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UK firm aims Mobitex devices at US wireless market

by **Melanie Reynolds**

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UK company Mobile Expertise is planning to target the US market for its narrowband wireless Mobitex devices following the firm's official launch at the Mobitex Association conference in New York this week.

"We think there is a great future and a huge untapped market for us in Mobitex," said Trevor Parrett, head of devices at Mobile Expertise....

... "We have not looked into the US before but there are some big projects over there that we think we have a solution for."

Parrett said it is the only company able to offer a 10W Mobitex device with the closest alternative offered being 3W. The higher power means less network infrastructure and it enables the signal to go around buildings.

The US market is looking for a 5W version which Mobile Expertise believes it can provide. "It's easier to come down from 10W to 5W than it is to go up from 3W to 5W," said Parrett.

"We think we can much more cost effectively redesign our product to tap into that market," he added.

The firm is also getting back into two-way radios and has expertise in GSM/CDMA and is talking to retail outlets about low cost handsets.

Mobile Expertise has formed as a result of the sale of the Maxon Europe radio business. The firm said it will have 12 employees by the end of September.

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