

Free Tech Report
Executive IT Info Series

*"Virtual CTO" Tim Gillen reports on
current business technology issues*

Is 4G Right For Your Business?

What is 4G Anyway?

4G stands for 4th generation wireless technology. Each generation is faster than the last generation, and speed, as we all know is the key to accessing more of our information faster. There are a couple of types of 4G. Verizon and AT&T are working on a 4G LTE technology or Long-term evolution which transmits all communication as data. The technology is currently in development and is not yet available, but it should be ready later this year. Clearwire Worldwide Interoperability for Microwave Access or WiMax is a type of Wi-Fi technology. This technology currently offered by Sprint. The fourth generation technology will not only be available for cell phones and computers, but it will also be available to a wider range of media such as GPS systems, digital cameras, etc.

Why Would You Want 4G?

Speed

If you have ever sat in a client's office fumbling through small talk as your important information is downloading to your phone or laptop, this technology is definitely for you. The 4G wireless offers download speeds said to be 10 times faster than its predecessor, 3G wireless. In addition to faster download speeds, 4G would also offer improved video conferencing. Clients would no longer experience freezing, jittery pictures, or breaking up at key times during critical negotiations or discussions. The new technology also enables users to download larger files at faster speeds. 4G wireless offers speeds similar to cable with better accessibility and convenience for the business person on the road.

Convenience

The days of frantically trying to find a Wi-Fi hotspot in order to quickly access your work email for directions would no longer be necessary. You would be able to access your network from anywhere in the metropolitan area without interruption. The 4G wireless signal is also said to be stronger than normal wireless Internet. You can take your 4G service anywhere--from a meeting with your client back to your home or office. You won't lose your connection even when you are moving from one network zone to another. If you are video conferencing with an important client while you are on the road, you don't have worry about the dreaded "dead zone" where you quietly drop off without warning to your client.

Economical

Although coverage for 4G is currently limited to only some cities in the U.S., it will be expanding to cover more cities in the near future. Clearwire and Sprint are currently offering 4G wireless service priced competitively with DSL cable, and many people are

already taking advantage of the speed and freedom of 4G. Many are even opting to use 4G only and giving up their DSL service.

While 4G technology is still fairly new and being tested and developed, it has much to offer the business person on the go. It will enable users to download faster, download larger files, better quality video conferencing, and competitive priced with DSL cable and stay better connected to their clients.

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