

# Working Wireless Solutions



## Derek Kerton



## Wireless Telecommunications Industry Expert

Derek, founder and President of The Kerton Group, is an industry expert in wireless technology, content, and applications with over ten years industry experience. He has worked with multinational wireless carriers, wireless LAN services companies, software companies, mobile device manufacturers, and many of the Internet's top 100 websites. Mr. Kerton's expertise in relating wireless technology to real business strategy is recognized internationally and has established a long list of clients including: Sony, SK Telecom, Ebay, IP Wireless, NextG Networks, and Broadcom.

Derek speaks English, French, and Spanish, has an MBA from Cornell University and an Honors BA in Economics from the University of Waterloo. He sits on the board advisors for Vantrix, Aegis Mobility, The Telecom Council of the Silicon Valley, and WiFinder.

### A Sampling of Derek's Recent Speaking Engagements:

- CTIA Wireless '06, '07, '08
- Navteq Connections '07, Florida
- IPTV World Congress, California
- VON '07, California
- Mobile Internet Latin America Summit, Brazil

### Client's Include:



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The Kerton Group is a boutique consultancy specializing in business development, product strategy, and marketing for wireless technology business. We cover wireless Internet, the cellular marketplace, 2.5G, 3G, WLAN, Bluetooth, mobile devices, and fixed wireless. Our team are qualified consultants with a deep, vertical knowledge of the wireless industry that helps us fully understand technology, market, product, and business issues for our clients.

### A small sampling of Derek's successes:

- Infoseek: Derek managed the mobilization of the portal onto phones, PDAs, pagers, and Internet appliances.
- Disney Internet Group: Responsible for Disney's mobile content and wireless Internet strategy including partnership deals and internal production, Derek's leadership assisted in establishing Disney as the leading wireless content provider among media companies. (Hollywood Reporter, 2001)
- Sun Microsystems Javasoftware Division: Derek assisted in the adoption of Java Technology into embedded OS Devices.

### Derek's Recent Published Quotes:

**CNN**, Amy Cox; Cities Find Wi-Fi Future: "...A Wi-Fi Network over a wide area is like trying to run an airline industry without air traffic control," (Derek Kerton) says. "You're going to have planes crashing into each other occasionally because no one's controlling it..."

**MSNBC**, Laura Castellano; Long flight? Gadgets to make it fun: "As for in-flight entertainment, these days you're better off bringing your own. "Instead of settling for the censored, interrupted movies with poor image quality on flights, you should take control of your own video viewing experience," said telecommunications consultant, Derek Kerton."

**Federal Computer Week**, John Pulley; Wagering on Wi-Fi: "You can try to use Wi-Fi to cover a municipality, but it's akin to using a boat to drive down a highway or a car to go across a lake, said Derek Kerton."

**Forbes**, Gene Koprowski; Wireless World: Wireless Bluetooth: "Research by another analyst, Derek Kerton, of the Kerton Group, located in Silicon Valley, indicates the growth in Bluetooth chipsets - hardware for devices - is growing dramatically each month..."

**The New York Times**, Susan Stellin; Business Travel: Coping with Cell Phone Calls Overseas: "Since most companies only have a limited number of employees who travel abroad, (Mr. Kerton) said, they often have to fend for themselves. 'When the plane touches down, they press the 'on' button and cross their fingers.'"

**Wired**, Elisa Betista; Why Centrino and VPN's don't Mix: ""Those of us who bought these first-generation chips from Intel should be more careful," (Mr. Kerton) said. 'You shouldn't buy a first model year car. I shouldn't have bought a first model year chip.'"

### Hot Topics Derek is Expert in:

- Wi-Fi Piggybacking
- Cellular Convergence Devices
- Hot Spots
- Kindle's
- TV Broadcasters and Mobile Video
- Standalone GPS
- WiBro vs. WiMax
- Muni Wi-Fi
- Wireless Hot Key
- Sprint
- LBS Apps