitasking	4-75
4.23.4	Asynchronous Message Oriented Middleware	4-77
4.23.5	IBM WebSphere Middleware Messaging Product De Facto Industry Standard	4-78

**PUSH TO TALK (PTT) COMPANY PROFILES**

<b>5. PUSH TO TALK (PTT) COMPANY PROFILES</b>	<b>5-1</b>
5.1 Agilent Technologies	5-1
5.1.1 Agilent in Communications	5-1
5.2 Avaya	5-1
5.3 Ericsson	5-2
5.3.1 Ericsson Partners	5-2
5.3.2 Ericsson Positioning	5-3
5.3.3 Ericsson 3G Positioning	5-5

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5.3.4	Ericsson CDMA	5-5
5.3.5	Ericsson Wi-Fi	5-6
5.3.6	Ericsson Mobile handsets	5-7
5.3.7	Ericsson Broadband Access Unit Fibre-To-The-Home	5-8
5.3.8	Ericsson / Marconi Partnership	5-10
5.4	Fastmobile	5-11
5.4.1	Fastmobile Is Privately Held	5-12
5.4.2	Fastmobile Distribution Agreement	5-13
5.5	Lucent Technologies	5-14
5.5.1	Lucent Service Provider Network Positioning	5-14
5.5.2	Lucent Optical Networking	5-15
5.5.3	Lucent Service Provider Network Positioning	5-17
5.5.4	Lucent Technologies Strategic Positioning	5-18
5.5.5	Business Forces Driving Change For Lucent	5-19
5.5.6	Lucent Metro Optical Solutions	5-20
5.5.7	Lucent Digital Loop Carrier	5-21
5.5.8	Lucent High Density Multi-Service Access Platform	5-24
5.5.9	Lucent AnyMedia® Access System	5-25
5.6	Motorola	5-27
5.6.1	Motorola Computer Group	5-27
5.6.2	Motorola / Next Level Communications	5-28
5.7	Motorola	5-29
5.7.1	Motorola China 5-Year Strategy	5-30
5.7.2	Wireless Internet Ecosystem	5-31
5.7.3	Motorola Integrated Communications Solutions	5-31
5.7.4	Motorola Cost Reduction Actions	5-32
5.7.5	Motorola Customers	5-33
5.7.6	Commercial, Government And Industrial Solutions Segment	5-34
5.7.7	Broadband Communications Segment	5-34
5.7.8	Semiconductor Products Segment	5-35
5.8	Nortel Networks	5-35
5.8.1	Nortel Product Development	5-37
5.8.2	Nortel Core Business Segments	5-39
5.8.3	Nortel Optical Networks	5-39
5.8.4	Nortel Strategic Alliances And Acquisitions	5-41
5.8.5	Nortel Service Optical Networks Vision Of Framework	5-41
5.8.6	Nortel Networks Ethernet Over DWDM	5-43
5.8.7	Nortel Surviving The Downturn	5-44
5.8.8	Nortel Networks Corporate Strategy	5-45
5.8.9	Nortel Customers	5-47
5.8.10	Nortel Product Differentiation	5-47
5.9	Nokia	5-48
5.9.1	Nokia Networks	5-48
5.9.2	Nokia Customers	5-49
5.9.3	Nokia Mobile Phones	5-49
5.9.4	Open Mobile Architecture Initiative	5-51
5.9.5	Nokia Networks	5-51
5.9.6	Nokia Ventures Organization	5-51
5.10	Samsung	5-52
5.10.1	Samsung Electronics	5-53
5.11	Siemens	5-56
5.11.1	Siemens Information and Communication Mobile Group	5-56

5.12	Sony	5-58
5.12.1	Sony Positioning	5-61
5.13	UT Starcom	5-61
5.13.1	UTStarcom Total Control 1000 Multiservice Platform	5-63
5.13.2	UTStarcom Growth In China	5-66

**List of Tables and Figures****PUSH TO TALK (PTT) EXECUTIVE SUMMARY**

Table ES-1	ES-2
Push to Talk Cellular Market Driving Forces	
Figure ES-2	ES-5
Worldwide Wireless Cellular Push to Talk Services Markets, Dollars, 2003-2008	
Figure ES-3	ES-6
Worldwide Wireless Cellular Push to Talk Services Markets, Subscribers, 2003-2008	
Table ES-4	ES-7
Wireless Cellular Push to Talk Services Subscriber Analysis and Forecasts, Number and Dollars, 2003-2008	
Table ES-5	ES-8
Wireless Handset Push to Talk Market Analysis and Forecasts, Units, 2003-2008	
Table ES-6	ES-9
Push to Talk Cellular Market Issues	

