

5th LTE Asia 2010
Event At A Glance

Monday 6 September 2010	Tuesday 7 September 2010	Wednesday 8 September 2010	Thursday 9 September 2010									
<p>AM - Half-Day <u>Pre-conference workshop</u> Seamless Mobile Broadband Service Provision beyond LTE – Getting started with the 3GPP Evolved Packet Core (EPC) - Basics, Standards, Architecture, and Capabilities Led by Prof. Dr. Thomas Magedanz, Head of NGN Division, & Dipl.-Ing. Dragos Vingarzan, Fraunhofer Institute FOKUS, Germany</p>	<p>LTE Asia Summit 2010 2-day Main Congress</p> <p><u>Day One</u> Morning Plenary Keynotes Turning The Broadband Revolution Into Winning Opportunities</p> <p>Thought Leadership Chat Successful LTE Business Models & Investment Opportunities For LTE In Asia Pacific Region</p>		<p><u>Post-conference workshop</u> Smart LTE deployment - the new Era of partnerships and Joint deployment Led by Karim Taga MD ADL Austria</p>									
<p>PM Afternoon Workshop</p>	<p><u>Day Two</u> Analysts Breakfast Briefings</p> <p>Morning Plenary Keynotes Driving Mobile Broadband Leadership</p> <p>Innovation Think Tank Strategies To Monetize New Services & Applications To Avoid Dumb Pipe Scenario</p>											
	<table border="1"> <thead> <tr> <th>Track A</th> <th>Track B</th> <th>Track C</th> <th>Track D</th> </tr> </thead> <tbody> <tr> <td>Bringing LTE To Market</td> <td>LTE Spectrum Availability, Regulation & Standards</td> <td>Financing & Business Models Of LTE</td> <td>LTE Pricing and Service Differentiation</td> </tr> <tr> <td></td> <td></td> <td>Network Planning Issues & Challenges With LTE</td> <td>Mobile Broadband Devices</td> </tr> </tbody> </table>	Track A		Track B	Track C	Track D	Bringing LTE To Market	LTE Spectrum Availability, Regulation & Standards	Financing & Business Models Of LTE	LTE Pricing and Service Differentiation		
Track A	Track B	Track C	Track D									
Bringing LTE To Market	LTE Spectrum Availability, Regulation & Standards	Financing & Business Models Of LTE	LTE Pricing and Service Differentiation									
		Network Planning Issues & Challenges With LTE	Mobile Broadband Devices									

XXX Distinguished Speakers From xxx Countries

xx Operators, x Regulators & Key Telecom Associations & LTE Industry Experts

Christian Daigneault Chief Technology Officer CSL Limited, Hong Kong	Dr. Chul-Heum Yon , Vice President, LG Telecom, Korea	Yi-Bing Lin Dean and Chair Professor, College of Computer Science, NCTU Member, Board of Directors, Chunghwa Telecom	Chan Kin Hung , SVP, Starhub, Singapore	Takehiro Nakamura , Director, NTT DOCOMO, Inc, Japan & RAN Chairman, 3GPP

2010 LTE Asia Distinguished Speaker Panel

Telecom Operators

- **Christian Daigneault**, Chief Technology Officer, CSL Limited, Hong Kong
- **Dr. Chul-Heum Yon**, Vice President, LG Telecom, Korea
- **Yi-Bing Lin**, Dean and Chair Professor, College of Computer Science, NCTU & Member, Board of Directors, Chunghwa Telecom
- **Chan Kin Hung**, SVP, Starhub, Singapore
- **Takehiro Nakamura**, Director, NTT DOCOMO, Inc, Japan & RAN Chairman, 3GPP

Association

- **Adrian Scrase**, VP, International Partnership Projects, 3GPP, France

Analysts & Bankers

- **Dr Karim Taga**, Managing Director, Arthur D Little Austria GmbH
- **Tony Brown**, Senior Analyst Broadband and Internet IC, Informa Telecoms & Media, Australia
- **Stéphane Téral**, Principal Analyst, Mobile and FMC Infrastructure, Infonetics Research Inc, USA
- **Dr William Bratton**, Head, Asia Pacific Telecoms Research, Deutsche Bank, Hong Kong

