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Welcome to the Latest Issue of eNews:

The rapidly progressing technology of today is certainly fascinating. It seems like only a few years have passed since we all were awed by the idea of a mobile phone. Now companies are using that very medium as a marketing tool – a trend that will likely become commonplace as time goes on. This month's issue of eNews focuses on mobile commerce, or m-commerce, and the many new and exciting possibilities it offers for today's tech-driven world.

Bo Beaulieu, Director

Julianna Brown, Editorial Assistant

News and Research:

Is the World Ready for Mobile Marketing?

By Andrew K. Burger, E-Commerce Times

New technologies are already being advertised that can turn your smartphone into a digital, on-the-go television. As with any other kind of media, the ability to offer content at a low cost depends on advertising. That is where m-marketing enters the picture. Read more at:

<http://www.ecommercetimes.com/story/56731.html>

Make Mobile Marketing Compelling

By Brady Gilchrist, iMedia Connection

Mobile marketing is something that has been talked about for many years but has not really lived up to its potential. According to this article, the technology for m-marketing is just about to catch up with the possibilities. Read about six possible strategies for using the mobile medium as a marketing tool at:

<http://www.imediaconnection.com/content/13968.asp>

M-Commerce Hot Spots

Part 1: Beyond Ringtones and Wallpaper

By Andrew K. Burger, E-Commerce Times

The ratio of cell phone users to PC users in the United States is eight to one. Considering that e-commerce continues to grow at a high rate, the potential seems to exist for the growth of mobile commerce, or m-commerce, as well. Read more about how and where m-commerce is expected to surge at:

<http://www.ecommercetimes.com/story/57109.html>

M-Commerce Hot Spots

Part 2: Scaling Walled Gardens

By Andrew K. Burger, E-Commerce Times

Mobile commerce sales increased by over 1,000 percent for one company cited in this article - and they only sell downloads. Right now, music remains at the heart of m-commerce and video is becoming more and more important. Find out what needs to happen for m-commerce to take off beyond those mainstays at:

<http://www.ecommercetimes.com/story/57161.html>

Mobile Enterprise Tools

Part 1: The Road Warrior's Gun Belt

By Jack M. Germain, TechNewsWorld

Today's workforce is extremely mobile and is expected to become even more so in the future. These "road warriors" commonly carry an arsenal of high-tech equipment with them wherever they go, including PDAs, smartphones, BlackBerry devices, laptop computers, etc. Maintaining productivity is important for this workforce, but so is security. Read more at:

<http://www.technewsworld.com/story/56918.html>

Mobile Enterprise Tools

Part 2: The Roadside Desktop

By Jack M. Germain, TechNewsWorld

While part one of this series considered some of the benefits and risks of a mobile workforce, part two reviews some of the software (such as e-moze mobile e-mail) and high-tech tools (such as Adesso's CyberPad) most commonly used on the road. Learn about other mobile software tools and programs at:

<http://www.technewsworld.com/story/57088.html>

IPv6 to Power 'City of the Future'

By Grant Gross, PC World

Because the new Internet Protocol version 6 will allow IP addresses to be assigned to mobile phones and PDAs, it is expected to have a big impact on mobile commerce. Harrisonburg, Va., will become the first U.S. city to have a citywide IPv6 network. Read more at:

<http://www.washingtonpost.com/wp-dyn/content/article/2007/03/30/AR2007033000056.html>

E-Commerce Successes:

Todd County, Minnesota, eMall

By Seahee Lee

Founded by John and Ellen Peters, the Todd County eMall opened in the fall of 2002. According to John Peters, the mall offers virtual floor space to creative people in Todd County and the surrounding area. This virtual community of Minnesota artisans is currently home to 12 businesses and is continuing to

grow. Read more about the Todd County eMail at:
<http://www.accesse.info/casestudies/toddcountryemallfiles/toddcountryemall.html>

Visit the Todd County eMail: <http://www.toddc-mall.com>

E-Library Focus:

Regions University (Formerly Southern Christian University)
http://libsys.uah.edu/scu/other_res/ecommerce.htm

Helpful Tools and Resources:

ePaynews.com

Statistics for mobile commerce, including projected m-commerce revenues, wireless financial service users and m-commerce investment spending, can be found on this page. Sources for the data include Jupiter, Datamonitor and eMarketer. <http://www.epaynews.com/statistics/mcommstats.html>

Government Computer News

This e-magazine has a resource page devoted to IPv6. From the IPv6 resource page the user can access dozens of articles about the new Internet Protocol. The resource page is located at:

<http://www.gcn.com/IPv6/>

What is M-Commerce?

Laura Abbott, MobileInfo

MobileInfo.com provides this resources page for those who want to learn more about mobile commerce. Topics covered include Mobile Commerce vs. Electronic Commerce and M-Commerce Payment Methods and Issues.

<http://www.mobileinfo.com/Mcommerce/index.htm>

The Bluetooth SIG

The Bluetooth SIG is a not-for-profit trade association comprised of companies that drive the Bluetooth industry. Their Bluetooth page explains how Bluetooth technology is fueling m-commerce growth. A "learn more" page is provided for people who are still wondering exactly what Bluetooth is and how it can benefit them. <http://www.bluetooth.com/Bluetooth/>

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