**PUSH TO TALK (PTT) MARKET DYNAMICS AND MARKET DESCRIPTION**

Table 1-1	1-3
Push to Talk Target Markets	
Table 1-2	1-5
Push To Talk Service Application Servers Functions	
Table 1-3	1-8
Push To Talk Application Server Functions	
Table 1-4	1-13
Push to Talk Expanded Capabilities	

**PUSH TO TALK (PTT) MARKET SHARES AND MARKET FORECASTS**

Table 2-1	2-2
Push to Talk Cellular Market Driving Forces	
Table 2-2	2-3
Push to Talk Cellular Market Issues	
Table 2-3	2-5
Service Provider Build-Out Of The Next Generation 3G Systems	
Figure 2-4	2-8
Worldwide Wireless Cellular Push to Talk Service Markets, Dollars, 2003-2008	
Figure 2-5	2-9
Worldwide Wireless Cellular Push to Talk Service Markets, Subscribers, 2003-2008	
Table 2-6	2-10
Wireless Cellular Push to Talk Services Subscribers Analysis and Forecasts, Number and Dollars, 2003-2008	
Table 2-7	2-12
GPRS-based PTT and iDEN PTT Vertical Sectors Applications	
Table 2-8	2-12
GPRS-Based PTT Consumer Market Applications	
Figure 2-9	2-15
Worldwide Cellular Push to Talk Application Market Segments, 2008	

Table 2-10	2-16
Worldwide Cellular Push to Talk Application Market Segments, 2008	
Figure 2-11	2-20
Worldwide Cellular Handset Market Shares, Number of Handsets, 2002	
Table 2-12	2-21
Worldwide Cellular Handset Market Shares, Number of Handsets, 2002	
Figure 2-13	2-27
Global Wireless Infrastructure Market Segments, 2002	
Figure 2-14	2-28
Global Wireless Infrastructure Market Segments, 2008	
Table 2-15	2-29
Factors Contributing To Mobile Systems Infrastructure Growth	
Figure 2-16	2-30
Global Wireless Infrastructure Market Forecasts, Dollars, 2002-2007	
Table 2-17	2-30
Global Wireless Infrastructure Market Shipment Forecasts, Dollars, 2002-2007	
Table 2-18	2-33
Wireless Network Semiconductor Requirements.	
Figure 2-19	2-34
Base Station Controllers 2.5 g / Radio Network Controllers In 3 G Wireless Networks	
Table 2-20	2-35
Wireless Network Interface Line Card Functions:	
Table 2-21	2-37
Node B System Requirements	
Table 2-22	2-39
Service Provider Build-Out Of The Next Generation 3G Systems	
Table 2-23	2-43
Market Positioning for PAS Solutions	
Table 2-24	2-45
PAS Customer Growth	
Figure 2-25	2-47
Worldwide Cell Site Market Forecasts, 2002-2007	
Table 2-2	2-48
Wireless Cell Sites, 2002-2007	
Figure 2-27	2-49
Worldwide Base Station Shipment Market Forecasts, Dollars, 2002-2007	
Table 2-28	2-50
Wireless Base Station Shipment Market Forecasts, 2002-2007	
Table 2-29	2-50
Cell Site Type Market Shipment Forecasts, By 2G, 2.5G, and 3G Wireless Technology, Percent, 2002-2008	
Table 2-30	2-51
Worldwide 2G, 2.5G, and 3G Base Station Market Unit Shipment Forecast, By Type, 2002-2008	
Table 2-31	2-51
Worldwide 2G, 2.5G, and 3G Base Station Network Processor Market Unit Shipment Forecast, By Type, 2002-2008	
Table 2-32	2-52
Worldwide Wireless Network Processor Component Market Shares, Worldwide, 2002	
Table 2-33	2-53
Worldwide Wireless Network Processor 2.5G Component Market Shares, Worldwide, 2002	
Table 2-34	2-54
Worldwide Wireless Network Processor 3G Component Market Shares, Worldwide, 2002	

