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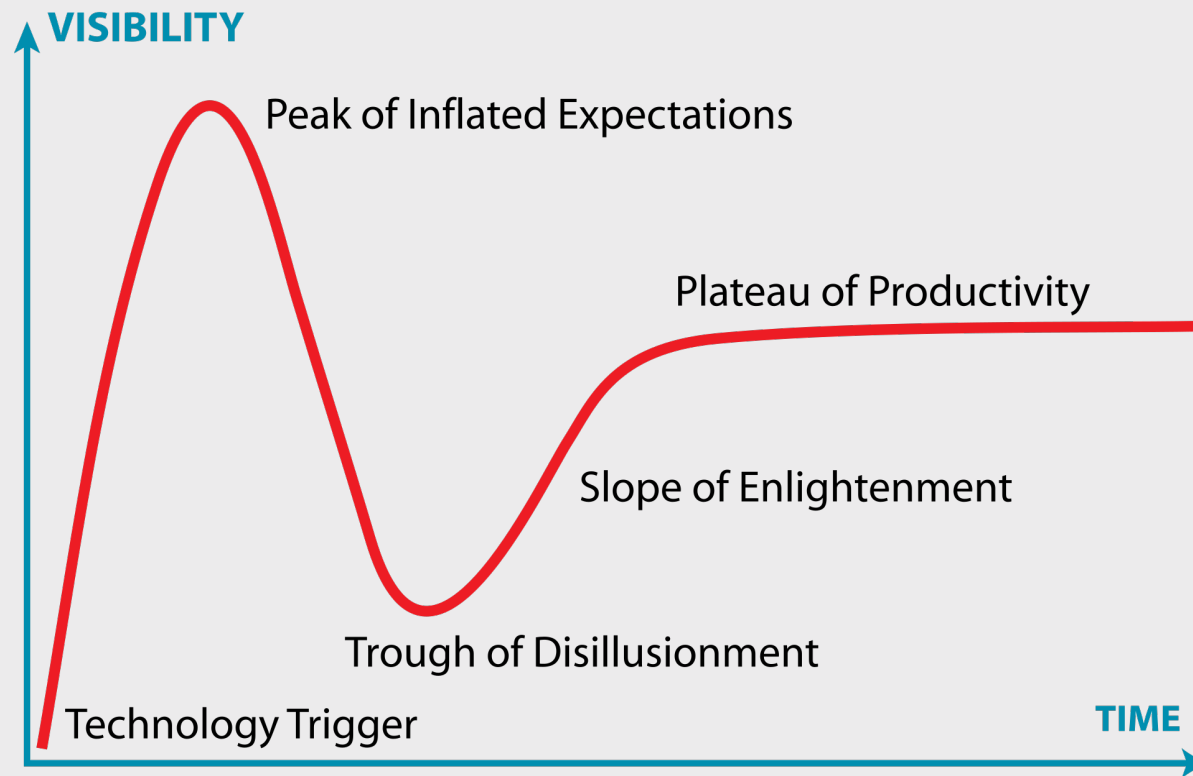
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Bridging the Gap

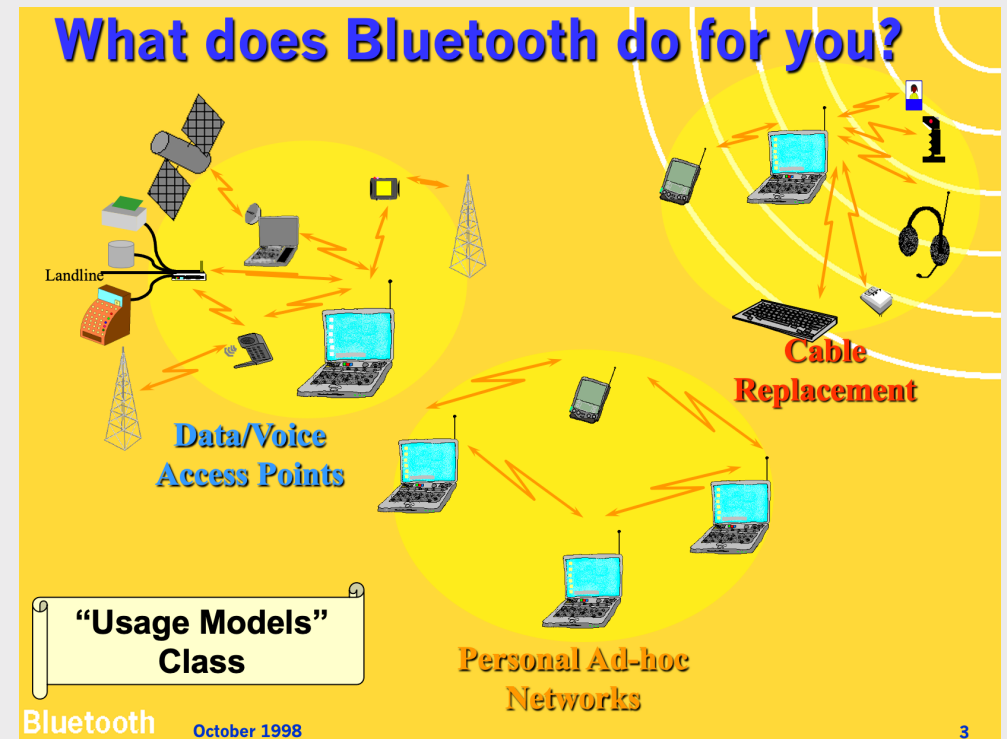
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Technology Hype Curve (Gartner Hype Cycle)



