

**IEEE P802.11**  
**Wireless Access Method and Physical Layer**

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**DATE:** January 7, 1991

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**TITLE:** Wireless In-Building Network Market Considerations

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**SUMMARY**

In the past year, there have been a plethora of announcements regarding new wireless initiatives. To the casual observer, programs such as WIN (Wireless In-building Network), CT-2 (Cordless Telephone-2), DECT (Digital European Cordless Telephone), and PCN (Personal Communications Network) represent an "alphabet's soup" of technology acronyms. Because these programs are wireless, there is a tendency to view these programs as direct competitors. However, a deeper look at the applications would indicate that some of these systems may in fact be complementary solutions that offer targeted price/performance levels to different economic classes of customer.

The applications of wireless to in-building communications are many and varied. One single solution will not optimize all applications; in fact, such a proposed solution will penalize each attempted served application through lower performance and higher cost, and will fail against focused, function-specific product alternatives.

The wireless systems finding success will be those that most precisely meet the application requirements of a chosen customer segment. Each wireless application has trade-off considerations in performance, capacity, cost, supported equipment types, domain of coverage, protection from interference, and ease of implementation. In any standards effort, it is crucial to first properly define the served application so that the appropriate trade-offs can be assessed and agreed-upon. This contribution attempts to shed some light on the various market considerations relative to wireless in-building networks.

***"USERS MAY NOT KNOW IT, BUT ONE OF THE  
SINGLE BIGGEST EXPENSES IN THEIR  
COMMUNICATIONS BUDGET IS WIRING--MOSTLY  
LABOR TO KEEP THINGS WORKING RIGHT"***

**Jerry McDowell  
McDowell Romero & Assoc.  
"Worth Noting" Column  
Network World**

## **IN-BUILDING COMMUNICATIONS PROBLEMS**

- **THE WIRING LINK BETWEEN THE DESK AND ASSOCIATED VOICE AND DATA NETWORKS ONE OF THE BIGGEST PROBLEMS FACED BY NETWORK MANAGERS**
- **SIGNIFICANT INHIBITOR TO MORE EFFECTIVE PERSONNEL DEPLOYMENT IN ORGANIZATIONS**
- **INSTALLATION AND CONTINUOUS RE-WIRING FOR MOVES/ADDS/CHANGES VERY COSTLY**
- **PRODUCTIVITY LOSSES DUE TO COMMUNICATIONS "DOWN-TIME"**
- **PROBLEMS BECOME EVEN MORE ACUTE WITH FURTHER PENETRATION OF PCs IN THE OFFICE**
- **BOTTOM LINE: GREATER DEGREE OF FLEXIBILITY AND EXPENSE REDUCTION IN THE USE AND MOVEMENT OF EQUIPMENT IN THE WORKPLACE IS CRUCIAL**

## **MARKET NEEDS OVERVIEW**

- **HARD WIRED IN-BUILDING COMMUNICATION NETWORKS ARE EXPENSIVE, TIME-CONSUMING, AND FRUSTRATING TO:**

**--INSTALL**

**--MAINTAIN**

**--MOVE AND CHANGE**

## **MARKET NEEDS OVERVIEW**

- **INSTALLATION**
  - COST CRISIS**
  - NO DOCUMENTATION, WIRE RE-USABILITY UNCERTAIN**
  - WIRE OFTEN HAS TO BE RERUN**
  - FACILITIES DELAYS PROCESS**
  - OLDER BUILDINGS NOT DUCTED**
  - OVERFLOWING WIRE TROUGHS**

