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Mirzan Mahathir pays visit to Axis Communications

PETALING JAYA: Mirzan Mahathir was introduced to Axis' solutions for Local Mobile Networks, as well as the Bluetooth Access Point, Axis 9010 during a recent visit to Axis Communications headquarters in Stockholm, Sweden.

Axis Communications has a presence in Kuala Lumpur and has been accorded Multimedia Super Corridor status.

Axis's Bluetooth, which was commercially launched at ITU Telecom Asia 2000 in Hongkong recently, is an open standard for short-range transmission of digital voice and data between mobile devices and fixed systems supporting point-to-point and multipoint applications data rates of 720 kilobits per second, within a range of 10 metres and up to 100 metres.

Bluetooth is a radio-based system that allows desktop computers, laptops, personal digital assistants, cell phones and other devices to talk to each other - automatically, and without wires.

Axis' Bluetooth Access Point delivers high speed access to all Bluetooth

enabled mobile devices such as cellular phones, personal digital assistants (PDAs), portable PCs or other information appliances, in addition to supporting data and voice services for both traditional networked and emerging wireless devices.

This is accomplished with the creation of Local Mobile Networks in high traffic areas or what Axis call "Beehives", within which, instant, always-on, wireless access to the Internet or another networks are available. Bluetooth Beehives enable delivery of new and innovative network services to business users and consumers in offices, hotels, retail establishments, airports and almost any public place or private building.

"Mobile devices are developing much faster than today's mobile networks," said Jan Sjonell, general manager for Asia Pacific at Axis Communications AB. "Today, people have the power at their fingertips with their mobile devices but they cannot utilise this power because today's mobile networks are mainly designed for voice. In

the near future, however, nearly every portable computer, mobile phone and handheld device will be equipped with a Bluetooth chip that will enable it to have broadband access to the Internet and multimedia applications," he said.

A recent IDC forecast predicted that more users will access the Internet via wireless devices than via wired connections by the end of 2002. Similar growth in wireless connectivity is reshaping corporate network architecture as well. The Axis solution will enable and accelerate integration of high performance, on-demand wireless connections and services for enterprises, consumers and service providers.

Pricing for the Axis Bluetooth Access Point will be US\$495 (RM1,881) with shipments to begin in March this year. Axis has also developed a Partner Programme for developers interested in the Bluetooth Access Point. Uncertified, limited edition versions of the Bluetooth Access Point are available through this programme.