

The Wireless Outpost Newsletter Issue #12

Vol. 4

Wednesday, August 14, 2002

CONVERT YOUR WEBSITE INTO A PDA FRIENDLY RESOURCE

A company called Eros Technology Corporation has designed a new software that is quite interesting and appears to be well ahead of its time. This is the kind of software that has incredible potential for website owners who would like an opportunity to reach an audience with millions of PDA and cell phone users.

Our research has indicated that there are approximately 15 million plus PDA users as of this year. PDA sales continue to increase at a rate of 18% per year on the low end of estimations. This number does not include the rollout of hybrid PDA cell phones. With the increasing use of PDA devices and now the introduction of PDA hybrid cell phones, this is a dream come true kind of software for website owners and developers.

This software allows corporate websites to make their content available to visitors on the go if they are a PDA user or use a hybrid PDA cell phone. In other words, we no longer have to worry about how to make our websites compatible for the non-existent WAP phone users. Further research indicates that corporate enterprises around the world have abandoned WAP phones and replaced them with PDAs and/or cell phones. That is where this software comes into play.

If you have a website, you can install what is called the WYNCS WEB-SYNC software and create what are to be known as WYNCS icons (or links). The icons allow website visitors to download the content indicated by the icon directly into their Palm Pilot or cellular phone equipped with MS Outlook. It supports the four standard 'data' types used by MS Outlook and Palm OS including Contact, Calendar, Memo, and To-Do classifications.

Web Site owners and developers can place 'syncable links' on their sites that are fully functional within minutes. Using this innovative 'grab-and go' concept, site visitors can quickly sync anything from News Headlines, Weather, Business Contact Information, and Scheduled Events, which can then be read or referenced at the reader's convenience.

Additionally, Intranet or Extranet applications can use Wyncs to sync daily tasks, reports, product info or technical help directly to their staff members. Outside sales teams will find the Wyncs tool to be highly efficient in conjunction with mobile devices. With the one click of Wyncs, both sales reps and prospects have necessary information exactly where they need it, right at their fingertips.

We spoke with the Marketing Director for the company, Mr. Jeff Weaver, in reference to the need for technical support. He informed us that there was really no need for technical support because the software was easy to load and would be active within the matter of minutes. The instructions included with the software would cover all other technical questions. Website visitors would also find it to be very user friendly.

Mr. Weaver's enthusiasm bubbled through when we asked him about the response to the release of the software. "It's just incredible", he said. He went on further to explain that this software has caught the attention of many of the major corporations who would have a need for this type of software because it solved a number of problems from an operational and customer satisfaction perspective.

"Web developers will also find this to be a useful utility", said Mr. Weaver. "All a web developer has to do is install the software and within a matter of minutes, they will have a value added service that can be offered to multiple clients." Mr. Weaver agreed with our conclusion that this software utility carried substantial potential for web developers to boost revenues simply by converting client sites and in setting up new clients.

Overall, we were quite impressed with the capabilities and potential use of the software. Enough so that we decided that we just had to put it up on our website too. In the meantime, we would recommend that PDA users, web developers, and companies interested in establishing a website that is PDA user friendly to visit their website at <http://www.wyncs.com/> and look over the demo program available. You do not need a PDA to review the demo program.

For more information, you can also contact Mr. Weaver directly by calling the telephone number provided below:

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