

Better LTE than never?

Introduced & Chaired by:
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Key trend: A Connected future is emerging

Increasing Capacity and Capability

Continued improvement of Multi function devices

Increased sophistication of specialized devices

Higher bandwidth networks planned both fixed and mobile

Higher compression and miniaturization

Changing Consumption Patterns

More opportunity windows

On the move

On the fly

On the pause

Multi-task

Greater control over experience

Search

Personalize

Play

Source

Popularize

Ubiquitous Behaviour

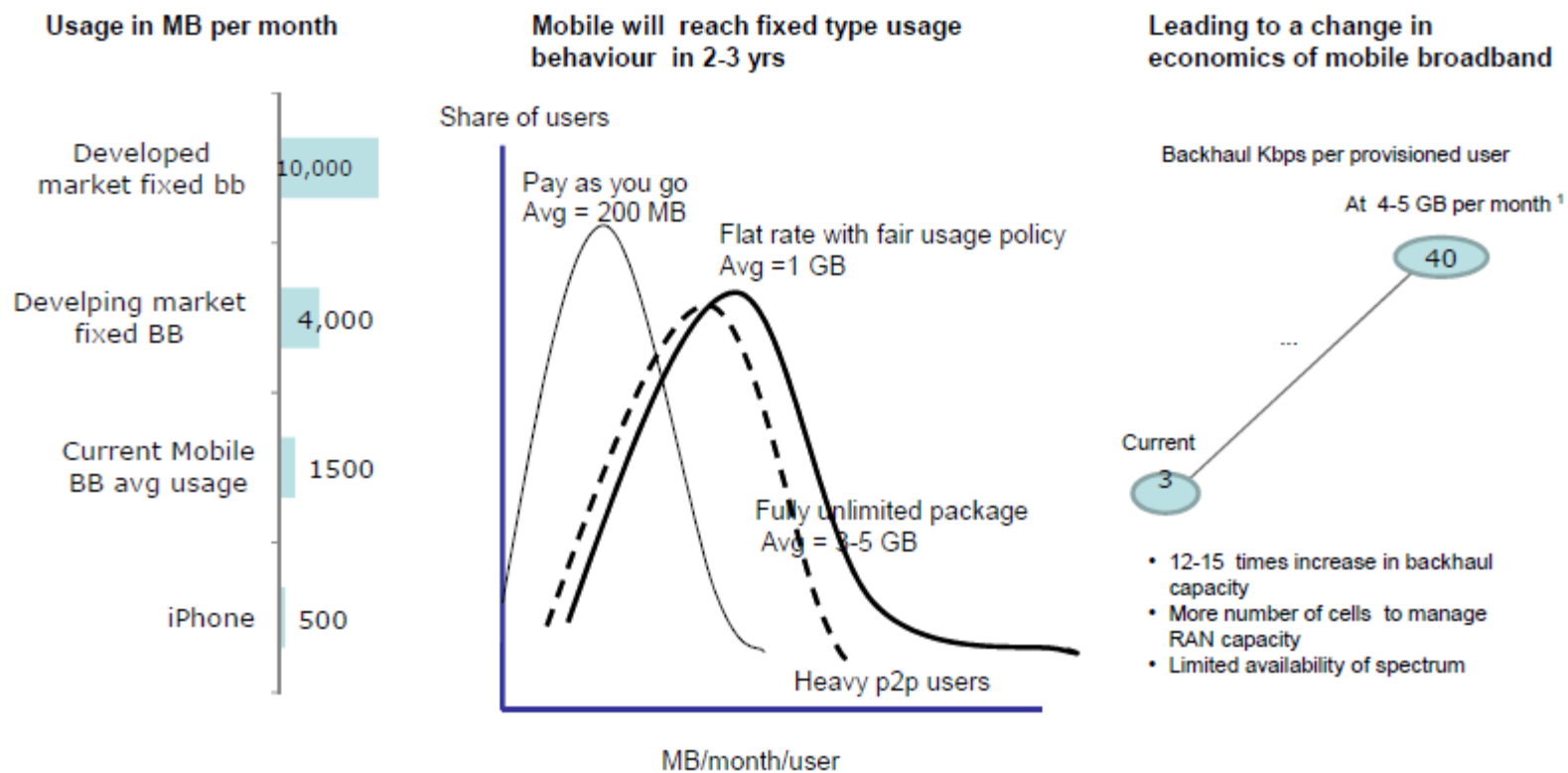
Flat rate plans changed user behaviour in the fixed internet PC world

