

# Problem solving activities

Business



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Wireless mobile computing and mobile commerce As technological capabilities of mobile devices improve day by day, several applications that can be exploited for commercial purposes are being developed. The capability of these computer applications and tools are immense making them very useful to the consumers hence business solutions especially in e-commerce align themselves strategically to exploit these potentials.

Examples of these new technologies include voice portals.

#### Voice portals

Over the last decade, the input capabilities have transcended from the use of physical keys to virtual keys on touch screens. However as technology improves, humans find it more convenient replacing the input interface with voice capabilities. These voice applications can be used to achieve several functions in computerized devices including mobile (Institute of management Service, 1).

Voice portals have been commercialized as a unique and very strong security feature in computerized devices and also in mobile devices. This is by the exploitation of the speech recognition service in voice portals that are configured to certain wavelength thresholds and hence act as a security feature. In order to penetrate the system, a user must use his/vocals that have to match with the configured phonemes of the input speech. Voice synthesis will therefore determine if the speeches march and hence decide whether to give access or deny.

Another very lucrative use of the voice portal technologies by vendors is in system configuration and customer service. Armed with the capability of speech recognition, voice synthesis and dialogue control, voice portals can be very effective as Interactive Voice Response systems. These systems are <https://assignbuster.com/problem-solving-activities/>

used in Automated Teller Machines, self-customer care in devices, traffic control systems in cars and as live agents. This is possible when the voice portals are integrated with databases so that they can access them and provide a feedback either transforming text to speech or speech to speech.

### Global Positioning System (GPS)

The GPS can and has been exploited to provide several solutions for the exploitation of several commercial purposes. With its ability to provide information about location, the GPS has been a very effective tracking tool.

The GPS works closely with the

Most of the products of the GPS are consumer related and hence the solutions they provide have not been fully exploited for industrial use. Some of the uses of GPS include mobile marketing, vehicle tracking, survey and mapping, navigation, military and missile launching among others.

Mobile tracking tools and GPS have been integrated in social media in ways to boost marketing especially in retailing stores and recreational facilities.

Mobile tracking solutions that contain check in options are the way marketers are using to market places and products. Tools such as foursquare, loopt and Gowalla normally add the fun in their usage while marketing a place by offering offers to clients who check-in more times over a certain period of time. They also attract more clients if celebrities or VIPs check-in using these social tools.

The most recent and fascinating application of the GPS and the GIS is in the field of agriculture and construction. Precision agriculture has enabled the agri-business industry to be more efficient. This is efficiency is derived in filed mapping and boundaries allocation. Precision agriculture has also enabled farmers to plough the fields in harsh conditions like wind and fog.

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Irrigation systems can also be effectively exploited using the GPS.

Work Cited

Institute of management Service. Voice Portals, Web. Mar 7 2014