

environments will continue to grow. A key reason is reusable software, which will spark big decreases in software costs as network sizes increase.

"As client-server environments become more mature, and therefore more reliable, the actual benefit to the organization, moneywise, is going to dramatically exceed what they're getting today. We're just at the beginning of this," says Johnson.

Impressive Growth Forecast for Wireless LANs

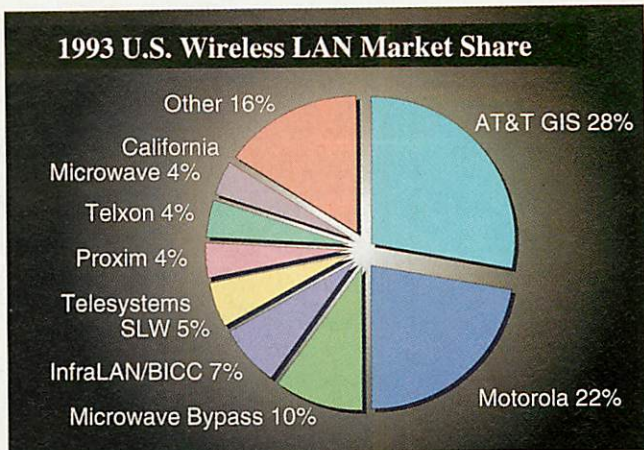
BY MARTY WEIL

NEWTON, MA—According to a recent report from the Business Research Group (Newton, MA), the wireless local area network market (including infrared and radio frequency) is expected to

grow from \$36 million today to more than \$350 million by the end of this century.

"The Wireless LAN Market" reports that, in most cases, wireless LANs are used as extensions to wired environments, or are used in new office sites. "The wireless LAN market is primarily an extension market," explains Rebecca Diercks, program director for wireless research at the Business Research Group. "As companies extend their existing local-area networks, they are opting for wireless LANs, especially for mobile communications. However, we also expect to see companies that are new to the LAN market install wireless systems, because the cost of the technology is now comparable to wired network systems.

"The wireless communications environment is a major growth market that will extend, supplement, and in some cases, replace the wired infrastructure on a long-term ba-



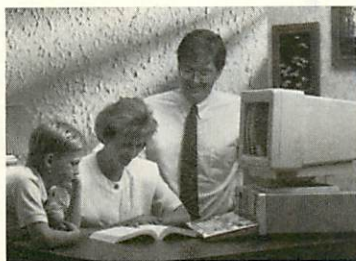
The 1993 U.S. wireless LAN pie was dominated by AT&T and Motorola.

sis," Diercks adds.

The Business Research Group report details the distinct markets served by wireless LAN vendors and the considerable barriers to entry. The report also discovered that wireless products require improvements, especially in the areas of integration and ease-of-use.

BRG's Wireless LAN Market report, a spin-off of a larger study that included interviews with more than 350 firms, examines users and those who plan to use wireless data in the future. It includes a breakdown of the technologies, a summary of the potential health impact, and detail on standardization. MA

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