

Local wireless sector gets global connection through Ericsson's Montreal development lab

Access to robust testing infrastructure and networks promises to help B.C. companies develop more complex consumer applications

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Software developer **Mobidia Inc.** ran into a problem during the 2010 Olympic Games while testing its technology over a wireless network at **Wavefront's** downtown Vancouver lab.

Olympic-goers used their mobile phones so frequently that the Vancouver airwaves were too congested for Mobidia to access them.

The Vancouver company solved the issue by walking over to the other side of the lab, where the airwaves were apparently not so clogged.

As a result of a new partnership between Wavefront and **Ericsson** (Nasdaq: ERIC), companies like Mobidia won't have to contend with the idiosyncrasies of the consumer network any longer.

Ericsson's Canadian subsidiary is supplying the 7,000-square-foot wireless testing and development lab with radio equipment that provides wireless developers a direct line to Ericsson's large Montreal testing facility.

That gives developers in Western Canada consistent access to a wireless network built with 3G technology, which is the current standard for wireless networks around the globe.

Jim Maynard, Wavefront's president, told *BIV* that, because they haven't had access to adequate testing infrastructure and networks, many wireless firms in B.C. have pursued the development of consumer applications that are not very complex.

"We can now sit down with entrepreneurs and their venture funders and start looking at architecting much larger-scale, much more profitable applications that are targeted at enterprises," Maynard said at an event last Thursday announcing Wavefront's partnership with Ericsson.

He added that companies can test earlier and will be able to build better applications faster and more cost-effectively by using Ericsson's Montreal facility.

As well, wireless developers can access other

testing networks around the world that are connected to the Montreal facility.

Ericsson is providing the technology and the expertise of some of its B.C. employees in-kind because it has an interest in ensuring that wireless clusters grow and develop more applications and technologies that can be used on devices created by it and the other international mobile device-makers.

"The mobile market, or the telecom market really, is going to experience a tremendous level of growth over the next five to 10 years," said **Mark Henderson**, president and CEO of **Ericsson Canada Inc.**

"We're always trying to drive [growth of] that ecosystem and get [new] products to market."

The three-year-old Wavefront lab, which is funded privately and publicly, has thus far helped 135 companies commercialize wireless technologies. ■

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