

Google's 'Internet in the Sky' Will Disrupt Traditional Telecommunications Companies and Make a Mockery of BT/EE merger Claims Author of New Book.

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iDisrupted (<http://www.idisrupted.com>) author, John Straw claims that as Project Loon starts to look very real, Google has become a huge threat to traditional telecommunications operators across the globe.

London, UK (1 May, 2015) - iDisrupted - In this article, author of iDisrupted (<http://www.idisrupted.com>) John Straw explains how innovative Google could soon wipe out traditional telecommunications companies with the launch of Project Loon.

The world has been eagerly awaiting news on Project Loon, Project Fi and Project Fibre, Google's internet by balloon service and that time has finally come. Project Loon recently released a new video sharing how it manages its balloon fleet, the balloon creation process and the launch process.

Project Loon was officially announced to the public in June 2013 and was initially met with much scepticism and questions such as "Will this work?"

Back in 2013, Google explained how they wanted to provide internet access in rural and remote areas across the world by launching high altitude balloons placed in the stratosphere at an altitude of about 32km. These balloons would create an aerial wireless network with up to 3G like speeds.

Despite the scepticism, the project and research has continued and Google has now made significant progress and advances. In fact, Project Loon has already turned many sceptics into believers and now people are left wondering when will this project officially launch.

John Straw, author of iDisrupted (<http://www.idisrupted.com>) predicts that this is the beginning of the end for traditional telecommunications businesses. "Google is now able to run its internet beaming, high altitude balloons for up to 100 days at a time, they are cheap to make, they can now build them in hours instead of days and can now launch many dozens of balloons every day instead of just one."

Google disrupting the telecommunications business is not a new thought. When Project Loon first started, Google expressed its fear that telecommunications companies would view Project Loon as a threat and John Straw thinks that now Project Loon is gaining traction, traditional energy companies face extinction.

John continues; "In line with Google's business model, it is likely that they will beam free internet to the earth. If that is the case why on earth would you pay for a subscription to a traditional telecommunications operator for internet access?"

With the way things are developing at Project Loon, it looks like Google could definitely open the door for providing free global wireless connectivity.

John concludes; “Project Loon might make a mockery of the \$18 billion sale of British telecommunications company EE to BT.”

iDisrupted (<http://www.idisrupted.com>), disruptive technology changing the human race forever, is available in all good book shops. For more see here

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