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AXIS-MIRZAN

MIRZAN MAHATHIR VISITS AXIS COMMUNICATIONS HQ IN SWEDEN

KUALA LUMPUR, Jan 31 (Bernama) -- Entrepreneur and prominent corporate figure, Mirzan Mahathir, recently visited the headquarters of Axis Communications in Stockholm during his three-day tour-programme in Sweden.

Mirzan was introduced to Axis' solutions for Local Mobile Networks, as well as the Bluetooth Access Point, Axis 9010 and met Torbjorn Ward, general manager of the company's mobile Internet division during his visit.

In Malaysia, Axis Communications is based in Kuala Lumpur, and has Multimedia Super Corridor-status.

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

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 calls "Beehives", within which instant, always-on, wireless access to the Internet or other 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 (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.

"Most people believe that (third generation or 3G technology) will solve this problem. What they do not realize is that we have to wait another two to three years before 3G-services are available to the general public. These services are likely to be expensive because of high infrastructure and licensing costs. Additionally, in high traffic areas, bandwidth for 3G will be constrained since many people will have to share the limited frequencies."

A recent IDC forecast predicted that more users would 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.

According to Sjonell, the proliferation of wireless devices will

dramatically change not only how people will access the Internet, but also where and what they use it for.

"Our Local Mobile Network solution is part of the company's overall strategy for the delivery and management of innovative, powerful and economical wireless services that will revolutionise the way people work, live and play.

"Our solution is an enhancement that people can start using almost immediately in parallel with (general packet radio services or GPRS) at a fraction of the cost of 3G. When 3G becomes available in few years, Bluetooth will be able to offer even higher speeds." -- BERNAMA

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