Wireless LANs: Opportunities & Challenges in Home Entertainment, Voice, and Public Access

Description: The market skyrocketed as small businesses and consumers embraced wireless LANs for PC networking and broadband Internet access sharing. Now wireless LAN technology is poised to serve new markets for home multimedia, cellular-cordless interoperation, "hot zones," and various machine-to-machine applications. To succeed, vendors must understand the specific business and technology requirements of each of these markets. Based on dozens of interviews with industry insiders, this report identifies the chief obstacles to success and what various competitors are doing to overcome them.

How You Benefit from purchasing this report:

- This report is the result of more than three dozen in-depth interviews--typically lasting one hour each--with chipset designers, device manufacturers, makers of security and network management systems, large end-user organizations, and independent experts. These interviews yielded information and insights not available elsewhere. Topics discussed included market size and composition, competitive positioning, strategies for developing new markets, and various wireless LAN controversies (network architectures, cell size, relationship with mobile phone, role of "pre-n" products and 802.11n standard, and more).

You also get:

- One hour of consultation by telephone or e-mail (for explanation, elaboration, and (at our discretion) additional research).
- Unique "match-making" service: we will help you find and contact potential partners, strategic customers, and subject experts.
- An independent, objective, and experienced view of the wireless LAN industry. We have been tracking the wireless LAN industry since its inception 15 years ago.
- Important insights regarding applications, markets and competitors.

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