

OnMyMobile, Predictable Network Solutions, Zonerider Overcoming Wifi and mobile bandwidth overload



About the Project

OnMyMobile, a company that explores mobile technologies, met Zonerider, a people-powered broadband network, at a Creative Industries KTN 'Partnering For Innovation' event back in 2009. A year later OnMyMobile met Predictable Network Solutions (PNSol), whilst both were presenting their Technology Strategy Board funded Feasibility Studies at another KTN event.

As a result they identified each other as potential collaborators. PNSol are involved in the management of communications networks and supply a critical piece of technology IP that enables the highest quality performance for any given bandwidth.

Together they realised a future market opportunity would materialise. Today everyone who uses a smart phone to access a wireless network enjoys reasonably good performance; however, when too many users simultaneously access a network it becomes overloaded and the quality of the experience dips.

The problem will only worsen as more of us begin to use smart phones and demand the quality experience to which we have become accustomed.

Benefits of Funding

Being successful in the TSB's Fast-Track Collaboration Across Digital Industries call enabled the collaboration to commence a fact-finding period to examine the market propositions. However, the conclusion was slightly different from what was anticipated. Yes, they confirmed their predictions regarding the overloading of wireless networks. Yes, they confirmed proof of concept with their technical solution. However, as the market currently stands there is not yet a demand for mass deployment. It is also a service the consumer expects for free and immediately. So potentially it is something with which phone operators will need to engage.

"Overall there is no doubt that the TSB funding allows SMEs to commit more efforts to a project. The whole process itself is very positive: meeting other businesses, working together and sharing ideas. It really does make things happen!"

Chris Bale, CEO
OnMyMobile

Results

However, in the meantime, niche aspects are being explored to begin to exploit other commercial possibilities of the technology. One such area is providing a Video Phone Service to deaf people. To successfully sign over an in-home videophone requires a very high quality connection over a special network to ensure accurate lip sync, which is a service OnMyMobile could deliver.

Another area being scoped out is working with high-profile advertisers who wish to engage with their audience through the latest media technologies. This will mean the highest quality sound and video user experience will be demanded.



Such a demand may also be reflected in smart phone gaming. All in all, the marketplace and

range of applications has vast potential.

The research has led to the raising of questions about the marketplace and who will pay for implementation. This is a big issue for what is potentially a very large-scale global problem – and one with which this collaboration are ready to help!

Fast Facts

Sector: Software

Funding Source: TSB 'Collaboration Across Digital Industries' Fast-track

Total Project Value: £100k

Duration: Dec 2010 - Oct 2011

Market Impact: Estimate worth several £million/ year in consultancy alone

Creative Industries KTN input: Partners met at CIKTN events and attended 'Partnering for Innovation' to learn more about the funding call.