## **MARKET NEEDS OVERVIEW**

- **MAINTENANCE**

- NO DOCUMENTATION**

- SYSTEMS BROUGHT DOWN BY WIRING FAULTS**

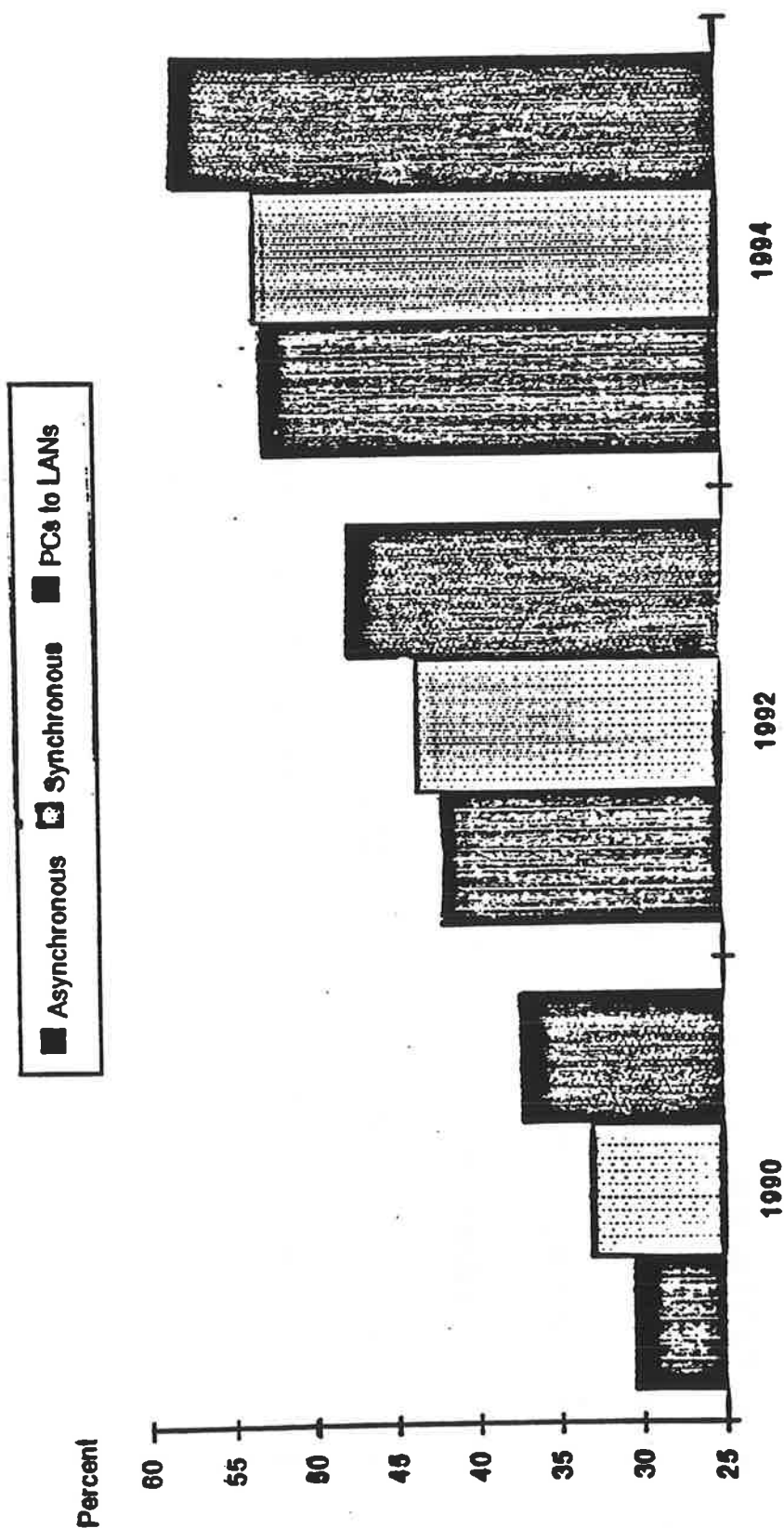
- FAULTS CAUSE MORE THAN 50-% OF SYSTEM FAILURES**

## MARKET NEEDS OVERVIEW

- **MOVES AND CHANGES**
  - WIRE OFTEN HAS TO BE RE-RUN**
  - CHANGE ORDERS TAKE UP TO 8 WEEKS**
  - DOWNTIME FOR CHANGES = PRODUCTIVITY LOSSES**
  - DATA TERMINALS MOVED FREQUENTLY**
  - COST PER CHANGE = \$200 TO \$3000**
  - WIRING INVESTMENT LEFT BEHIND--MUST SPEND AGAIN**

## MARKET NEEDS OVERVIEW

- CUSTOMERS EXPRESS HIGH DEMAND FOR WIRELESS CONNECTIVITY...  
WIRELESS ADOPTION FOR DATA TERMINALS



SOURCE: Motorola Market Study

## **MARKET NEEDS OVERVIEW**

- **...BUT WILL NOT SACRIFICE TO ENJOY WIRELESS FLEXIBILITY BENEFITS**
  - SPEED PERFORMANCE EQUAL TO/BETTER THAN WIRE**
  - NO LOG-ON REQUIREMENTS, CHANGES TO HARDWARE/SOFTWARE**
  - COMPATIBILITY WITH EXISTING WIRED NETWORKS AND  
COMPUTER/COMMUNICATIONS DEVICES**
  - RELIABLE, SECURE, COST EFFECTIVE**

## **IN-BUILDING BUSINESS REQUIREMENTS**

- **WIDE RANGE OF NEED**
  - INCREASING DEPARTMENTAL RECONFIGURATIONS**
  - DRAMATIC GROWTH IN PCs/HIGH SPEED LANs**
  - LITTLE INTEREST IN ON-PREMISE PORTABILITY**
  - LITTLE INTEREST IN ALLOWING OFF-PREMISE USE**

## **WIRELESS CONNECTIVITY ISSUES**

- **THERE IS A TENDENCY TO LOOK AT VOICE COMMUNICATIONS AS UNIFORM, AS WELL AS DATA COMMUNICATIONS**  
  
**--"THEY ARE BOTH DIGITIZED DATA SO THERE'S NO PROBLEM SUPPORTING THEM"**
- **DIVERSITY OF CONNECTION TYPES, TRAFFIC REQUIREMENTS FOR VOICE, DATA, AND VOICE/DATA**