Vendors

- **Mike Morash**, Director, Product Line Management, Bridgewater Systems
- **Dr Hung Song**, VP, Global Marketing Group, Telecommunication Systems, Samsung Electronics, Korea
- **Dr Vaia Sdrailia**, Senior Product Manager, Global LTE/SAE Strategy & Solution, NEC Europe

- **Remus Tan**, *Market Development Manager, Mobile Networks, Tellabs Asia Pacific, Singapore*

Monday * 6 September 2009

Pre-conference Interactive AM Half Day Workshop With Practical Demonstration

**Seamless Mobile Broadband Service Provision beyond LTE –
Getting started with the 3GPP Evolved Packet Core (EPC) - Basics, Standards, Architecture, and Capabilities**

Led by **Prof. Dr. Thomas Magedanz**, *Head of NGN Division, &
Dipl.-Ing. Dragos Vingarzan*, *Fraunhofer Institute FOKUS, Germany*

Workshop will start from 9 am to 12.30 pm with half hour morning refreshments. Registration begins from 8.30am.

Workshop Objectives

Today the concept of Mobile Broadband Networks is gaining momentum and related 3GPP Evolved Packet System (EPS) specifications are forming the technological foundation for realization. Looking at the challenges of Long-term Evolution (LTE) rollouts and the resulting need for seamless interworking with other existing and emerging broadband mobile access network technologies, such as WiFi, WiMax, UMTS, etc, the 3GPP Evolved Packet Core (EPC) represents to the key control platform for providing seamless IP connectivity across different broadband radio access networks. Thereby, the EPC allows different operator service delivery platforms, such as the IP Multimedia Subsystem (IMS) or more native internet-based services platforms, to operate on top these networks. Similar to the early days of NGN and IMS also Mobile Broadband Networks and EPC deserve a deeper analysis and practical experimentations to maximize the commercial exploitation of their technological capabilities.

This half- day workshop will illustrate the key role of the EPC for seamless Mobile Broadband Networks service provision and explain its major architecture and capabilities. Particularly, we will address the relationships between EPC and the different mobile broadband access network technologies and illustrate their potential interworking in an overall architecture.

We will also look at potential applications on top of the EPC, including particularly voice services. In addition, we will outline the major Mobile Broadband Networks and EPC challenges, which motivated the development of the OpenEPC platform toolkit. This toolkit has been developed by the Fraunhofer Institute FOKUS in cooperation with the Technische Universität Berlin in analogy to the globally recognized Open IMS core, enabling the industry, namely network operators, equipment manufacturers, and service providers to investigate practically the technical potentialities of the EPC within real environments.

Workshop Agenda

Session 1: Future Mobile Network Overview

- Convergence: Network Evolution towards all IP
- Mobile Network Evolution
- Requirements as defined by the NGMN Alliance
- Potential mobile broadband services
- Related Fora & Standards
- Service Architecture Evolution (SAE) = Evolved Packet System (EPS) Overview
- EPS = E-UTRAN + Evolved Packet Core (EPC)
- Comparing future fixed and mobile network concepts

Session 2: EPS Overview

- Introducing the 3GPP EPS Specifications
- E-UTRAN = Long-term Evolution (LTE) Overview
 - o LTE Key Capabilities
 - o LTE Architecture (eNodeB)
- 3GPP Evolved Packet Core (EPC) Overview
 - o EPC Motivation (= access network diversity)
 - o EPC Key capabilities (QoS, charging, handover, security, IP connectivity)
 - o EPC architecture for LTE (MME, S-GW, PDN-GW, PCC, etc.)
 - o EPC architecture for other access networks
- EPC in operation

Session 3: Future Mobile Application Domains: Telecommunications / IMS vs. ABC Internet



- Applications over EPC: IMS vs. always best connected (ABC) Internet
- IMS as common service platform
- IMS service example over EPC: Voice, 3Play, IPTV, etc.
- Future mobile network voice challenges and architectural options

Session 4: Enabling Future Seamless Communication Application Prototyping



- Comparing NGN and future mobile network concepts
- Motivation for open testbeds to accelerate future mobile network adoption and application prototyping



