

Wake up Webbie! WAP is Here!

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By Wild Bill Montgomery

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WAP technology now enables the world "on-the-run" access to such services as mobile-real-time product purchases, stock quotes, news, calendars, banking, voice mail, and email via mobile wireless communication devices.

WAP (Wireless Application Protocol) is the new global standard for communication between a mobile communication devices and the Internet, as designed and defined by the WAP forum (<http://www.wapforum.org>), where by the way you will find an enormous amount of WAP/WML specs in PDF format. Although joining the WAP Forum is fairly expensive for individuals, small or home based businesses such as ours, they do offer much information free to the open public. By the way, an "Associate Membership" is a mere \$7,500 a year. (Give, Gulp or Giggle Here).

It is expected that by the end of the year 2000, wireless users will exceed 100 Million worldwide. The introduction of WAP and wireless devices opens a brand new market of "WAP Field Users" which will result in significant new revenues for content providers and developers alike. By getting in on the wireless opportunities today you have the chance to become a market leader in this emerging commerce.

Wireless access can offer you a new source for your products and services and also enable you to create new

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services and/or products designed specifically for your mobile customers. Can your company benefit from WAP by offering your users new mobile services? WAP, like any other Internet Protocol, will grow to support technology as quickly as possible. The consumer market, of course, will heavily influence future development.

Compared to the traditional clientele, the wireless user and market is different. The question you should be asking yourself right now is who uses WAP and how are you going to serve them and profit from it? Currently some of the biggest group of users are field

representatives accessing intranet data (as well as placing orders) for their customers, people needing to access email and voice mail on the run and individuals following stock market trends. But as the Internet shouted aloud in 1995, "This Is Only The Beginning"!

As an end-user, WAP now allows you easy and secure access to relevant content and other services through your mobile phones or other wireless device. But, by increasing your existing Internet skills and knowledge you have the opportunity to create new products, increase your customer base, build new alliances and venture partnerships branded just for the wireless industry.

Even the domain names are going fast. I myself have purchased such names as WMLDesigner.com and WMLMasters.com, as I'm sure some of you have already obtained a few yourselves. A friend and reader, Trevor Mayes of has purchased names like WapCard.uk.com and Wap-Card.uk.com. Although many have been purchased in a relatively short time (Wap.com only purchased on 20-Jan-2000 by a company from Oslo), I'm sure that many are still available.

Rather than to impossibly try to provide you with all the information you may need in this one small article, I'll give you some links to get you started in discovering the possibilities that await you in this new and exciting arena of information exchange.

Wireless Technologies are here and waiting

for you to take advantage of them!

Wild Bill Montgomery ATTENTION: Are You Tired Of Fooling Around Yet? When It's Time For You To Get Down To Business, Get The Best In Marketing & Business Information! To Subscribe & Get Your FREE Reports & Software go to

WAP for Webmasters

By James Scott

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What is WAP?

The Wireless Application Protocol (WAP) is a standard technology that enables Cellular Phones to connect to the Internet and view stripped down Web Pages and Services.

WAP uses similar concepts to the desktop Internet we are all familiar with. The Cellular Phone has embedded WAP Micro-Browser software capable of displaying WML (Wireless Markup Language). The user enters the URL of a WAP Site into the Micro-Browser and this request is forwarded to a WAP Gateway. The WAP Gateway resides within the Cellular Carriers network providing an interface between the Phone and the Internet. The WAP Gateway retrieves WML content from conventional web servers on the Internet and returns it to the Phone to be displayed by the Micro-Browser.

Why do we need WAP?

Is another markup language really needed? In a word – Yes! The constraints of mobile devices and networks such as low bandwidth, high latency, low memory, and small display capabilities mean conventional Internet protocols (HTTP/TCP/IP) are unsuitable for use in the wireless environment. It is not feasible to automatically translate HTML designed for a high-resolution monitor onto a three or four line Cellular Phone display. WAP is a standardised way to provide efficient and reliable access to Internet based information and services via Cellular Phones.

How to WAP enable your existing website

If you already know HTML you will find learning WML very easy. There are less tags and most follow the conventions of HTML. The main differences between developing for the Web and Wap are the small screen size, monochrome images only, and slow connection considerations. Well-designed WAP applications provide a simplified web-like experience.

WAP is about providing access to relevant information from any location – news, email, sports results and banking have all been successfully translated to WAP. End-to-end security is provided by WAP so applications such as Banking and Mobile Commerce are as safe as conventional E-Commerce sites. Intelligence can be added to your WAP applications by using WMLScript, which is similar to

JavaScript.

Anyone can write WML content and upload it to a web server in the same way as publishing HTML pages. Server side scripting such as Perl, PHP, ASP, and Java Servlets can all be used to output dynamically created WML content. In many cases the hard work of creating the backend of the website has already been done and the WAP conversion is a relatively quick and painless process.

The constraints of the WAP environment and tight syntax of WML are actually a blessing in disguise. Developers have much less scope to format the layout of content compared to HTML design and thus

deployment time is dramatically reduced.

Why choose WAP?

By choosing WAP you are building applications and services that are accessible across all WAP enabled Phones and Cellular networks (GSM, CDMA, TDMA and 3G in the future). You will reach a much wider audience as the number of Cellular phone users now exceeds that of Desktop PC users. WAP is an evolving technology that is capable of maturing as the wireless data industry evolves and is an extremely powerful tool to extend your website's reach beyond the conventional Desktop PC.

James Scott Editor of WAP-Resources.net – The WAP Developers Resource www.wap-resources.net



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