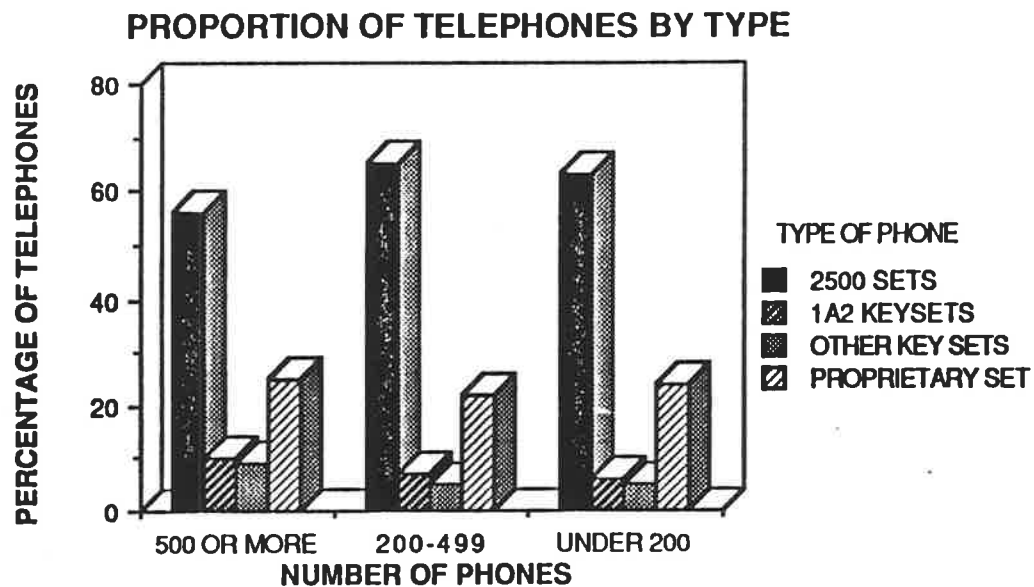
# DATA SUPPORT ISSUES

- **PC TYPES**
  - - **IBM PC AND COMPATIBLES**
  - - **PS/2**
  - - **MACINTOSH**
- **TERMINAL TYPES**
  - - **ASYNCHRONOUS "DUMB" TERMINALS**
  - - **IBM "3270" TERMINALS**
- **HOST COMPUTERS**
  - - **IBM**
  - - **DEC**
  - - **OTHERS**
- **LOCAL AREA NETWORKS**
  - - **ETHERNET**
  - - **TOKEN RING**
  - - **APPLE TALK**
  - - **OTHER PROPRIETARY LANS**

## VOICE SUPPORT ISSUES

- PHONES
  - SINGLE LINE PHONES
  - 1A2 KEYSETS
  - ELECTRONIC KEYSETS ON ELECTRONIC KEY SYSTEMS
  - FEATURE PHONES ON PBXS
  - ISDN SETS
- VOICE SYSTEMS
  - KEY SYSTEMS
  - HYBRIDS
  - PBXS
  - CENTREX

# TELEPHONE DEVICE DEMOGRAPHICS/IMPLICATIONS



SOURCE: Motorola Market Study

## IMPLICATION:

**ALTHOUGH A CUSTOMER MAY HAVE 60% SINGLE LINE PHONES AT HIS SITE, THESE PHONES ARE OFTEN MIXED-IN WITH MULTI-LINE AND PROPRIETARY PHONES.**

## **DESKTOP EQUIPMENT U.S.-1990**

- **IBM SYNCHRONOUS  
TERMINALS  
*OVER 10 MILLION INSTALLED***
- **ASYNCHRONOUS TERMINALS  
*OVER 7 MILLION INSTALLED***
- **PERSONAL COMPUTERS AND  
LOCAL AREA NETWORKS  
*OVER 30 MILLION INSTALLED***
- **TELEPHONE SETS  
*OVER 38 MILLION INSTALLED***