- Experiences from the Fraunhofer FOKUS open technology testbeds and tool kits
- The open EPC testbed toolkit: The OpenEPC (www.openEPC.net)
- The future seamless communication playground: FUSECO Playground (www.FUSECO-Playground.org)
- Questions and Answers




About Your Workshop Leaders

	<p>Prof. Dr. Thomas Magedanz, <i>Head of NGN Division, Fraunhofer Institute FOKUS, Germany</i> Thomas Magedanz (PhD) is full professor in the electrical engineering and computer sciences faculty at the Technische Universität Berlin, Germany, leading the chair for next generation networks (www.av.tu-berlin.de). In addition, he is director of the "next generation network infrastructure" division of the Fraunhofer Institute FOKUS (www.fokus.fraunhofer.de/go/ngn). Since 2006, Prof Magedanz acts also as Extraordinary Professor at the Department of Electrical Engineering of the University of Cape Town, South Africa (www.ee.uct.ac.za). Since more than 22 years Prof. Magedanz is working in the convergence field of fixed and mobile telecommunications, the internet and information technologies, which resulted in many international R&D projects centred around prototyping of new innovative multimedia applications and related Service Delivery Platforms (SDPs) above mobile and fixed Next Generation Networks and the emerging Future Internet. In this context, Prof. Magedanz joined in 2007 the European Commission's FIRE (Future Internet Research and Experimentation) Expert Group. In the course of his research activities he published more than 300 technical papers/articles. In addition, Prof Magedanz is senior member of the IEEE, and editorial board member of several journals.</p>
	<p>Dipl.-Ing. Dragos Vingarzan Dragos Vingarzan graduated as Dipl. Ing. at the "Politehnica" University of Bucharest, Romania in February 2005, the Computer Engineering program on base software, compilers and computer networks with a Diploma Thesis at Fraunhofer FOKUS which represented the first milestone of the Open IMS Playground. Since 2005, he continued his research activity at the same institute in the area of feasibility and performance studies on NGN/NGMN architectures. Currently he is working on his PhD in the area of IMS core and Evolved Packet Core (EPC) networks, with special interests in prototyping, open source in telecommunications, performance benchmarking and interoperability. He is an active member of various IMS working groups.</p>


Day 1 – Tuesday, 7 September 2010

8.00	Registration	
9.00	<p>Speed Networking Get to make initial contacts in a fun and exciting way by gathering as many business cards as possible within a short interval.</p>	<p>Adrena Chia <i>Conference Research Director</i> Informa Telecoms & Media, Singapore</p>
9.15	 <p>Chairman's Welcome Address</p>	<p>Adrian Scrase <i>VP, International Partnership Projects</i> 3GPP, France</p>
<p>Keynotes Plenary Session Turning The Broadband Revolution Into Winning Opportunities</p>		
9.20	 <p>Operator Opening Address – From HSPA+ To LTE : An Operator's Perspective</p> <ul style="list-style-type: none"> ▪ Building the first All-IP HSPA+ network : first step towards LTE ▪ Revamping 3G networks to make it LTE-ready ▪ Challenges that operators faced : broadband traffic is increasing at a rate faster than revenue ▪ Looking at HSPA and LTE products and technologies to lower the cost of network as traffic grows ▪ Result of LTE commercial trial in Hong Kong : how ready is the technology 	<p>Christian Daignault <i>Chief Technology Officer</i> CSL Limited, Hong Kong</p>
9.45	<p>Operator Presentation - NTT DoCoMo LTE Trials Update – Remaining Challenges for LTE Launch</p> <ul style="list-style-type: none"> ▪ Examining results from LTE trials, what is realistically possible with LTE? ▪ Technical achievements and milestones achieved with the LTE trial ▪ Launching data services through data cards and dongles 	<p>Seizo Onoe SVP & MD, R&D Strategy Dept NTT DoCoMo, Japan (invited)</p>
10.10	Presentation topic	<p>Senior Representative Huawei</p>
10.35	Morning Refreshments & Exhibition Visit	
11.35	Operator Presentation – TD-LTE Trial	<p>Huang Yuhong China Mobile</p>
12.00	<p>Thought Leadership Chat - Successful LTE Business Models & Investment Opportunities For LTE In Asia Pacific Region</p> <ul style="list-style-type: none"> ▪ What lessons can Asian operators learn from the first movers 	<p>Moderator</p>


