

## **FirstNews Briefs: FCC, Qualcomm, TEOCO, Mobile Posse**

Wireless Week Staff

The **FCC** has launched a database designed to eliminate waste from duplicative subscriptions in the Lifeline phone service subsidy program nationwide. The National Lifeline Accountability Database, a cornerstone of the FCC's comprehensive efforts to combat waste fraud and abuse in the Lifeline program, already has identified \$169 million in annualized savings by flagging existing duplicates for elimination while preventing enrollment of new duplicates.

**Qualcomm Incorporated** has announced that its subsidiary, Qualcomm Atheros, Inc., is delivering the first Qualcomm VIVE 4-stream 802.11ac solutions with multi-user MIMO (MU-MIMO) aimed at improving Wi-Fi performance for the growing number of connected devices in homes, offices and public hotspots. Enhanced with Qualcomm Atheros' innovative algorithm-based technology, the new solutions offer two to three times more network capacity and are designed to optimize the way Wi-Fi devices are served to make the most of that additional capacity.

**TEOCO**, provider of assurance and analytics solutions to Communications Service Providers (CSPs) worldwide, announced the release of Netrac 8.0. The latest version of TEOCO's flagship Service Assurance solution includes major data processing and storage enhancements to boost operators' efficiency and Quality of Service (QoS).

## THE HOME SCREEN OPPORTUNITY

WE PICK UP OUR SMARTPHONES UPWARDS OF **100** TIMES A DAY

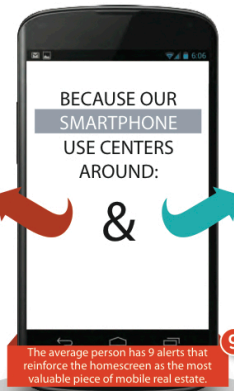
And by doing so we spend **26%** of our time with our mobile homescreen.

### WHY?

#### FOUND TIME

**42%** Say they pick up their phones to kill time

Nearly twice as many as say they pick up their phones to do something specific **23%**



#### FEAR OF MISSING SOMETHING (FOMS)

**34%** Say they pick up their phone immediately after getting a notification.

Say that notifications are the 1st thing they check when they pick up their phone. **51%**

Daily users of games, news, social sites are more likely than monthly users to proactively ask for you to send them your content

**3 TO 5X**

AND THIS IS EVEN TRUE FOR MOST VALUABLE CUSTOMERS

**\$ 3X**

Daily users pick up their phones much more often to view their home screen.

IT'S TIME FOR APP DEVELOPERS TO TAKE ADVANTAGE OF THE POWER & POTENTIAL OF THE HOME SCREEN.



Mobile Posse and Phoenix Marketing International Research Report



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