Cheaper tariffs and better handsets are spurring data usage

Trickle down supply economics to influence data usage in future

Sustainable mobile broadband

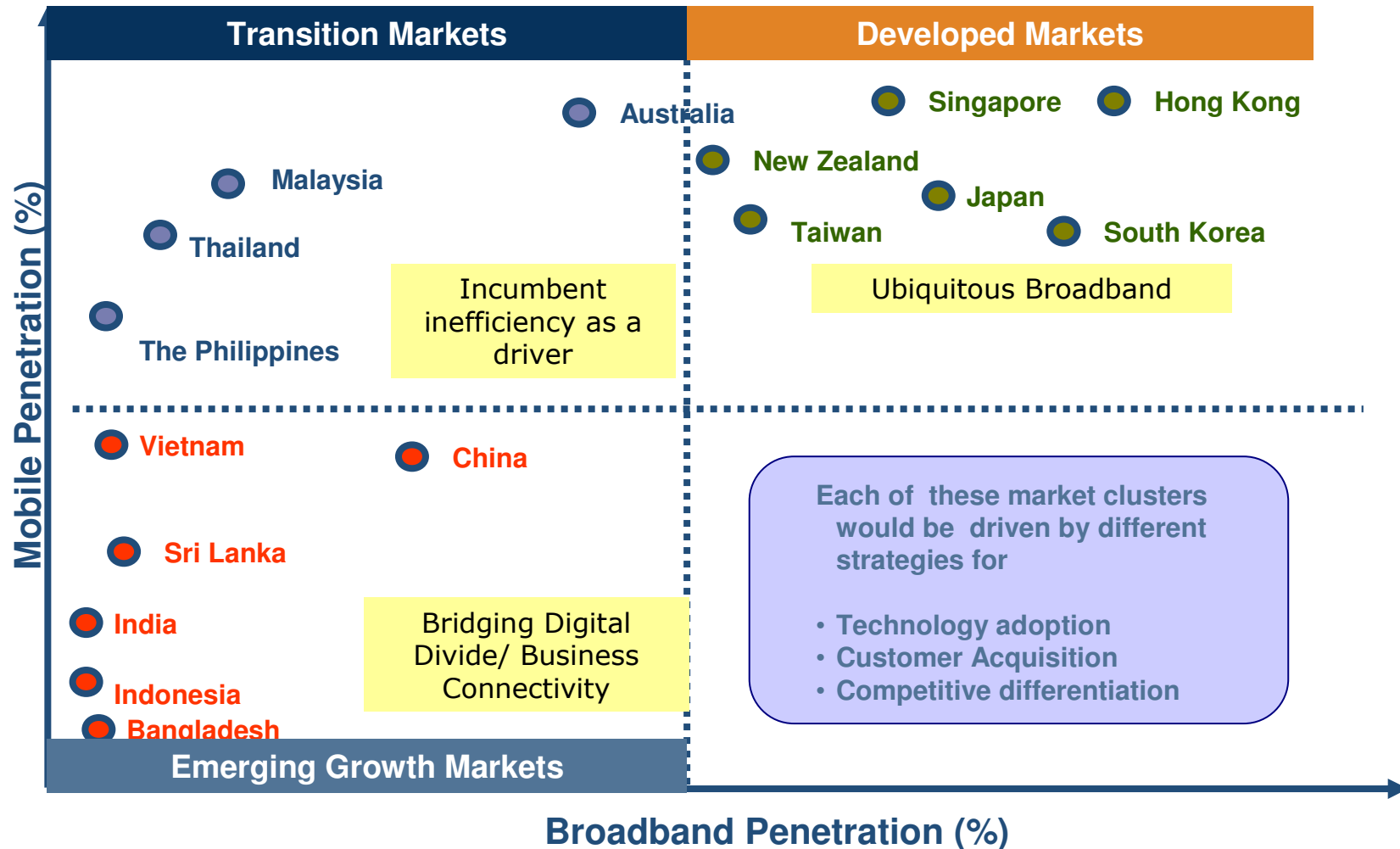
Mobile broadband would need to manage its cost per bit to compete when usage goes beyond 4-5 GB a month



Notes: Based on 20% in Busy Hour, 60 kbps, 10-12% overhead, 20% backhaul over-dimensioning, modeled by Cisco