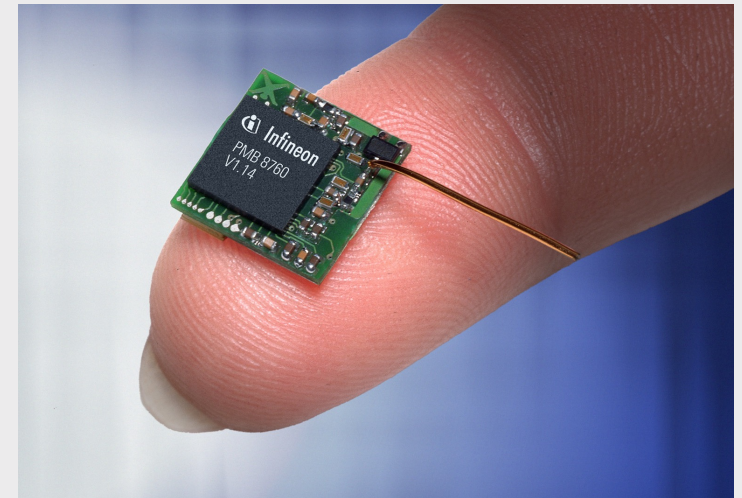
Inflated Expectations

- Computer to Computer File Transfer
- Dialup Networking
- Synchronization
- 3 in 1 Phone
- Ultimate Headset
- Computer Speakerphone
- Cordless Computer
- Instant Postcard
- Hidden Computing



Everyone was a Chipmaker

- This was before the .com bubble burst
- VC money was everywhere
- There were dozens of start-ups competing
- Major players as well



Disillusionment

- The specification was ambiguous
- Tools were in their infancy
- Products didn't interoperate
- Products were difficult to use
- Fixing issues was taking way longer than expected

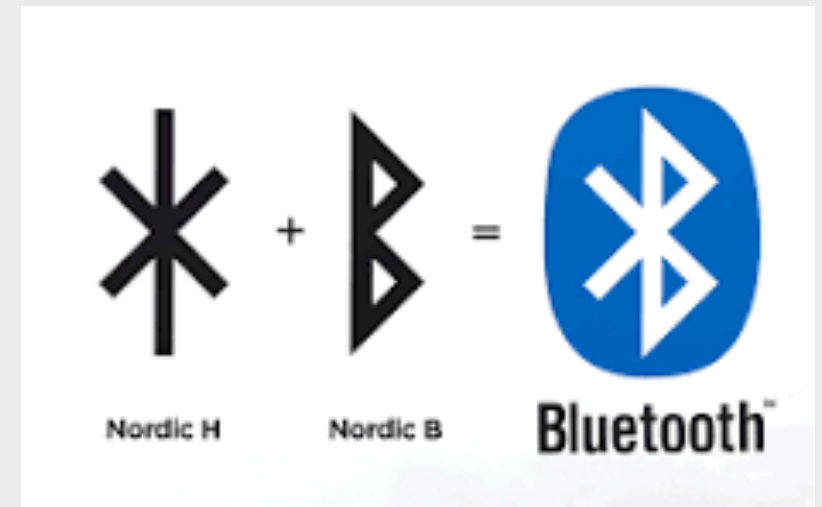
Enlightenment

- Switch to IEEE language
- Improve testing
- Enhance tools
- Simplify using products



What's in a Name?

- "Bluetooth" was an accident
- No preconceived notions
- We could totally define what it meant



Adding Focus

- ~~Computer to Computer File Transfer~~
- ~~Dialup Networking~~
- ~~Synchronization~~
- ~~3 in 1 Phone~~
- ~~Ultimate Headset~~
- ~~Computer Speakerphone~~
- ~~Cordless Computer~~
- ~~Instant Postcard~~
- ~~Hidden Computing~~
- Headset
- Music Streaming
- Mice and Keyboards
- Mobile Phones
- Personal Computers

Creating Something Else

- Bluetooth Low Energy
 - Organizational strength
 - Took longer than expected
- High Speed Bluetooth
 - Too many political issues
 - Was perceived as a threat to Wi-Fi



To Profile or Not to Profile

- Why standardize?
- How much support is required?
- Where to draw the line?
- Need to enable innovation

Final Thoughts and Lessons Learned for NR+

- The technology needs to work
 - There has to be motivation for companies
 - The technology must be easy to add to products
 - Tools to help developers are very beneficial
 - Brand and perception matters
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- In general, easier is better





Questions

- Whatever you'd like to hear...
- Feel free to contact me:

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