



**Q&A: Steve Livingston, Bytemobile**  
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**Speed and presentment were the bane of the mobile apps market when Bytemobile stepped in with its optimization software and transformed the insufferable into the sufferable. Steve Livingston told Wireless Review Senior Editor Tim McElligott why the need for optimization doesn't dissipate with the rollout of 3G networks.**

**On Bytemobile's beginnings:** When we started, we were seeing the deployment of 2.5G networks where wireless operators had half-billion to \$10 billion dollar investments in their infrastructure. But in the GPRS world, there was still only a 20 kb/s to 30 kb/s pipe, and with 1xRTT, there was maybe 40 to 50 kb/s. So the question was, how do you make that very thin pipe more usable for the end user? Our premise was to make all these low-bandwidth wireless networks more robust and capable. We took this concept of “pure optimized access” and built a product around it. There is huge pressure on mobile operators when it comes to capex spending for radio access network, so if you can give relief to that pressure, which is 70% of their spending, you have the CTO's attention.

**On the company's success to date:** We have more than 45 commercially deployed customers. We are global and in all continents. We have a supply-chain agreement with Vodafone and are one of the few companies that is not a major supplier like Ericsson and Nokia to make it through their gauntlet. We have rolled out to 14 of Vodafone's operating companies and affiliates.

**On optimization in a 3G world:** It is even more important. 3G pipes may be 300 kb/s, and we don't do a 4X increase in speed there, but we do take it to about 500 kb/s, and we still give huge capacity relief. Almost all of our ROI is based on capacity relief, but user experience is still significantly improved with the latency we remove from the network.

**On what's next:** The first problem we solved was for the laptop. But the number one mobile device is the phone, so we have put in key performance indicators to measure how fast we could download the first page to a handset, then the second page. There is a huge focus on improving the user experience and making rendering pages faster and more readable. Handset browsing will come in three segments: to operators with walled-garden applications, to third-party content providers and Internet browsing. We have ways of improving all of them.