

This means a handheld area. They landline ising for do things service and govern- release sedentary For the land- Not alized wire- firstly, want to secondly, easier



person

equipped with a

wirelessly enabled computer or

device can theoretically access the Internet anywhere within a broadcast area. They are no longer restricted to the office desk, the table near the fixed landline in the home, or the Internet café. Contemporary advertising services promises change to not only how we do things but where we do them. Indeed, advertising messages from providers and technology manufacturers, political discourses, mental agendas, and media coverage all exhort users to free themselves from the constraints of their fixed habits and embrace new forms of wireless mobility.

For the most part, this mobility is mapped directly onto an urban landscape, which users will now be freer to explore and inhabit. Not only do we reject this notion of a generic, stable, depersonalized user, but there are a number of assumptions implicit in these discourses and imaginings that bear critical scrutiny: firstly, that people find their sedentary habits restrictive and will want to experience the 'freedom' that 'being wireless' offers; secondly, that wireless is everywhere which makes it easy or at least easier than traditional technology; thirdly, that once people gain access to these devices and infrastructures they will use them in new places and in new ways; and finally, that there is a seamless and open terrain in which such access can transpire. **Home is Where the Hub Is? Wireless Infrastructures and the Nature of Domestic Culture in Australia.** Katrina Jungnickel,

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Bell, Intel Corporation,  
USA. 2011.*