



MICHAEL McLEAN COMPUTING 2

## Mobile Computing Software Applications

# MMC2 COMPANY PROFILE

### THE NAME

Our name, **MMC2**, is a simplified version of **MMC<sup>2</sup>**, which is designed to convey the power unleashed exponentially, by combining the imagination, skills, abilities, both technical and conceptual, and experiences of the two principals, both of whom are named Michael McLean. The initials **MMC** represent two concepts, the personnel involved, as well as the type of activity engaged in.

**Michael McLean** and

**Michael McLean Computing.**

There are two Michael McLeans, related as father and son. Each bring both individual and common, skills and abilities to the enterprise. But **MMC2** is comprised of more than the addition of these qualities. Each completes and complements the other, so that the whole is indeed greater than the sum of its parts. This concept is represented by the exponent (or the small 2).

**MMC2** is easier to pronounce and to enter on a keyboard than **MMC<sup>2</sup>**, and so we make use of the former as a convenient way to represent the latter.

# THE MISSION

## Developing and Implementing Mobile Computing Software Applications

that bring to the end user –  
*the power of a computer combined with the simplicity of a phone.*



MMC2 researches, designs, develops, markets and implements computer software, specialising in applications for mobile phones and devices. MMC2 was formed in 2007 and its first project was the **Mobile Tennis Scorer plus Statistics**.

At MMC2, we believe that the practical benefits of well written mobile computer applications, that can be extended to a very wide range of marketplaces, has barely been recognised, let alone tapped. It is our company mission to address this shortfall in the availability of **powerful** and **productive** mobile computer applications. We have just begun with the MTSpS, and have a number of equally exciting mobile computer applications already on the MMC2 'drawing boards'. We consider much of the alternative content currently available, to be more in the areas of entertainment and 'hobbyists', as opposed to **professionally produced and marketed, practical mobile computer software applications**.

## A COMPUTER PROGRAM ON A MOBILE PHONE

Mobile phones are used by a very large number of people these days. Familiarity with the basic use of mobile phones is widespread, including making calls and sending text messages, as well as entering contact details, setting alarms and using the stopwatch and calculator features of the phone. Some of these features are programs known as Java Apps.

The Mobile Computing Programs developed by MMC2 are also Java Apps ( programs written for mobile phones using the Java language).

A major benefit of using a Java App on a mobile phone, is the **liklehood of the user having the phone either on them or very close by at most times.**

The advent of desktop computers, commonly known as PCs (Personal Computers) was a significant advance from the days when computers were physically very large, and required special environments, usually a dedicated computer room with its own special electrical power supply and air conditioning, to name a few such requirements. Specially trained computer operators and computer support staff were also required. The introduction of PCs made computers very much more accessible to a large number of people. It also increased dramatically the number of different types of applications that computers could be efficiently used for.

The benefits of portability and less demanding operating conditions became even more evident with the popularity of Laptop computers, Palmtops or handheld computers, and PDAs (Personal Digital Assistants).

This trend is now extending into the use of mobile phones, not only as a means of communication, as with traditional voice phone calls, but also for text messaging, emailing and sending photos and videos, and listening to and sharing music. And further to this trend, is the increasing use of the 'humble' but also the technically very sophisticated mobile phone, as a computer, to run computer applications.

One obvious advantage of this, is that **computer programs can now be run on a device that many people are already familiar with,** and probably have in their pocket or handbag, or some other equally convenient place. But **there is another advantage,** that is just as important as the physical convenience of this approach.

## THE DEVICE APPROACH

While many modern mobile phones have memory and processing power, that exceeds that of PCs of not so long ago, and this easily qualifies them as computers, they are used more as you would use a **device**, rather than a **computer**. By running your program on a phone, you are leaving behind, waiting for the computer to boot up and the many annoying, timewasting, and sometimes confusing messages that can appear, and pop up on your screen, presumably requiring your understanding, and some sort of response.



The '**device approach**' is that you have a thing and it does a job. In the case of the **Mobile Tennis Scorer plus Statistics (MTSpS)**, the thing is your phone, and the job is keeping the score at a tennis match, and optionally gathering some statistics on the match and the players.

Many people are comfortable using a computer, but many many more are comfortable using a mobile phone. Once you begin the application that you have selected to run on your phone, then you are in the hands of the software engineer who designed and wrote it. This is in contrast to being in the hands of Windows and all its interruptions and popups etc. etc. With MMC2 Apps you will not be bothered by interruptions from the operating system (Windows) asking and suggesting things, or hackers and others causing popup messages to appear on your screen and other like occurrences. All that is required of you, is minimal and specific to the task at hand, in the case of the MTSpS, keeping the score at a tennis match. Your involvement is kept to what is relevant and very easy to understand. **This is a feature of the device**

**approach**, and it is a key component of the design philosophy behind MMC2 software products.

# THE PEOPLE

The principals of MMC2 are:-



Michael Joseph McLean



Michael Anthony McLean

**Michael Joseph McLean** first became involved with computers in 1970 as a computer operator and EDP (Electronic Data Processing) trainee with John Lysaghts, using an IBM 360/20. He spent much of the 70s employed by NCR as a software specialist, including programming and systems analysis, a trainer and eventually sales representative. At the time NCR were the dominant supplier of Cash Registers, Point of Sale terminals, and Accounting Machines, and a significant supplier of Computers. A major focus at this time was designing and supplying Computer Systems for the Retail Industry. He also has experience with other Point of Sale equipment suppliers including Sharp and Data Terminal Systems. He has many years of experience as a freelance computer programmer and systems analyst, and as a trainer. His formal qualifications, in addition to numerous computer qualifications, include a Bachelor of Arts at Wollongong University and a Master of Letters at Sydney University. Both of these studies were in Philosophy. He has always been attracted to physically smaller computers and was first involved in Desktop Computers (PCs) when many thought that they were merely toys. This interest grew with the advent of Laptops and then Palmtops. He is quite excited about the possibilities afforded by Mobile Computing especially applications for Mobile Phones.

**Michael Anthony McLean** has a work ethic second to none. Alongside of this, his standard of, and pursuit for excellence, means that co-workers, clients and customers alike, all benefit from the high levels of energy and technical understanding that he adds to whatever enterprise he is involved in. This is evidenced by his academic and professional careers. His HSC record shows 'first in the class' in many of his subjects. After joining the RAAF in 2000 he trained to become an Avionics Technician. There were numerous in-house RAAF courses, all of which he completed successfully, most with grade %s in the high 90s. Included in this range of courses were qualifications in Advanced Communications and Advanced Avionics. His level of involvement in studies in the RAAF, often saw him helping other students, and eventually conducting some of the courses. While the on the job requirement was usually fault finding and unit replacement, Michael went well beyond what was required, focusing on deeper level maintenance. Through this he developed a thorough understanding of fault-finding circuit cards down to the component level. Towards the end of his RAAF career he sought to broaden his qualifications by completing the Advanced Diploma in Electrical Engineering at TAFE. Even further study in this field, and in the field of Mechatronics (the combination of mechanical engineering, electronic engineering and software engineering), was put on hold while he pursued employment in these areas. While still craving further study and research, he found that he could apply most of the skills he had developed, including fault finding techniques such as 'looking outside the square', to practical employment situations in general and specifically to computer programming. He has been interested in computers and in computer programming for as long as he can remember. His immediate goal professionally, and hence his involvement as a principal at MMC2 is 'to develop quality, purposeful computer applications that are both comprehensive yet user friendly'.