

## Keeping the 'Mobile Generation' Connected

*Challenge:* Young consumers that don't want a fixed phone connection but still want Web access.

*Solution:* A 3G connection with a wireless modem

*Benefits:*

- Maintain Internet connection
- Portability
- Account sharing

*Hardware:* NetComm 3G9W, 3G21Wn or 3G17Wn

Right across the world studies are showing that young people are increasingly choosing not to connect a fixed line phone when moving out of their parental home. Instead, they prefer to rely on mobile technology. For this demographic, having a landline is deemed an unnecessary encumbrance. Obviously this mindset means that even a naked DSL connection is also unlikely to be of interest to the "Mobile Generation".

But by the same token, these consumers do not want to give up their connection to the World Wide Web. The exponential growth of social networking and the reliance on the Internet for all facets of modern life means that young people feel lost if they can't have Web access.

These two trends make a 3G router the perfect solution.

Devices such as the NetComm 3G9W or 3G21Wn offer the ultimate in mobility with the very best in connection speeds. Needing only a power outlet, they can provide a reliable connection anywhere, any time and can even be shared amongst a group of friends and house mates.

For those customers who prefer to use a dongle-based 3G modem for even greater mobility, the NetComm 3G17Wn is a great alternative for when they do return home. Connecting the dongle to this wireless router enables the sharing of the 3G account between multiple machines.

Both of these devices make a successful marriage between the need for mobility and the need for connection.

With NetComm, young people can have both.