# **MICROCELL ARCHITECTURES**

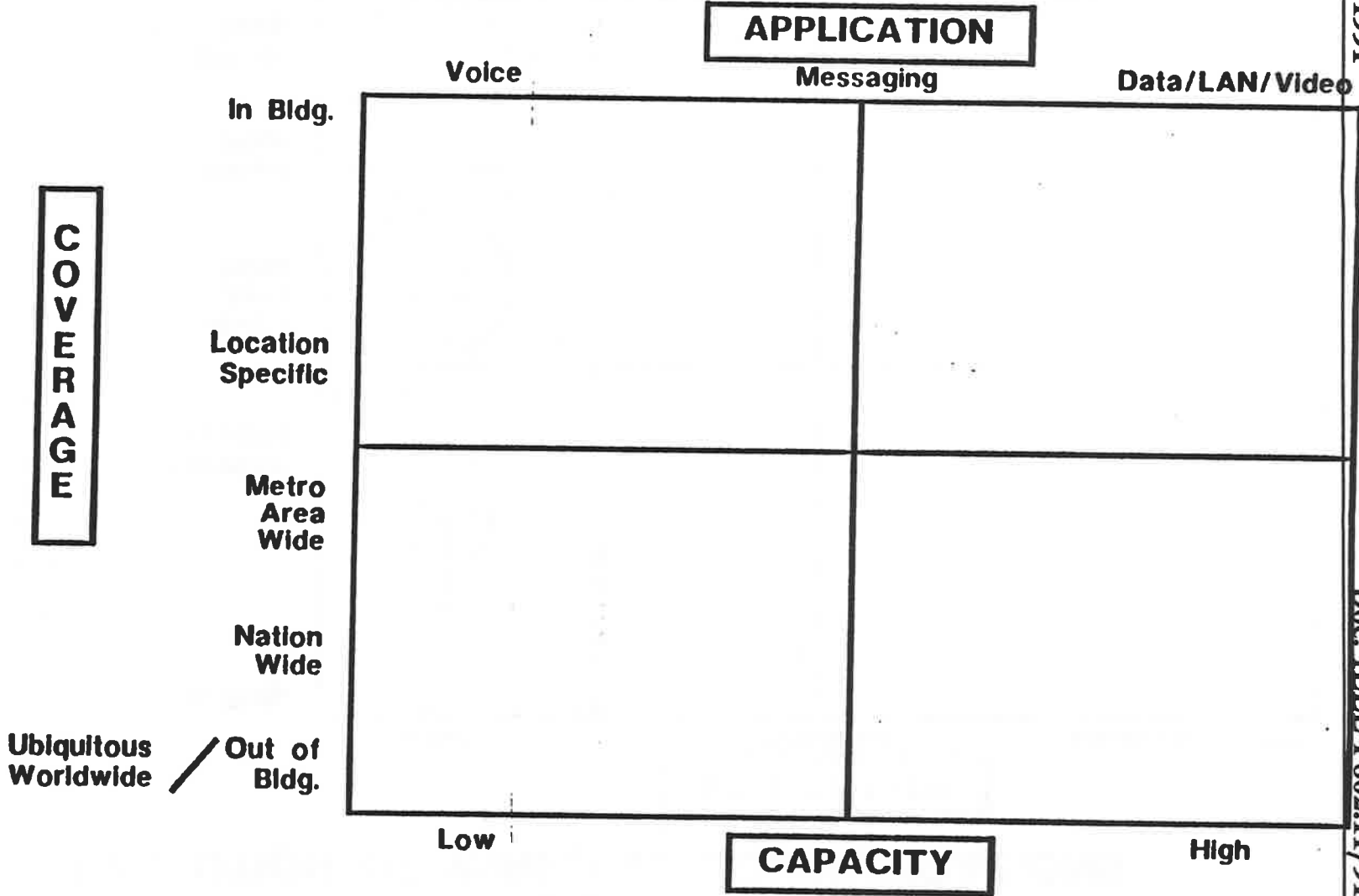
**Optimized For More Defined and  
Focused Coverage Areas**

**Department  
Floor  
Entire Building  
City Block**

**A Number of Micro-Cell Alternatives  
Will Be Available, Based On:**

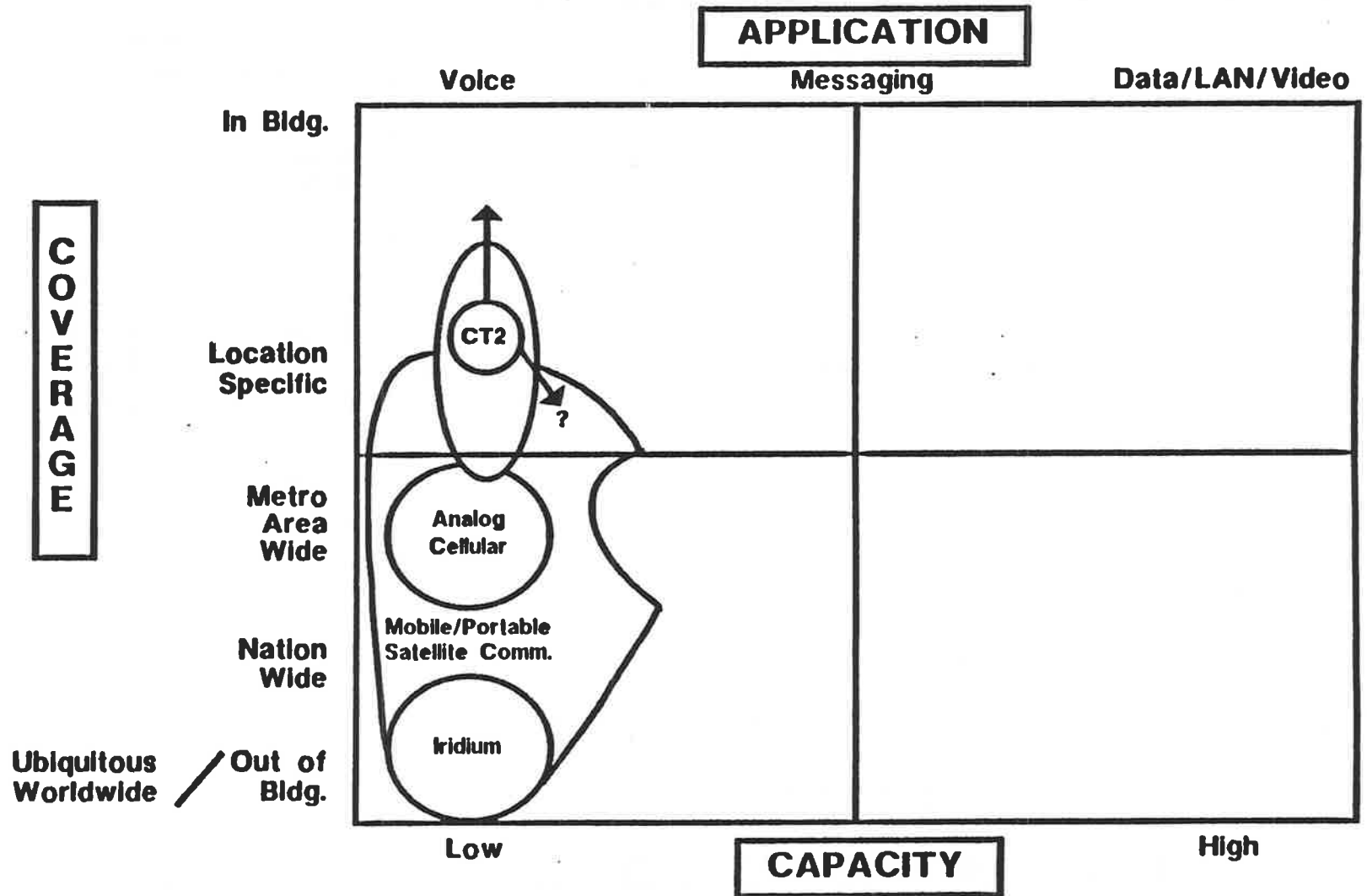
**Coverage Area Requirement  
Voice/Data Densities and Usage  
Frequency Availability**

