

## September 2011 - Volume 3, Issue 7



### **A Message from Celia Desmond, IEEE WCET® Program Director and Steering Committee Chair**

In addition to pointing you to the latest and most pertinent industry news this issue I am pleased to let you know that a [new online practice exam](#) is now available for sale for anyone interested in testing their current knowledge of wireless communications. Just 75 multiple choice questions this is a mini version of the actual WCET certification exam and covers all seven areas that the certification exam tests. Anyone who has completed the application to test and scheduled their appointment can contact Marilyn Catis at [m \[dot\] catis \[at\] comsoc \[dot\] org](mailto:m[dot]catis[at]comsoc[dot]org) with a copy of their scheduled test date for access to a free practice exam.

We are pleased with the growing numbers of WCPs we know exist globally. We are also proud of the work that has gone into the development of ComSoc Training courses. Course offerings are likely to double in 2012 due to popular demand and you should also be aware that every time a course is offered it is updated to include the latest practical examples even though the course title may remain consistent throughout the year as noted on the course schedule. Be sure to check the [training calendar](#) regularly for courses that may suit your continuing professional development needs. All ComSoc Training courses provide [IEEE Continuing Education Units](#) as

well.

Lastly, the second edition of the *Wireless Engineering Body of Knowledge* published by John Wiley & Sons will be out before the end of the year. Stay tuned here for updates on its release. Happy reading and best of luck to all of you taking on the challenge of getting certified. It's to you credit for trying and shows your commitment to the profession. Kudos to you!

## Industry News

### White House Jobs Bill Pushes National Wireless Initiative

President Obama's recently announced American Jobs Act includes provisions to expand the Public Safety Broadband Network and deliver wireless broadband to 98% of the country, both of which would theoretically create employment in the wireless sector. The Act also proposes using funds from broadcast spectrum auctions to lower the national deficit. [[CNET](#)] CTIA-The Wireless Association, said that the spectrum auction is critical to innovation and job creation. [[CTIA](#)] Industry think tank MobileFuture said the spectrum sale could lead to 50,000 new jobs. [[MobileFuture](#)]

### Study: 4G Investments to Create Thousands of New Jobs

Wireless carriers are expected to invest between \$25 and \$53 billion building out 4G networks in the U.S., a move which could create between 371,000 and 771,000 new jobs, according to a study from Deloitte. The difference between those sets of numbers comes from two different scenarios, depending on the pace of investment. [[CNET](#)]

### Intel Needs Software Developers

Although known best as a hardware company, Intel is in a software developer recruitment phase, calling the user experience critical to their long-term success. [[RCR Wireless](#)]

### Cloud Services Could Fuel Profits for Wireless Service Providers

A study by IHS iSuppli predicts that wireless service providers' revenues will increase five times to \$110 billion by 2015, driven largely by public and business usage of cloud-based services. Cloud services are expected to grow 52% in 2011 to \$35 billion. [[Hostway](#)]

### LG Denies Reports of Job Cuts

South Korea's LG Electronics has denied reports, originally published in *Korea Economic Daily*,

that it has slashed its overseas workforce. The company also said there are no plans for any future mass layoffs. [[Fierce Wireless](#)]

### **nTelos Splits in Two, Creating New Jobs**

Virginia-based nTelos Holdings will soon split itself into two companies: nTelos Wireless and Lumos Networks. The latter company will control the former nTelos wireline business. The move is expected to create 30 new jobs, although the exact nature of those new jobs has not yet been announced. [[NBC29](#)]

### **FCC Okays White Space Spectrum Database Trial**

The FCC has given the go-ahead for a 45-day public trial of Spectrum Bridge's national database of TV broadcast white spaces. The goal is to determine which areas of the spectrum might be available for wireless services without interfering with television broadcasts. [[FierceCable](#)] [[FCC instructions for participating](#)]

### **Verizon Plans Store for Business Apps**

Later this year, Verizon will launch a specialized app store where a company's employees or business partners can securely download mobile apps that are specifically designed for them. The store will be available on all carriers and for all OS platforms. [[PR Newswire](#)]

### **Tough Economy Forcing Families to Choose Wireless Over Cable**

With poverty rates rising, more American households are dropping cable television services in favor of keeping their wireless services. At the same time, the rise in tiered data plans is causing more consumers to downgrade their voice or text plans. [[Washington Post](#)]

### **Verizon Named Most Innovative Wireless Provider**

Information Week has released its annual list of the 100 most innovative technology companies. Verizon Wireless was the top-ranked wireless company for the introduction of its Iconic Sales Portal. [[PR Newswire](#)]

### **Funding for Continuing Medical Education Shifts**

Corporate funding of continuing medical education, once the norm, has fallen out of favor and dropped 31% in the last four years, requiring doctors, hospitals and medical schools to come up with new ways of paying for courses. While most CME credits deal with specific medical conditions, many courses cover new health IT technologies and medical devices. [[American Medical News](#)]

## **Embracing M-Health, AT&T Hires First Chief Medical Information Officer**

AT&T has hired its first chief medical information officer, Dr. Geeta Nayyar, to help the company develop its strategy in the mobile health industry. One of her first responsibilities will be testing mobile devices for diabetes self-management. [[RCR Wireless](#)]

## **Upcoming Meetings and Events from Around the World**

### **[2011 Wireless Infrastructure Show](#)**

3-6 October 2011

Dallas, TX - USA

**Visit us at booth #425.** This is the place to be if you are looking to network with industry innovators from across the entire wireless infrastructure ecosystem.

### **[SmartGridComm 2011](#)**

17-20 October 2011

Brussels, Belgium

The 2nd IEEE International Conference on Smart Grid Communications (SmartGridComm) is centered on all communications aspects that are relevant to the Smart Grid and aims at bringing together researchers from Academia, Industry, and National Labs to exchange novel ideas, explore enabling technologies, discuss innovative designs, and share field trial experiences and lessons learnt.

### **[4G World 2011](#)**

24-27 October 2011

Chicago, IL - USA

**Come visit us at Booth #827.**

ComSoc Training is providing a one-day course on [The Future of Wireless - Nanotechnology and Practical Wireless Communications](#) on Tuesday, 25 October from 9:00am - 5:00pm CST. Save \$100 on the course fee when you register by 30 September.

### **[MILCOM 2011](#)**

7-10 November 2011

Baltimore, MD - USA

MILCOM 2011 celebrates the 30th anniversary of the premier international conference for military communications. "Networks ... Attaining the Value" gathers the leading minds of government, military, industry and academia in an interactive forum to further explore, define and leverage the benefits networks bring to today's and tomorrow's challenges.

MILCOM 2011 gives industry the opportunity to promote communications technologies and services to commanders from all branches of the armed forces, Department of Defense, federal government, and the heads of multi-national forces from around the globe.

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