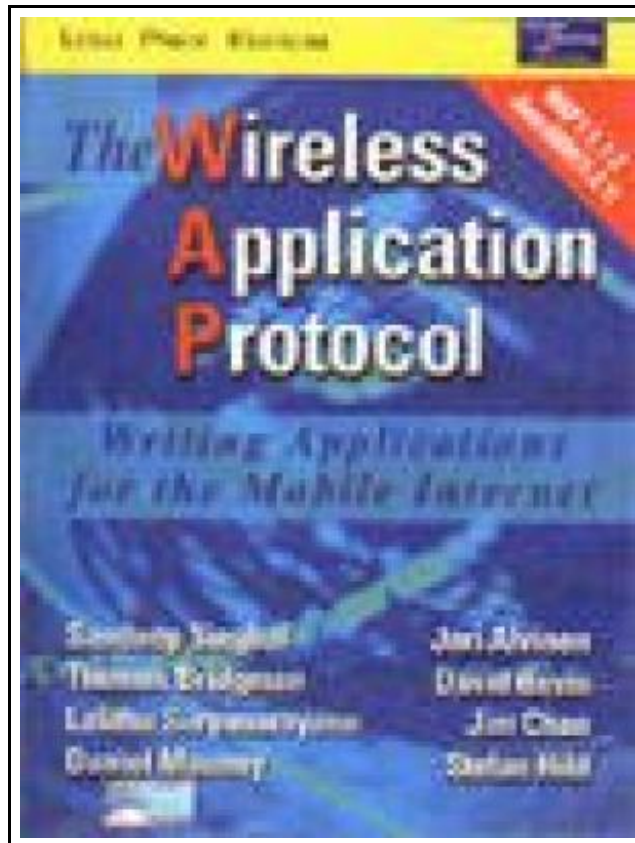


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Pearson Education/AW Professional, 2001. Softcover. Book Condition: New. First edition. The mobile Internet builds on a radical shift in the way we work, play, and communicate, extending traditional Internet and Web services to wireless devices such as cellular phones and personal digital assistants (PDAs). This book is about the mobile Internet, the technology that powers it, and how to write content and application for this new environment. It is both a tutorial and a reference for two major audiences: content and application developers who need clear, technical details to guide their work, and business strategists and service planners who need to understand what drives the mobile Internet and where it is heading. Covering WAP 1.2, this book sets the standard for WAP resources. \* Part One introduces the mobile Internet and describes how it is shaping new business models, partnerships, and competition. \* Part Two introduces WAP, the mobile Internet standard defined to address user interface and network challenges peculiar to mobile devices. \* Part Three shows how to apply WAP standards to implement mobile content and services and includes coverage of the Wireless Markup Language (WML), the Wireless Binary Extensible Markup Language (WBXML), and the WMLScript language. It also includes an extensive discussion of how to ensure usability for application running in the restricted mobile Internet environment. \* Part Four explains how to build and deploy advanced, sophisticated WAP services, with coverage of WAP User Agent Profiles, capabilities for push messaging, and the Wireless Telephony Application (WTA) environment for bridging data and voice environments. \* Part Five concludes the book by discussing the future of the mobile Internet and WAP's role in it. Printed Pages: 704.



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