# EVOLUTION OF WIRELESS COMMUNICATIONS



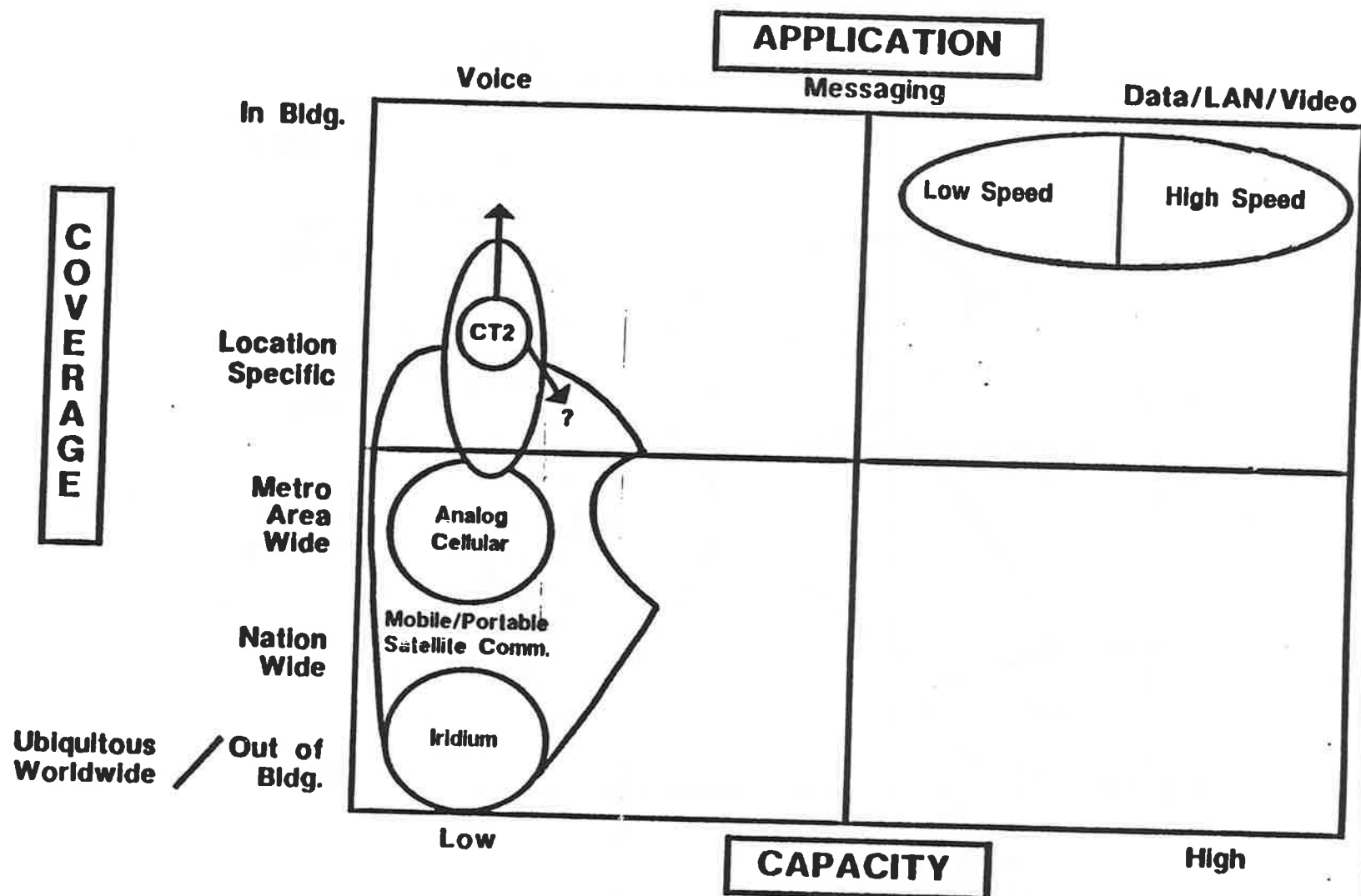
NOTE: Coverage is defined as Network Access Location

