

# The Tinker's Toolbox - QuickLink Hotspot Manager



Hosted by ECN's Editorial Director, Alix Paultre, the Tinker's Toolbox is ECN's web-based interview show where we talk about the latest technology, components, and design issues for the electronic design engineering community.



In this episode of the Tinker's Toolbox we talk to David Sperling of Smith Micro about their new QuickLink Hotspot Manager powered by SODA 1.0. Geared toward mobile operators and OEMs, the latest product allows users to wirelessly connect to and manage their hotspot. The tech will also be displayed at the [Mobile World Congress](#) [1] from the 14th to 17th of February in Barcelona.

[Right-click to download the podcast](#) [2]

Another link to the podcast: [Smith Micro interview](#) [3]

[Here is the press release:](#)

Smith Micro Software, a leading developer and marketer of software solutions and services for the mobility market, today released its newest version of QuickLink Hotspot Manager, powered by the enabling technology of SODA 1.0 (Secure On-Device API). The integrated interface provided by the QuickLink Hotspot Manager client allows users to wirelessly connect to and manage their hotspot, providing a better user experience across a range of devices.

QuickLink Hotspot Manager with SODA strengthens brand and service positioning

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for service providers, increasing average revenue per user (ARPU), and reducing customer support costs. The simplified user experience enables mass-market adoption of wireless services and promotes the use of wireless routers across a larger demographic. Proactive notifications inform customers about their battery level, network coverage (4G/3G), billing, data usage and other critical information. The hotspot manager provides mobile operators, device owners and IT administrators the ability to monitor and control all aspects of their mobile hotspot data traffic.

“By integrating SODA into our QuickLink Hotspot Manager, mobile operators, service providers and electronics manufacturers can now leverage a solution that delivers accelerated time to market, increased mobile broadband product adoption, improved user experience and reduced customer support costs,” said William W. Smith, Jr., President and CEO at Smith Micro Software. “As a result, Smith Micro is enabling the wireless industry to simultaneously manage scalability while accessing revenue opportunities faster as they introduce more devices and applications to the market.”

Geared toward mobile operators and original equipment manufacturers (OEMs), the SODA specification is a global solution for device communication that provides a consistent interface across all mobile broadband devices, form factors, hardware/software manufacturers, chipset suppliers, and operating systems. The result is faster time to market with increased quality and a more consistent user experience across the wireless ecosystem. In the end, SODA reduces customer support costs, enhances user experience, and increases adoption of mobile broadband products. By providing a consistent hardware and software cross-platform interface, mobile operators, service providers and electronics manufacturers can launch more devices and applications in a scalable manner through SODA.

Access to the SODA 1.0 specification is available through the SODA Innovator Program, which will serve the mobile market to streamline the ever-increasing device go-to-market challenges. Mobile operator partners will receive numerous advantages, including earlier lead-time for IP development of custom SODA modules, while hardware vendors will benefit from early integration of priority devices. Program participants will also have access to future versions of SODA made available by Smith Micro, as well as access to SODA Technical Resources. In addition, innovators are able to provide feedback to Smith Micro on the specification and will receive updates on and invitations to SODA-related events.

More information about Smith Micro Software (NASDAQ: SMSI) can be found on [www.smithmicro.com](http://www.smithmicro.com) [4].

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<http://www.ecnmag.com/podcasts/2011/02/tinkers-toolbox-quicklink-hotspot-manager>

**Links:**

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[1] [http://www.mobileworldcongress.com/event/event\\_overview.htm](http://www.mobileworldcongress.com/event/event_overview.htm)

[2] <http://www.ecnmag.com/sites/ecnmag.com/files/legacyfiles/ECN/Multimedia/Audio/2011/02/smithmicro-interview.mp3>

[3] <http://www.ecnmag.com/sites/ecnmag.com/files/legacyfiles/ECN/Multimedia/Audio/2011/02/smithmicro-interview.mp3>

[4] <http://www.smithmicro.com>