		Panelists	
12.30	Networking Luncheon for Speakers & Delegates sponsored by		
	Stream A Bringing LTE To Market		Stream B LTE Spectrum Availability, Regulation & Standards
	Chairman		Chairman
			 Amrish Kacker <i>Partner, Head of Asia-Pacific</i> Analysys Mason, Singapore
2.00	How Is LTE Affecting The 2G Operators Strategy? Is 3G to LTE Migration Needed? <ul style="list-style-type: none"> Examining pros and cons of why 2G only operators would want to move directly to LTE Is 2G to LTE migration more likely if availability of spectrum is delayed? Is the interim step of deploying 3G/HSPA necessary to encourage the use of data service more? Do operators without a 3G network lack in experience of managing data in the network? Comparing the cost of 3G and LTE rollout. Is there a cost advantage of rolling out LTE over 3G? 	What Are The Opportunities For Operators With TDD Spectrum? <ul style="list-style-type: none"> Positive features of TDD spectrum, how does it differ to FDD? How much TDD spectrum does an operator need for LTE services? Running TDD and FDD networks in parallel Using TD-LTE for data services only 	
2.25	Challenges Faced By Operators In Jointly Delivering a Service Over CDMA And LTE <ul style="list-style-type: none"> Will migrating existing CDMA customers to either 3G or LTE be a priority? Will CDMA networks be switched off by the time LTE is launched? Calculating the cost of managing multiple parallel networks, does something have to go? 	Spectrum Licensing For LTE In Different Countries In Asia <ul style="list-style-type: none"> What are the different approaches being taken by regulators in Asia? Evaluating the interest in TDD spectrum for LTE and the options for operators that own TDD spectrum in Asia Should TDD spectrum owners be looking at LTE instead of WiMAX? 	
3.15	Panel Discussion : Building A Complimentary LTE And WiMAX Network <ul style="list-style-type: none"> Are operators in Asia still looking at both technologies? Examining the lack of mobility for WiMAX, is it just being used by operators to provide niche services? Is it possible to deliver a complimentary LTE service to WiMAX, or should operators stick to one or the other? 	Panel Discussion - Addressing Frequency Fragmentation And The Digital Divide In Asia <ul style="list-style-type: none"> Overview of spectrum availability in Asia – what FDD and TDD bands are being standardised specifically for LTE? How many variants of LTE are there likely to be in Asia alone? How is the GSMA trying to harmonise spectrum for LTE? What is the ecosystem like for the difference frequency bands? What spectrum should the regulators release for LTE in Asia? 	
	Moderator	Moderator	
	Panelists	Panelists	
	 Dr Hung Song <i>VP, Global Marketing Group</i> <i>Telecommunication Systems</i> Samsung Electronics, Korea		
3.45	Afternoon Refreshments		

