

Views on the news - Special edition CTIA 2008

Title: [Qualcomm's Gobi Mobile Data Chip Gains Market Momentum in Enabling Global Mobile Broadband for Notebooks](#)

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Qualcomm announces strong progress from Gobi - which has a lot going for it, though not HSDPA roaming rates in the EU.

Opinion

The old model of pairing a laptop to a unique service provider and deal with interoperability problems when roaming will probably disappear in the next few years. Just as embedded WiFi drove adoption of WiFi and portable data usage significantly, the embedded model is already helping to accelerate 3G usage for laptops. The solution will be widely welcomed by the enterprise mobility market.

The convenience of not having to search for a hotspot and potentially deal with multiple fees, depending on location, is starting to pay off. WWAN cards and embedded modules are already growing at a healthy rate and Gobi will add another layer of convenience, especially for international business travelers.

Gaining the endorsement of the five biggest PC OEM players, most recently adding Dell to the list in time for CTIA, is important - as was the endorsement from T-Mobile (Qualcomm indicated it believes it will have between 6 and 9 operators deploying by year's end).

Now if only we could get affordable HSDPA roaming rates throughout the EU! This is a real market inhibitor to greater mobile data utilization right now. It's no fun being a road warrior with great technology if you cannot afford to use it!

There are advantages to not having strong centralized telecoms regulation across the EU - but sometimes there are disadvantages as well.

Background

Qualcomm announced that its Gobi global mobile Internet solution is gaining broad industry support from manufacturers, network operators and software suppliers. The Gobi dual-mode modem supports EV-DO (Evolution-Data Optimized) Revision A and HSPA (High-Speed Packet Access), and offers GPS hardware. Qualcomm positions this as making PCs help enterprise employees and other users stay connected wherever they are around the globe. Several network operators-including T-Mobile International, Telefonica, Verizon Wireless and Vodafone, have either completed certification or are expected to do so this month, with others expected to follow throughout the year. And PC manufacturer's will be shipping before the end of the year.

The Gobi chipsets were announced as available in October 2007, and are expected to be available in laptops by mid year. The solution targets CDMA2000 and UMTS networks, and includes Qualcomm's MDM1000 chipset and associated software, and an API as well as a reference specification for the design of software-defined configurable data modules. The modules support both EV-DO Rev. A and HSPA mobile data, including backward compatibility. GPS functionality also is included in the chipset. HP was the first PC OEM deal announced for Gobi; Dell was the most recent - with the five largest PC manufacturers having already announced support in time for CTIA.

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