

Push to Talk -- Effective, Efficient, Automated Push Button Connectivity Markets Expected to Reach \$14.8 Billion By 2014

LEXINGTON, Massachusetts (January 10, 2008) – WinterGreen Research announces that it has a new study on the topic of push to talk PTT and push technology market strategies, market shares, and market forecasts. PTT systems provide modular value added services delivery sensor systems that provide flexibility for wireless handset users. The push to talk systems are designed for achieving innovative ways to automate communications connectivity around the home and office.

Push to Talk, Push to Cellular, Voice and Data IP Push Strategies, Market Shares, and Market Forecasts, 2008 to 2014 study discusses the advantages of push technology as the small screen of wireless handsets becomes a dominant force in delivery of value added services.

Vendor revenue directly from push to talk at \$350 million in 2007 will reach \$3.5 billion in 2014 improving by a factor of 10 as more subscribers are signed up. The networks and services growth that is spurred by the applications will generate over \$14.3 billion in subscriber revenue in 2014.

It's all about the Internet. Push to talk services implement push SIP session control, instead of using circuit switched end-to-end session control. Push technology promises to bring the next generation of communications services on wireless handsets. Push to talk service is an integral part of an IP multimedia communication portfolio

PTT session management is representative of the push technology market shifts, Push technology is a disruptive technology, push technology is more efficient. Data drives the adoption curve, voice services provide the revenue stream.

Push to talk markets are forecast to achieve growth because the calls have subsecond call set up, the systems implement voice over IP, and there is no session to manage, or control. Systems are as useful across geographical locations as they are for families located in the next room. Multinational PTT is an emerging technology, relevant as it integrates users with each other across national and international borders.

PTT services use VoIP (Voice over IP) and SIP (Session Initiation Protocol) technology to set up and route the instant calls. These technologies leverage the mobile operator's prior investments in wireless CDMA 1X data networking, since VoIP sends voice as data



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packets over wireline or wireless data channels. There is no need to set up a session using proprietary switch technology. The router controls the sessions. A private line from Marseilles to Clarity's secure data system provides instant connectivity. Qualcomm and Kodiak are among vendors anticipated to benefit from significant market growth.

According to Susan Eustis, lead author of the study, "Push to talk cellular subscriber revenue is expected to be \$14 billion in 2014 with significant more revenue streams added as push technology is used for a variety of value added applications in healthcare, transportation, contracting, sales, and services. The cellular push to talk is evolving to achieve sub second connect times, needing standards to achieve this milestone."

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software.

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