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Mobile broadband gets a logo

GSMA initiative backed by 16 companies

by Amy-Mae Elliott published on 30 September 2008

Sixteen companies have teamed-up for a GSM Association-led initiative to make mobile broadband a recognisable standard, complete with its own logo.

With the aim to create a new category of "always-connected mobile broadband devices delivering a compelling alternative to Wi-Fi" the first phase will see pre-installed mobile broadband on laptops in 91 countries.

Launch participants include 3 Group, Asus, Dell, ECS, Ericsson, Gemalto, Lenovo, Microsoft, Orange, Qualcomm, Telefónica Europe, Telecom Italia, TeliaSonera, T-Mobile, Toshiba and Vodafone.

The GSMA-created "Mobile Broadband service mark", is designed to help consumers easily identify a "ready to run" mobile broadband device.

More is promised from the initiative including "a whole range of previously unconnected devices - from cameras and MP3 players to refrigerators, cars and set-top boxes".