Table 2-35	2-54
Cell Site Type Market Installed Base Forecasts, By 2G, 2.5G, and 3G Wireless Technology, Percent, 2002-2008	
Table 2-36	2-55
Worldwide 2G, 2.5G, and 3G Base Station Market Installed Base Cell Site Forecasts, By Type, 2002-2008	
Table 2-37	2-56
Wireless Handset Push to Talk Market Analysis and Forecasts, Units, 2003-2008	
Figure 2-38	2-57
Wireless Push to Talk Handset Unit Shipment Market Analysis and Forecasts, Units, 2003-2008	
Figure 2-39	2-58
Wireless Push to Talk Handset Unit Shipment Market Analysis and Forecasts, Dollars, 2003-2008	
Figure 2-40	2-59
Wireless Push to Talk Server Shipment Market Analysis and Forecasts, Dollars, 2003-2008	
Figure 2-41	2-60
Wireless Push to Talk Software Shipment Market Analysis and Forecasts, Dollars, 2003-2008	
Figure 2-42	2-61
Wireless Push to Talk Server and Software Shipment Market Analysis and Forecasts, Dollars, 2003-2008	
Table 2-43	2-62
Wireless Push to Talk Server and Software Shipment Market Analysis and Forecasts, Dollars, 2003-2008	
Table 2-44	2-64
Wireless Handset Regional Market Forecasts, Units, 2002-2007	

**PUSH TO TALK (PTT) PRODUCT DESCRIPTIONS**

Table 3-1	3-2
Fastmobile Fastchat Features	
Table 3-2	3-6
Key Differentiators From Typical Systems	
Table 3-3	3-9
Fastmobile Combination Of Instant Messaging Elements, Regular SMS Texting, Mms Elements, And Email Functions	
Table 3-4	3-15
Motorola MPC8560 Features	
Table 3-5	3-24
Key features of Nortel Networks 3GPP-compliant USGSN	
Table 3-6	3-28
Issues Of Interconnection BSC / RCN	
Table 3-7	3-30
Tasks Performed In Engineering The Access Network	
Table 3-8	3-32
2.5G/3G System Design Issues	
Table 3-9	3-34
Motorola TETRA Communication Solution System Features	
Table 3-10	3-40
RNC traditional wireless voice communications functions	
Table 3-11	3-41
RNC Wireless Bridging Communications Functions	
Table 3-12	3-42
AdvancedTCA Positioning	

Table 3-13	3-48
Nokia 3660 Phone Features	
Table 3-14	3-49
Nokia 3650 Phone Features	
Table 3-15	3-56
Motorola V60p Push-to-Talk Features	
Table 3-16	3-58
Motorola V60p (Push-to-Talk) Functions	
Table 3-17	3-61
Motorola V60p (Push-to-Talk) Specifications	
Table 3-18	3-65
Sony Ericsson P800Features	
Table 3-19	3-70
Push To Talk (PTT) Handsets From Walker & Plantronics	
Table 3-20	3-75
Agilent OSS NgN Analysis Systems Functions	
Table 3-21	3-76
Agilent OSS NgN Analysis Systems Information Use	

**PUSH TO TALK (PTT) TECHNOLOGY**

Table 4-1	4-3
Push To Talk Technologies	
Table 4-2	4-5
Primary Mobile Services Technologies For Operators And Developers	
Table 4-3	4-9
Wireless Handset Evolving Technologies	
Table 4-4	4-10
Wireless Handset Messaging Technologies	
Table 4-5	4-11
Wireless Handset Content Technologies	
Table 4-6	4-13
Software Building Blocks Of A Mobile Terminal	
Table 4-7	4-17
Browser Mobile Terminal Software Aspects	
Table 4-8	4-19
Mobile Terminal Platform Architecture Modules and Standards	
Table 4-9	4-21
Wireless Types of Messaging	
Table 4-10	4-36
SIP Solutions Types	
Table 4-11	4-42
List Of Mobile Entertainment Functions	
Table 4-12	4-50
Software Building Blocks Of A Mobile Terminal	
Table 4-13	4-57
SOAP-Based Web Service Production Environment Testing	
Table 4-14	4-65
XSLT Transformation of XML	

**PUSH TO TALK (PTT) COMPANY PROFILES**

Table 5-1	5-20
Business Forces Driving Change	
Table 5-2	5-22
Lucent Broadband Access Solutions	
Table 5-3	5-23
Lucent Broadband Digital Loop Carrier Positioning	
Table 5-4	5-25
Lucent AnyMedia Access System Family of Products	
Table 5-5	5-32
Motorola Intelligence Everywhere Solutions	
Table 5-6	5-38
Nortel Product Development	
Table 5-7	5-40
Nortel Optical Networks DWDM Competitive Issues	
Table 5-8	5-53
Samsung Partners	
Table 5-9	5-65
UTStarcom Total Control 1000 Multiservice Access Platform Functions	

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