# EVOLUTION OF WIRELESS COMMUNICATIONS



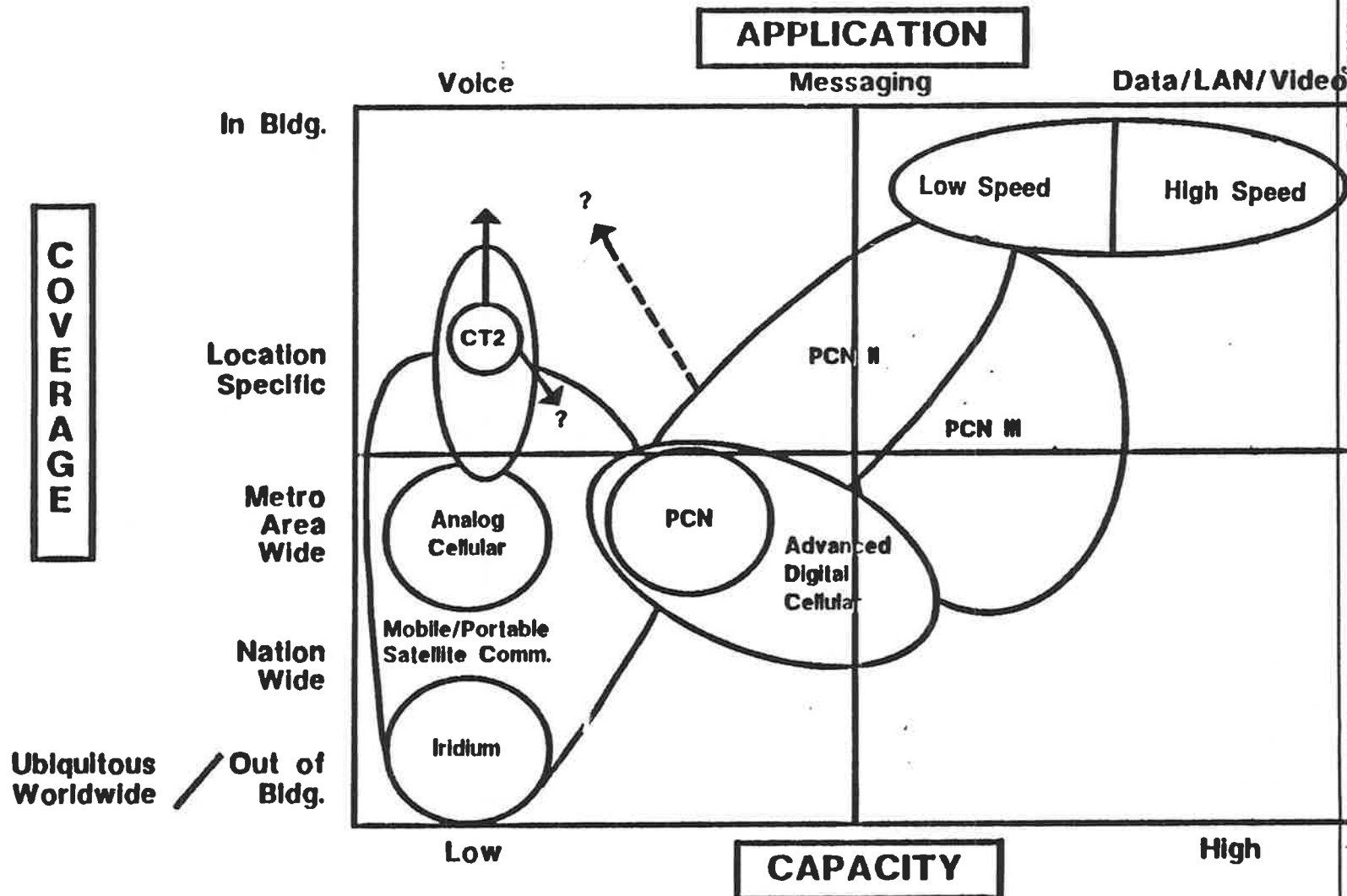
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# EVOLUTION OF WIRELESS COMMUNICATIONS



NOTE: Coverage is defined as Network Access Location

# EVOLUTION OF WIRELESS COMMUNICATIONS



NOTE: Coverage is defined as Network Access Location

January 1991

Doc ID: 1111

P802.11/91-08

# CHALLENGE OF COMBINED CAPABILITIES

| <u>CHARACTERISTIC</u> | <u>WIDE AREA</u> | <u>IN-BUILDING</u>            |
|-----------------------|------------------|-------------------------------|
| CONTROL OF RF         | NONE             | SOME (> w/ hi freq.)          |
| POWER                 | HIGH             | LOW                           |
| "TALK" TIME           | LOW              | HIGH                          |
| LOCATING USER         | MORE DIFFICULT   | LESS DIFFICULT                |
| USER DENSITY/CAPACITY | LOW              | HIGH (> w/ hi freq. & coord.) |

## LICENSED VS UNLICENSED ISSUES

- SEVERAL "MISCONCEPTIONS" ABOUT LICENSED SERVICE

**MISCONCEPTION 1:** "There will be a fee to the 'Private Carrier'".

--PART 94 OF FCC RULES SPECIFICALLY CREATED SO SYSTEMS COULD BE OPERATED PRIVATELY.

