

26 July 2007

By: Bogdan Popa, Security and Search Engines Editor



## [Google's Plans to Change the Mobile World](#)

### *Google deal with Sprint*

Google and the famous mobile company Sprint signed a deal that will create a new portal especially addressed to WiMAX consumers, allowing them to use the Mountain View giant's solutions straight from their handheld devices. Sprint plans to implement the Google Apps suite of tools that includes several products such as Gmail, Google Calendar and Google Talk in order to make them accessible from any mobile phone connected to the Sprint network. This partnership is useful for both companies because Sprint's consumers are able to benefit from the famous Google solutions while the Mountain View company makes another step into the mobile market. Moreover, the WiMAX technology brings better performance to the Google solutions meant to attract a new segment of customers. "Google and Sprint will optimize the Internet experience for the digital lifestyle," said Barry West, president, 4G Mobile Broadband for Sprint. "This collaboration brings what will be the best mobile Internet network together with the leading Internet search company. It allows us to capitalize on the powerful mobility and Internet trends, and create wireless services and applications that take advantage of each company's history of product development innovation." "The recent period was quite important for Google's evolution into the mobile world. The Mountain View company struggled to build new flavors of its solutions in order to attract a new segment of clients and slowly conquer this market. That's why the Sprint deal might represent a major step for Google as the WiMAX clients can use the search giant's products for the first time on Sprint." "Google shares Sprint's vision for enhancing the consumer's mobile lifestyle and is focused on greater access to information through a variety of channels," said Dave Girouard, vice president and general manager Google Enterprise. "We look forward to working with Sprint to bring to market a rich and compelling broadband experience for WiMAX customers."