

WIRELESS '92 DATACOMM

EXPOSITION & CONFERENCE

DECEMBER 7-9, 1992, MARRIOTT COPLEY PLACE, BOSTON, MA

**THE PREMIER EVENT FOR THE WIRELESS
DATA COMMUNICATIONS INDUSTRY**

Sponsored by *Business Communications Review Magazine*,
National Association of Business and Educational Radio
and *VARBUSINESS Magazine*



Featuring...

- 18 conference sessions for end-users, sellers, installers and developers
- 6 intensive, half-day tutorials on wireless LANs, WANs, mobile data systems and more
- Dual keynote by Earle Mauldin, Group President – Mobile Systems, BellSouth Enterprises, and Jerry Kaplan, Co-Founder and Chairman, GO Corp.
- Dozens of NEW products for every major area of wireless connectivity

COMPLETE COURSE DESCRIPTIONS INSIDE

Moderator: Andrew M. Seybold, Publisher, *Outlook on Professional Computing*

Speakers: Leon Navickas, General Manager, Computer Appliance Div., **Lotus Development Corp.**; David S. Rose, President, **Ex Machina, Inc.**; Kenneth Forbes, President & CEO, **Mobile Digital**; Donald Casey, Manager, Portable Messaging, **AT&T Easy Link Services**

Wednesday, 10:15 – 11:30 A.M.

S6B: Wireless Applications for the Mobile Worker, Part 2

What wide area applications will drive wireless networks in the initial years? What are the software vendors doing to lead the effort? This session, along with Session S6A, will discuss some of the general business and industry-specific applications and applications enablers that are available or in the works.

Moderator: Andrew M. Seybold, Publisher, *Outlook on Professional Computing*

Speakers: Donald J. Soultis, Chief Executive Officer, **RTSI**; Steve Stutman, President, **Metriplex, Inc.**; David A. Altounian, Business Development Manager, **Motorola Wireless Enterprises**; Geoff Goodfellow, President and CEO, **Anterior Technology**

S7: Handheld Computers, Personal Digital Assistants: An Emerging Paradigm

Small devices are expected to become as common as calculators. But to be really useful, these devices will need network access. Wireless connectivity has many advantages. What applications are small devices being used for today? What communications methods will they use? What is the state of the technology? What are the market forces?

Moderator: Mark Cummings, Manager, Pocket Intelligence Program, **SRI International**

Speakers: Peter Hortensius, Manager, Mobile Systems Design Dept., **IBM Corporation**; Tim Blaney, Project Manager, Wireless Communications, **Apple Computer**; Kent Henscheid, Product Manager, Palmtops, **Hewlett Packard Company**; William K. Hsieh, Manager, **Sharp Electronics Corp.**

S8: Satellites and Terrestrial Based Systems for Wide Area Data Applications

Satellite-based systems are on the horizon which promise universality, ubiquity and position determination at affordable prices, in both voice and a variety of data modes. At best, today's terrestrial-based wide area systems offer one or another of these features, but not all. What are the relative merits of satellite vs. terrestrial-based systems? What is each offering today? Tomorrow? Where does ISDN compatibility with satellite services stand? What are the applications for narrowband and wideband space and terrestrial data delivery systems?

Moderator: Victor J. Toth, Attorney at Law

Speakers: Jai Bhagat, President, **Mtel Technologies**; Gerald Gutman, Chief Executive Officer, **ViaSat Technology Corporation**; Chris McCleary, VP, Sales & Marketing, **American Mobile Satellite Corp.**; Joseph Sedlak, Director of Government Relations, **VITA**

S9: Wireless Connectivity to the Enterprise Network

Wireless WANs provide connectivity to the mobile user. But the mobile user must be able to

access the organization's existing networks. How are wireless communications systems integrated into enterprise networks? What operational, security, maintenance and deployment problems occur? What are the issues when integrating wire and wireless networks? Learn the current thinking on connectivity models that work.

Moderator: Ken Krechmer, Principal, **ACTION Consulting**

Speakers: Peter Rysavy, Vice President, Technology, **Traveling Software**; W. Wayne Stargardt, Vice President of Marketing, **Pinpoint Communications**; Randy Crouse, Director of Technology Projects, **GTE Mobile Communications**

Wednesday, 1:00 – 2:15 P.M.

