



Intermec CN3 with trigger attachment scanning barcoded products in a warehouse.

Apple iPhone 4 Release - Microsoft Windows Mobile 7 Coming Soon

By the time you read this, Apple's new iPhone 4 smartphone will be on the streets, and perhaps in your hand. Even with discussions about antenna performance, we expect the iPhone 4 to be a successful Apple product.



Meanwhile in Redmond, Microsoft is readying their new Windows Mobile 7 operating system. We remember seeing PowerPoint slides in 2007 about WM7. So why the very long delay?

Here are some possible answers. First, Microsoft knew they needed to make something far different than the previous WM5/6 systems. Second, in the middle of their effort, Apple and Google released their products, which set new standards in how users interacted with their devices.

Seen at right, the new WM7 interface is nothing like previous MS mobile interfaces, or even the Apple/Google approach. With large interactive buttons and a touch interface, will it be different and cool enough to take market share? If so, we'll be ready to write compelling productivity applications for it.



In This Edition

- Apple iPhone 4 Release - Windows Mobile 7 Coming
- Project Success Story: Inspection Processing Services
- Goodbye MDF Guy
- 3G Coming to Mt. Everest

Join Us on Facebook, Twitter and LinkedIn

Get the latest MobileDataForce scoop as we talk serious mobility on popular social networks like:



www.mobiledataforce.com

MobileDataForce & IPS Team Up on Mobile/Web Home Inspection Tools



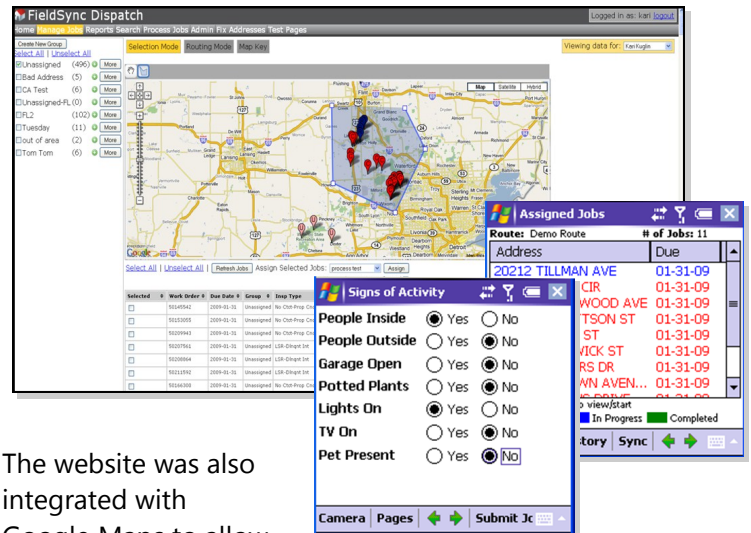
Based in Michigan, Inspection Processing Services clients rely on them to perform over 40,000 home inspections per month in 8 states.

Doing that many inspections is great for business, but the sheer amount of paper lead to numerous logistical problems and the need to hire staff to manage it.

Seeing limits to their paper system, IPS found MobileDataForce and began discussions on how to build a comprehensive system that uses mobile and web technology to eliminate 80% of the paper and the headaches that came with it.

After finalizing all the details, MDF developers sat down to build two interfaces. The mobile interface runs on Windows Mobile 6 devices, giving inspectors their digitized forms, cameras for taking pictures and PointSync technology to send completed inspections and receive new work orders.

The web interface allows every part of the business to interface with the inspection process. Dispatchers can enter new inspection locations while managers can view metrics to view inspection statistics, inspector effectiveness and more.



The website was also integrated with Google Maps to allow inspectors to select inspections, plan an efficient travel route and download the data to their GPS device.

Now known as the I.C.E system, Inspection Processing Services trusts the future of their business to this technology. I.C.E. is allowing IPS to accept more work without straining a paper-based system at the edge of collapse. As IPS expands into new markets and needs new additions to the system, MobileDataForce will be there to help them grow and meet new goals.

Goodbye MDF Guy!

After over 10 years as the mascot for MobileDataForce, the "MDF Guy" is being retired. The "MDF Guy" logo, with its hardhat and black/brown/mustard color theme gave off too much "construction" vibe. While we do mobile construction projects, we want to visually appeal to every market and industry.



In an effort to re-establish MobileDataForce as a strong entity in mobile technology, all forms of outward facing branding will be redesigned with a fresher, more technical theme.

This will include a completely new website, MobileDataForce logo, PointSync logo, FieldSync logo, collateral, business cards, newsletter design and more. Look for our new branding by the end of 2010.



3G @ 17,388 ft.

Mobile network operator Ncell is planning to install 3G connectivity at the base camp of Mt. Everest, allowing visitors to make calls and connect to the Internet all the way to the 17,000 foot summit. At MobileDataForce, we like seeing efforts like this to put standard connection options in remote locations to help eliminate hi-cost satellite phones, provide increased personal safety and make mobile productivity applications for data collection/transmitting more widespread.



Spread the Newsletter: Know someone who would benefit from receiving the "SYNCED" newsletter? Sign them or yourself up at: www.mobiledataforce.com/synced