--PART 94 RULES **DO NOT** PERMIT CHARGING FOR AIRTIME

**MISCONCEPTION 2:** "Licensing is a burden to the customer."

--LICENSING IS A BURDEN FOR THE CUSTOMER ONLY IF THE MANUFACTURER DOES NOT MAKE THE INVESTMENT NOR COMMITMENT TO MAKING IT PAINLESS FOR THE CUSTOMER.

- LICENSED SERVICE BENEFITS

--FREQUENCIES ARE MANAGED SUCH THAT FREQUENCIES CAN BE RE-USED OVER AND OVER, ENABLING VERY HIGH CAPACITY

--FREQUENCIES ARE MANAGED SUCH THAT INTERFERENCE IS MINIMIZED--  
UNLICENSED AFFORDS NO SUCH PROTECTION TO THE CUSTOMER

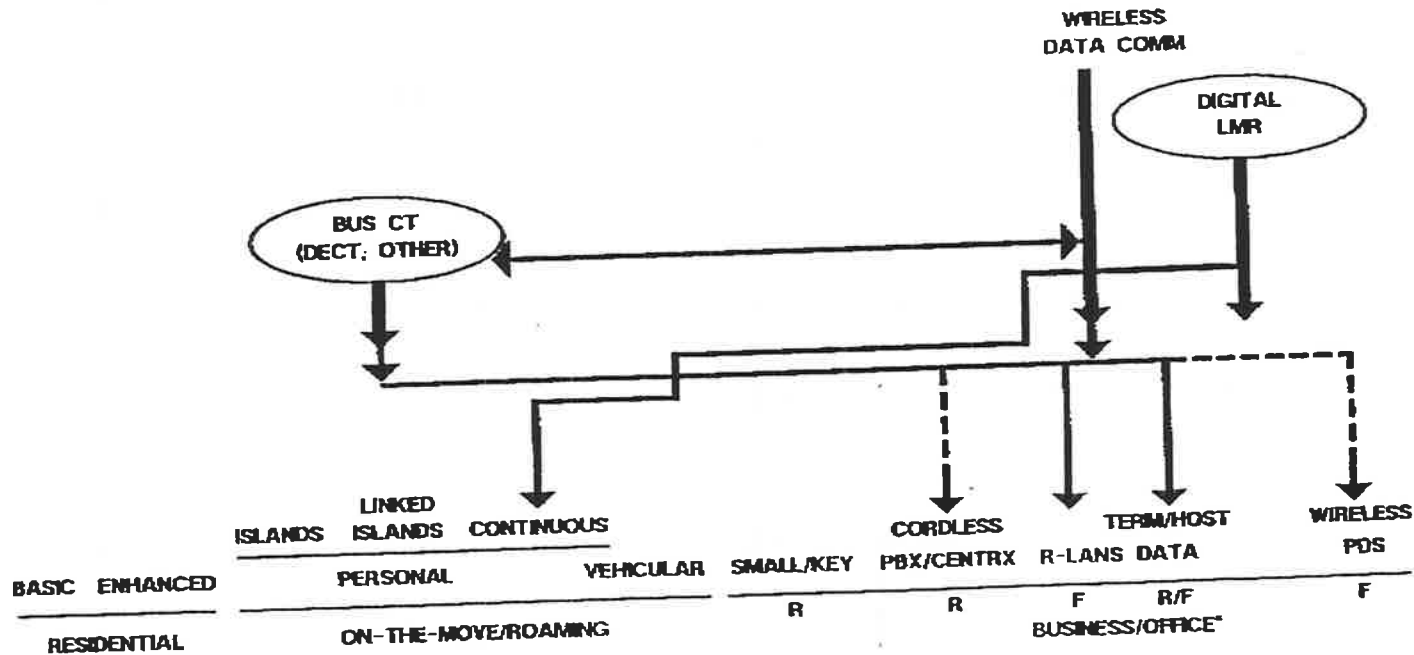
## **CONCLUSIONS FOR STANDARDS EFFORTS**

- **NO "SINGLE" DATA SOLUTION**
- **DIFFERENCES IN APPLICATIONS IMPACT WIRELESS TECHNOLOGY AND PRODUCT CHARACTERISTICS**
- **SPECIFIC DEFINITION OF SERVED APPLICATION FOR STANDARD IS KEY**
- **TRADE-OFF CONSIDERATIONS OF CHOSEN APPLICATION MUST BE ASSESSED**
  - LOW SPEED VS HIGH SPEED DATA**
  - CAPACITY/DENSITY OF SUBSCRIBERS**
  - DOMAIN OF COVERAGE: WORK GROUP/FLOOR/BUILDING/METRO AREA, ETC.**
  - COMPATIBILITY WITH EXISTING WIRED NETWORKS**
  - EASE OF IMPLEMENTATION**
  - PROTECTION FROM INTERFERENCE**
  - SECURITY**
  - LICENSING BENEFITS**
  - COST**

1990-1995 → TODAY

DATA COMM.

