

wireless

IT'S ESTIMATED THAT BY THE YEAR 2003, there will be more than one billion cell phone users worldwide. Included in this forecast is a new generation of communication devices that let people not only talk to each other, but also send email and access the Internet. This freedom of movement means an immense shift in our perceptions of interconnectivity. Translation: Soon your phone could also be an electronic car key, and you'll be able to play games on your Palm Pilot with a guy in Sweden. The applications are limited only by imagination and, of course, funding.

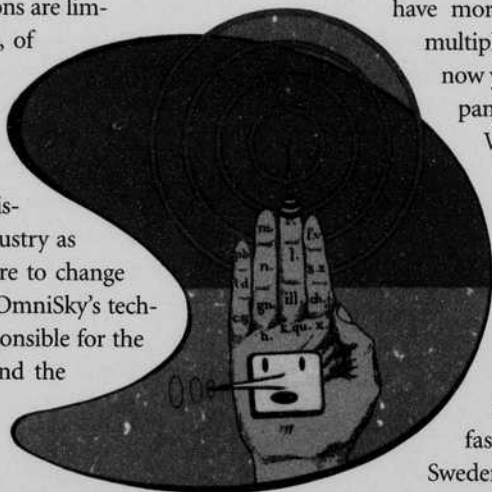
Winnie Wong, 26, an art director at OmniSky, a Silicon Valley-based wireless service targeting personal digital assistant (PDA) users, sees this industry as her solution to a burning desire to change the world. Her job is to make OmniSky's technology look cool. Wong is responsible for the look of OmniSky's web site and the interface that people see on their PDAs. "I want to be an innovator, and this industry is all about innovation," she says.

"Successful people in this business have a level of deep hunger, and the more aggressive the company is [in seeking out innovation], the better off it's going to be."

Currently, there's a desperate shortage of workers in entry-level computer engineering, sales, marketing, and research. And because the wireless industry is being joined by some major technology companies like Intel and 3Com, along with existing cell phone companies like Ericsson, Nokia, and Motorola, many opportunities can be found at these big companies. The difference between working at a giant like Intel versus a smaller

company like OmniSky is that at a small company, you have more opportunities to work across multiple departments. "Fortunately, right now you can pick and choose the company you want to work for," says Wong. She also says that wireless companies aren't necessarily looking for experience and are willing to train new employees. What they are looking for are strong communication and problem-solving skills. While there are plenty of opportunities in the United States, to get on the fast track, head to Stockholm, Sweden (home to "Wireless Valley"),

Tokyo, or even Beijing. According to Dan Francisco, spokesman for Intel Wireless, the technology being developed in those countries (stuff like paying for



▼ **experience.com**
How to convince an employer you're a trailblazer?
 Find out at www.experience.com/trailblazer.

a Coke at a vending machine through a cell phone) won't hit the United States for a few years. ⬇

Grant Davis is an editor at Stuff magazine in New York City and a regular contributor to experience magazine.

new
directions

more secure ways of doing business.

Online retail is one industry that's exploring advanced web security. Companies like J. Crew and Amazon take advantage of encryption technology to offer customers e-coupons. But business-to-business interaction will likely be the main market for advanced security methods, says Jaquith. "B2B markets demand the best

security possible. Companies are sharing inventories, supply costs, and carrying costs. If you were able to intercept that information, you'd have the company's crown jewels. Encryption is allowing companies to share information in a secure environment and create a better marketplace for the consumer."

Jaquith says that the best site watchmen must be able to demystify the

intentionally complex technology they create. Web security is as much about client education as protection, he says. "We need people who can take incredibly complex technology and boil it down into an essence that our clients can understand. The best thing we can do is make our clients more informed technology people."

-Topher Bordeau