4.15	<p>Case Study : Pre-Commercial Experience Of A Real Life TD-LTE Network</p>	4.15	<p>3GPP Standardization Update for 2010 and Beyond</p> <ul style="list-style-type: none"> 3GPP Release 8 LTE – challenges with meeting industry requirements 3GPP Release 8 maintenance and testing 3GPP Release 9 completion LTE-Advanced, building on LTE in Release 10 Prospects for convergence with WiMAX in the Release Standards
	 <p>Mike Morash <i>Director, Product Line Management</i> Bridgewater Systems</p>		 <p>Takehiro Nakamura <i>Director</i> NTT DOCOMO, Inc, Japan & RAN Chairman, 3GPP</p>
4.30	<p>Mastering The LTE Applications Challenge – Understanding The Importance Of The Evolved Packet Core For Flexible Seamless Broadband Service Provision</p> <ul style="list-style-type: none"> Looking for mobile broadband Killer applications – Dump Bit Pipe versus QoS enabled Seamless Services LTE rollout challenge – Limited Coverage requires Access Network Interworking Evolved Packet Core (EPC) Motivation - From IMS (SIP) to EPC (IP) overlay control EPC Architecture and Capabilities Overview Introduction to the FOKUS OpenEPC (www.openepc.net) for rapid future seamless communication prototyping (www.FUSECO-Playground.org) 		
	 <p>Prof. Dr. Thomas Magedanz <i>Head of NGN Division</i> Fraunhofer Institute FOKUS, Germany</p>		
4.55	<p>Panel Discussion - What Optimisation Will Need to Take Place to Realise the Potential of LTE?</p> <ul style="list-style-type: none"> How can LTE reduce the cost of optimisation with self organising networks? Will traditional optimisation techniques remain when LTE is deployed? What network intelligence will operators have at their disposal for capacity planning and traffic management? Evaluating how much quicker the network can respond to faults in the network and correct them <p>Moderator</p> <p>Panelists</p>	<p>Panel Discussion – Achieving the Potential of LTE : Will Operators in Asia have 20MHz of Spectrum For LTE To Maximise Their Networks Potential?</p> <ul style="list-style-type: none"> How important is it to have the full 20MHz spectrum to deploy LTE? Challenges with allocating a limited amount of spectrum to multiple operators Will TDD spectrum reduce the competition for FDD spectrum? <p>Moderator</p> <p>Panelists</p>	
5.20	Chairman's Closing Remarks & Close of Day 1 Stream A	5.45	Chairman's Closing Remarks & Close of Day 1 Stream B


Day 2 – Wednesday, 8 September 2010

7.45 – 8.45 am	Analyst Breakfast Round Tables		
	Network with a select group of analysts in a roundtable seating on specific themes.		
	Spaces are Limited – REGISTER TODAY!		
	Don't miss this invaluable opportunity to influence the thought-leaders who dictate sentiment of your industry! Featuring interactive formats designed to stimulate thought-provoking new debates and provide a 2-way opportunity for vendors and operators alike to communicate with a carefully assembled independent panel, the outcomes of the Analyst Breakfast Briefings are sure to be pivotal in determining the industry's opinion about LTE. The briefings also feature findings from the latest independent research and are designed to offer guidance as to best practice deployment and strategies.		
		Rush to LTE : W-CDMA vs. CDMA2000 migration to LTE; TDD vs FDD LTE <ul style="list-style-type: none"> GSM/W-CDMA operators have no rush to move to LTE CDMA2000 operators see LTE as their chance to join the GSM club TDD LTE is gaining momentum, why? 	Stéphane Téral <i>Principal Analyst, Mobile and FMC Infrastructure</i> Infonetics Research Inc, USA
		The Need For New Business Models – Shared Networks & Joint Network Built Ups? <ul style="list-style-type: none"> Joint venture and partnership (NetCo/BidCo) Share networks (cost, synergies) Wholesale business models (pricing schemes covering the diverse needs of different JV partners with their different product, volume and financial needs) 	Dr Karim Taga <i>Managing Director,</i> Arthur D Little Austria GmbH
			Tony Brown <i>Senior Analyst Broadband and Internet IC</i> Informa Telecoms & Media, Australia

Day 2 – Wednesday, 8 September 2010

9.15	Chairman's Remarks	
Keynote Plenary Session		
9.20	Operator Keynote Address – FDD-LTE Trial Updates – Chungghwa Telecom <ul style="list-style-type: none"> Evaluating the performance of LTE functionalities 	Mupiao Shih <i>President</i> Chungghwa Telecom, Taiwan (invited)
9.45	Operator Presentation	Patrick Scodellar <i>CTO</i> MobileOne, Singapore (invited)
10.10	Presentation topic	Senior Representative Ericsson
10.35	Morning Refreshments	
11.15	 Operator Presentation – CDMA Network Evolution Plan Towards 4G LTE : LG Telecom Perspectives <ul style="list-style-type: none"> Exploring how LG plans to evolve its networks towards 4G Creating a healthy ecosystem to drive the growth of mobile broadband : lessons from Korea Designing network architectures to meet the needs of end-users beyond 4G 	Dr. Chul-Heum Yon <i>Vice President</i> LG Telecom, Korea
11.40	Presentation topic	Senior Representative Sisvel
12.05	Innovation Think Tank - Strategies To Monetize New Services & Applications To Avoid Dumb Pipe Scenario	Moderator