# ENABLING TECHNOLOGIES

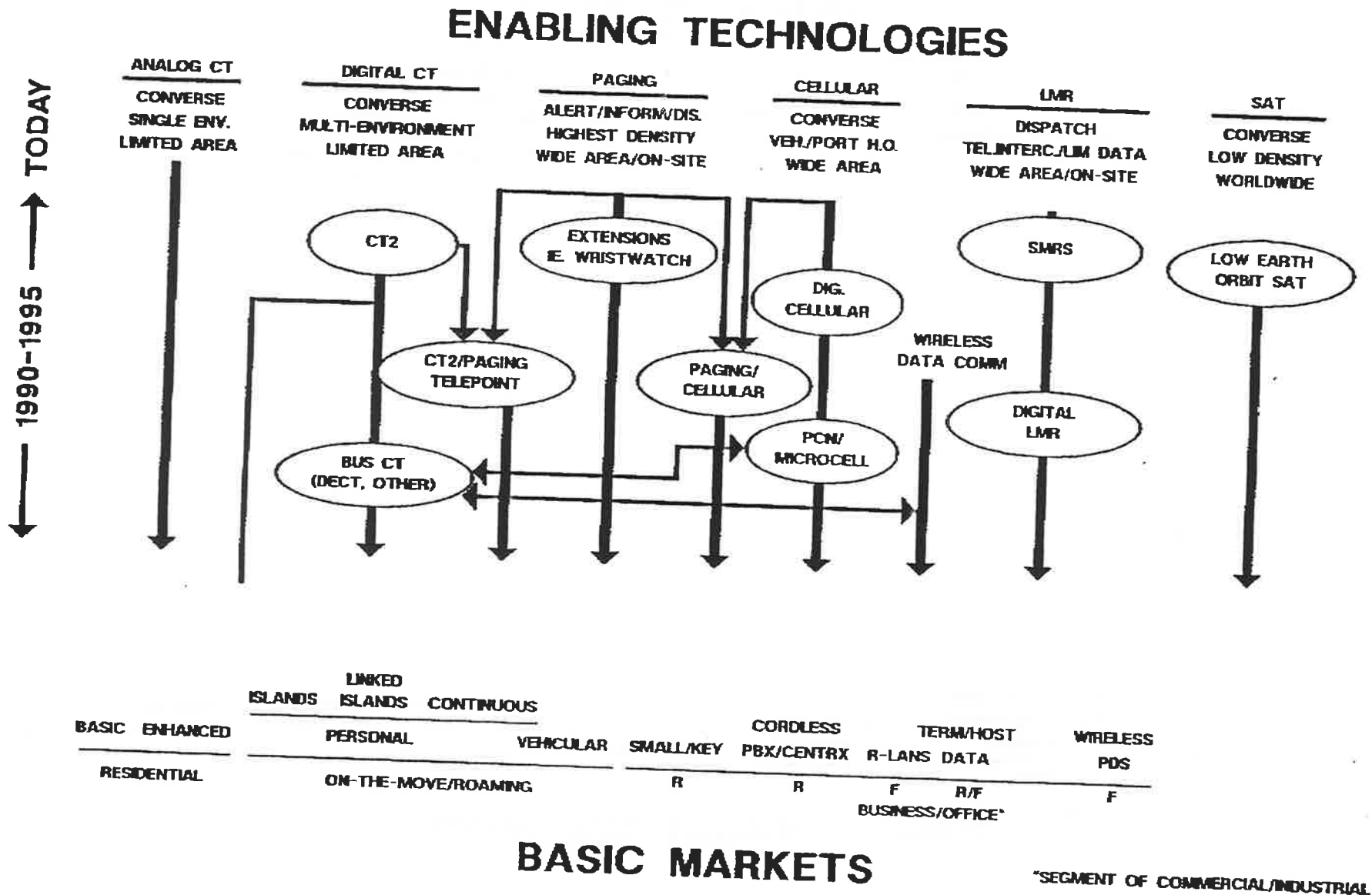


LEGEND

→ PRIMARY/NOW  
 - - - - - SECONDARY/NEXT  
 . . . . . TERTIARY/FUTURE

## BASIC MARKETS

\*SEGMENT OF COMMERCIAL/INDUSTRIAL



## TODAY

## ENABLING TECHNOLOGIES

ANALOG CT  
CONVERSE  
SINGLE ENV.  
LIMITED AREA

DIGITAL CT  
CONVERSE  
MULTI-ENVIRONMENT  
LIMITED AREA

PAGING  
ALERT/INFORM/DIS.  
HIGHEST DENSITY  
WIDE AREA/ON-SITE

CELLULAR  
CONVERSE  
VEH/PORT H.O.  
WIDE AREA

LMR  
DISPATCH  
TELINTERC/LIM DATA  
WIDE AREA/ON-SITE

SAT  
CONVERSE  
LOW DENSITY  
WORLDWIDE

| BASIC       | ENHANCED | LINKED              |           |            | SMALL/KEY | CORDLESS | TERM/HOST        |             | WIRELESS |
|-------------|----------|---------------------|-----------|------------|-----------|----------|------------------|-------------|----------|
|             |          | ISLANDS             | ISLANDS   | CONTINUOUS |           |          | PBX/CENTRX       | R-LANS DATA |          |
| RESIDENTIAL |          | PERSONAL            | VEHICULAR |            | R         | R        | F                | R/F         | F        |
|             |          | ON-THE-MOVE/ROAMING |           |            |           |          | BUSINESS/OFFICE* |             |          |

## BASIC MARKETS

\*SEGMENT OF COMMERCIAL/INDUSTRIAL