

INTRO

- *harbour?*

It was once said that the future is not something we enter. The future is something we create. Here, on a small Island, slap-bang in the centre of the British Isles the future has been created.

I've come here, to the Isle of Man, to see how 3G will revolutionise our world of mobile telecommunications.

Welcome - to the future.

- *graphic sequence ends on view from space to IOM to Laxey wheel/ Georgina.*

Of course, revolutions in technology are nothing new to the Isle of Man. The Laxey Wheel is the largest working water wheel in the world. Built in 1854 for use in the tin mines, it pumped over 250 gallons of water per minute. *That* was 150 years ago.

Today, the Island has a revolutionary mobile phone network (*hold up phone*) that can pump voice and data at rates that are staggering.

- *shot from wheel to spinning ball, outside MT House*

Telecommunications on the Isle of Man have kept pace with the growth of the Island's reputation as a Finance Centre. So, how did the next generation mobile come to start its life here, in the land of tail-less cats and the world famous TT Races? And what is the difference between 3G and other mobile phone technology? Well, I've come here, to the Head Quarters of Manx Telecom, to find out more.

- walk in to building
- next shot from int. data room

Apparently, its fast. But *how* fast...(slightly cynical) Most of us have experienced the limits of mobile communications when it comes to transmitting data. Stick a "normal" / GSM mobile onto your laptop and the phrase "WORLD WIDE WAIT" springs to mind.

What makes this 3G network special? Well, it IS fast. Very FAST.

- *data race*

I could bore you with facts and figures, data rates and bandwidth, but what excites me is seeing 3G in action. Let's put it to the test. We'll download the same xMb file over a few familiar systems and see how 3G compares.

- *fires off each download*

At 9kb, GSM based mobile surfing hardly makes a splash.

Your standard 56k modem makes the Internet bearable, while in the all-digital realm, ISDN made a few more waves.

Launch a 3G connection and suddenly you realise what all of the fuss is about.

- *see the download*

When you consider that this is only marginally behind ADSL on a landline, then it would seem that Mobile technology has really come of age.

What does all this mean to us, the end user. How exactly will we benefit and how will this change our lives?

On the phone itself there is now colour and graphics on the handset; video and high-speed Internet and email links on the move become a practical reality.

- *walk out of shot*
- *next shot, leaving MT HQ, walking up to O2 car*

What excites *me* is that key phrase: *on the move*. Delivering reliable high-speed data links had been something of a technological challenge. On the Isle of Man, the engineers rose to that challenge and found that 3G not only works, but works *transparently*.

Still - I'd like to put it to the test.

- *car drives off*
- *int. car*

One of the current applications that demonstrates the remarkable capability of 3G is called Isle of Man On Air. This is a location-based service that literally moves the potential for future development into another dimension.

Imagine I am a visitor to a new city. I am away on business and I want to find out more about a place. Well the technology is here now to deliver this in a way that was the stuff of science fiction until a few short months ago.

As we travel through the town the software recognises where we are and real-time information is downloaded-in this case-to the large screen in front of us. Not just text but *video* !

Even better, as we pass this hotel, we get information on our screen and a chance to browse the relevant web site. On the move and through this mobile phone!

At the moment our position is being plotted through a GPS system, but with 3G we can move away from reliance on this. With 3G our position will be pinpointed using only information from the fixed transmitters. For this demonstration we are using a laptop, but when the system is available to the consumer, a handset will be all you need.

I think while I am about it I should check my email-no more excuses for being out of the office, I'm afraid...!

- *huge attachment*

MARK BRIERS

"MT has an impressive track record of providing world leading technology to its customers and now we have become a world leader in the provision of a new global standard, UMTS, which will support the latest third generation mobile phones.....etc O2-& existing partners....data speed etc"

- end on close up on screen
- *cut to prom opposite Sefton*

The handset technology is being constantly developed, and keeping pace with network advances opens up new opportunities and the chance to exploit new applications. Take for instance Remote Surveillance.

- *shot of someone walking in room on security camera, partial v/o*

I am here, in town, miles away from the office - what if someone unexpectedly enters the building? This software has been developed to make use of the high-resolution colour screen and the ability to transmit high-speed images directly to my phone.

A quick connection later and I can see that everything is alright. Of course I could have a motion sensor fitted and an image could be sent automatically.

Peace of mind. Great when you can get it. But maybe you would prefer to have a bit more action in your life. Well, you can now play online games absolutely anywhere!

- *cut to twins playing game on the beach*

One of the potentially most appealing applications that will make 3G services a must-have is the ability to send real time video across the network. With this unit, you can videoconference from anywhere!

- *pull out to shot of beach*
(shots of Matt with kids)

So what else can we do? Well the sky is the limit. You imagine it, you can probably do it. (- bullet points) 3G banking, interactive digital radio services, multi-media messaging, gambling.

And in fact, Manx Telecom is actively looking for partners to develop that next, killer application.

(PDA)

As the handsets are developed and the convergence of the hardware takes place, there will even more possibilities. The wow-factor will be here for a while to come yet.

(Maybe end on shot of G walking away talking to her PDA. Yeah, I know I'm on a beach.....yes I AM working.....(funnies)