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FirstNews Briefs for December 1, 2009

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Tuesday, December 1, 2009

• **Sony Ericsson** will begin global shipments of phones with 2D mobile barcode scanning technology in the first half of 2010. The technology, developed by **NeoMedia Technologies**, will be pre-installed across all Sony Ericsson platforms. The NeoReader is a universal barcode scanning application that reads all standard 1D and 2D barcode symbols – QR, Data Matrix, Aztec, UPC and EAN.



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• **Nokia** has released the latest version of its cross-platform application and user interface framework. The Qt 4.6 features new platform support, graphical capabilities and support for multi-touch and gestures. It also includes support for the Symbian platform for the first time and adds Windows 7, Apple Mac OS 10.6 (Snow Leopard) and the upcoming Maemo 6 to the list of Qt-supported platforms. Support for Maemo 5 is currently in development, with the second technology preview being released today.

• **LG Electronics** has launched a campaign to raise adolescent awareness of mobile phone misuse. The campaign, "Give It A Ponder," was born out of extensive, proprietary research LG conducted among tweens and teens. Earlier this year, the company launched LG DTXTR, an online tool that allows parents to decode cryptic and possibly harmful text messages their kids may be using. In 2010, LG will unveil additional program elements. The new campaign addresses behaviors such as forwarding text-based gossip and sexually explicit or compromising images of classmates.

• Mobile WiMAX provider **Towerstream** is using **BridgeWave Communications** high-capacity links in its fixed WiMAX network. Established in 2001, Towerstream delivers high-speed Internet access to businesses in markets including New York City, Boston, Los Angeles, Chicago and Philadelphia. BridgeWave's 80 GHz links enable Towerstream to achieve gigabit WiMAX backhaul speeds.

• **Applied Technology Holdings** and **RescueTrek** have signed a letter of intent to license Applied Technology Holdings' patented childMotion data-gathering technology for use in RescueTrek's children's wireless monitoring aid. In addition to creating a safer environment for the child, certain biometric, location and motion data derived from the sensors can be wirelessly transmitted and stored in outside locations. Physicians, teachers or parents can also remotely access the child's real-time information.

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