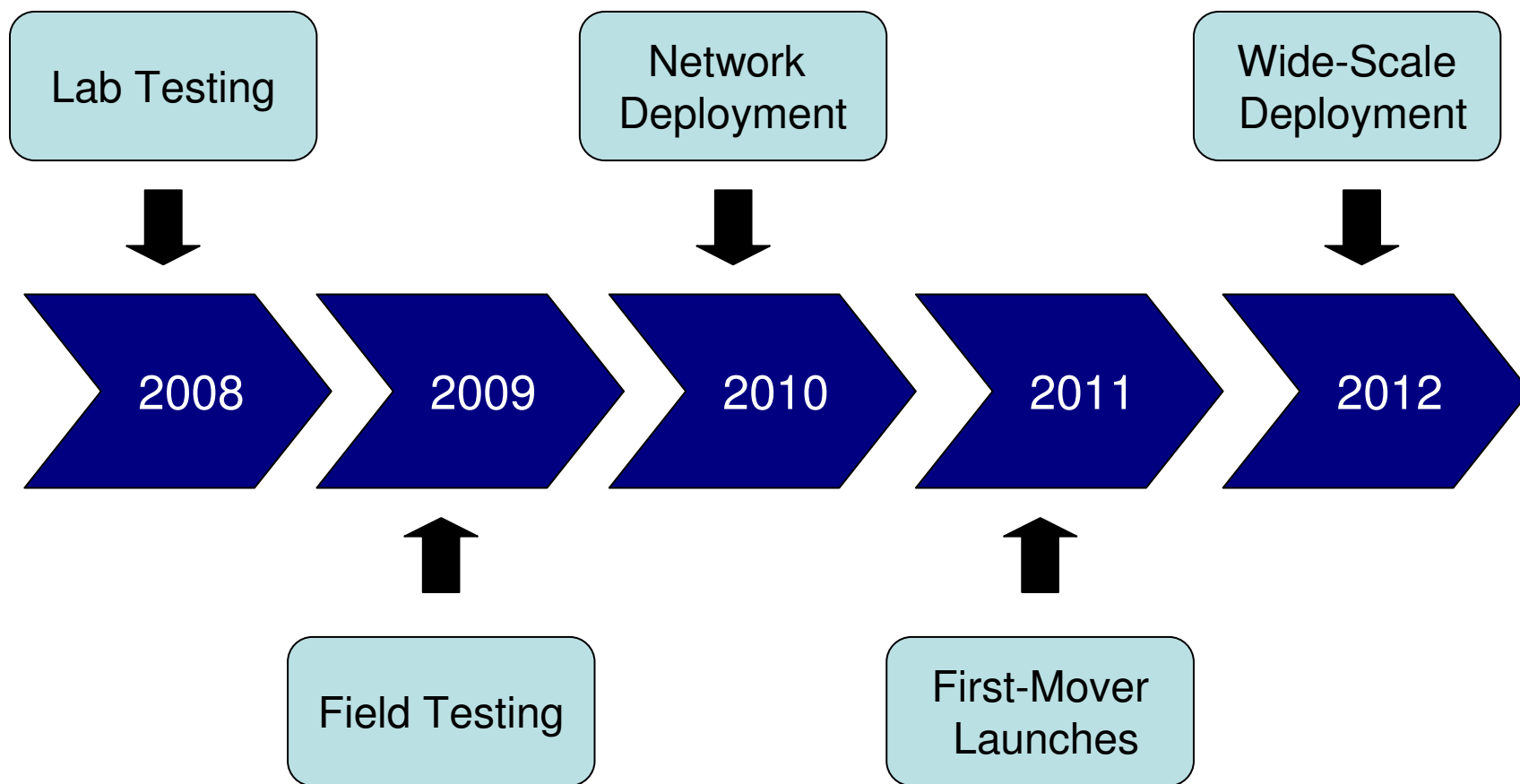
Wireless broadband: APAC Market Dynamics

Role of wireless broadband would vary based on the type of market



LTE Time to Market

We have see a number of LTE contracts being given to vendors. Going forward we expect limited deployments in 2011 with wider-scale launches by 2012.



LTE Draws Support From All Angles

Many of the world's leading mobile operators have already committed to LTE, from both the GSM and CDMA camps in North America, Asia and Europe.

	GSM Operators	CDMA Operators
Europe		N/A
North America		
Asia Pacific		

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