S10: Data Communications Over a Wireless WAN

The transmission of data over RF links is a new challenge. Issues of data rates, reliability, protocols and complexity are being evaluated in the marketplace. Improvements by the vendors occur almost daily. What is required to provide operational wireless data communications over RF? Can facsimile be reliably distributed over RF? What are the current issues, and what enhancements in the technology may be expected?

Moderator: Ken Krechmer, Principal, **ACTION Consulting**

Speakers: Mike Lubin, Executive Vice President, **PCSI**; Greg Pearson, Senior Vice President, Technology Management, **Microcom**; William Frezza, Director of Marketing & Business Development, **Eriasson GE Mobile Communications**

S11: User Experiences with Wireless Datacomm for Field Automation and Other Applications

While the industry is waiting for the individual end-user to sign up in large numbers, several large companies have implemented wireless WAN technology in support of mission-critical applications. What criteria did they use to select a network? What competitive advantage do they expect to achieve? How did the implementation go? How do they measure their success?

Moderator: Jerry A. Goldstone, Publisher, **Business Communications Review**

Speakers: Joe Urban, Principal Technical Analyst, **Philip Morris USA**; Steven C. Young, Division Engineer, **Roadnet Technologies, Inc.**, A United Parcel Service Co.; additional speaker from **Avis Rent-A-Car**

S12: Semiconductor Technology for Wireless Connectivity

Semiconductor technology is key to the functionality of wireless devices. What chip architectures (e.g. microprocessors, DSPs, MMIC) are targeting the integration of mobile computers with wireless datacomm? What is available today? In 1996? In 2001?

Moderator: Frank Barbetta, Editor-in-Chief, **Electronic News**

Speakers: Sanjay Moghi, Director of Advanced Microwave Technology, **Northrop Electronic Systems Division**; Rakesh Sood, Director of Marketing, Personal Comm. Systems Group, **AT&T Microelectronics**; Duane E. Smith, Director, **Advanced Communications**

Products, Digital Communications Division, Rockwell International; Ramesh Sirsi, Ph.D., Director, **Communications Integrated Circuits, Siemens Components, Inc.**

Wednesday, 2:30 – 3:45 P.M.

S13: Operating Systems for Wireless Connectivity

Most computer and network operating systems were not designed for wireless connectivity. How should operating systems incorporate wireless datacomm functionality? Which operating systems will be important in mobile computers (e.g. DOS, Windows, Macintosh, PenPoint, GEOS, AppleTalk, TOPs, Novell, other)?

Moderator: Portia Isaacson, Ph.D., Principal, **Dream IT**

Speakers: Mark Eppley, Chairman and CEO, **Traveling Software**; additional speakers to be announced

S14: User Experiences with Wireless LANs

How are wireless LANs actually being used by customers? Four end-users who have installed wireless LANs in their operation will address the following issues: the business case for the application, network configuration, performance, user acceptance, ease of installation, network management, reliability and security.

Moderator: Rifaat Dayem, Ph.D., **Altamont Research**

Speakers: Jirka Danek, Director General, Utility Management Directorate, **Revenue Canada**; Michael Altabel, Senior Systems Analyst, **Philadelphia Stock Exchange**; Nick Blazensky, Director of Site Design, **Travelers Insurance Cos.**; Angel Ocasio, Data Communications Analyst, **Information Builders**

S15: Channels of Distribution for Wireless Devices

Distribution is key to the success of any market. How are mobile computers distributed today (e.g. dealers, VARs, mail order, direct, two-tier, consultants)? Will today's wired LAN distribution channels sell wireless? What are the distribution channels for enterprise wireless networks? Will wireless modems and services be distributed with mobile platforms or as add-on products?

Moderator: John Dickinson, Editor-in-Chief, **Computer Shopper**

Speakers: Curtis Franklin, Jr., Technology Editor, **VARBUSINESS Systems**; Seymour Marin, Principal, **Marin Information Services, Inc.**; Kent Henscheid, Product Manager, Palmtops, **Hewlett Packard Company**

**Register today, call
800-322-WDEC**