		Panelists	
12.30	Networking Luncheon for Speakers & Delegates		
	Stream C Financing & Business Models Of LTE	Stream D LTE Service Differentiaton	
	Chairman	Chairman	
			Dr Karim Taga <i>Managing Director</i> Arthur D Little Austria GmbH
2.00	Understanding Cost And Revenue Potential For LTE In The Medium And Long Term <ul style="list-style-type: none"> Evaluating the cost incurred in upgrading network the network to LTE Estimating the potential OPEX savings for operators after they have deployed LTE – what are the key areas where savings will be made? Weighing up the infrastructure investment vs the potential benefit in the future Can operators meet CAPEX expenditure in this current economic situation? 	2.00	How User Experience And Differentiated Services Can Drive the Demand & Adoption of LTE <ul style="list-style-type: none"> Providing a differentiated customer experience where customers pay for a certain level of QoS Exploring the PCRF based approach for managing network traffic and customer experience To what extent will devices drive the adoption of LTE as opposed to new innovative services?
			
	William Bratton <i>Director, Asia Telecom Research</i> Deutsche Bank, Hong Kong		Dr Hung Song <i>VP, Global Marketing Group</i> <i>Telecommunication Systems</i> Samsung Electronics, Korea
2.25	The Business Case For LTE To Accelerate 4G Adoption <ul style="list-style-type: none"> What role can operators play to promote consumer and business adoption of 4G mobile services and devices? What is the business case for LTE? Where are the business opportunities to grow subscribers and revenues from new 4G services? What are the challenges faced today and beyond? 	2.25	Developing New Revenue Streams For LTE : Welcome to the Cloud Era <ul style="list-style-type: none"> Examining how LTE can facilitate the network transformation towards future IT and mobile broadband services cloud computing: why now, why LTE creating cloud services pockets with LTE small cells potential revenue opportunities for operators with cloud computing
			
			Dr Vaia Sdralia <i>Senior Product Manager, Global</i> <i>LTE/SAE Strategy & Solution</i> NEC Europe
2.50	Considerations For Financing Next Generation Broadband Network <ul style="list-style-type: none"> What are the challenges securing financing? What is the estimated ROI for LTE in short term and long term? Comparing the overall cost of optimising current networks or rolling out LTE now What is the cost implication of combining LTE with other technologies? 	2.50	Developing New Revenue Streams and Niche Services Such as M2M for LTE <ul style="list-style-type: none"> Delivering new services with more interactivity – i.e. multi player gaming, HD video capture and other real time services What other vertical markets will be addressed and will new types of devices (e.g. enhanced smartphones) be needed? Strategies to monetise these new services
3.15	Afternoon Refreshments for Speakers & Delegates		

	Stream C LTE Network Planning Issues & Challenges	Stream D Mobile Broadband Devices
3.45	<p>Maintaining QoS Across the IP Network – How Will Services and Applications be Delivered on the LTE Network?</p> <ul style="list-style-type: none"> Streamlining the network to reduce latency for the delivery of new services to be realised with LTE, what improvements are essential in the core network? Examining features of the core network and deployment options Exploring the PCRF based approach towards managing traffic and customer QoS 	3.45
		<p>Strategies & Initiatives To Expand The Portfolio Of Mobile Broadband Products</p> <ul style="list-style-type: none"> What efforts are being made by device suppliers to expand the portfolio of mobile internet products beyond connected netbooks? How can mobile broadband operators work with device suppliers to meet the customers expectations beyond connected netbooks? What will be the next wave of products - USB broadband modems and embedded broadband consumer electronics including navigators, cameras and media players?
4.10	<p>Planning The Backhaul Infrastructure For LTE</p> <ul style="list-style-type: none"> Assessing the demand for LTE services on backhaul capacity Exploring solutions for backhauling LTE? Converging legacy 2G/3G services and LTE on a common backhaul infrastructure What impact will backhaul costs potentially have on the profitability of LTE? 	4.10
		<p>Developing A Successful Portfolio of LTE Devices To Meet User Mobile Internet Experience & Offerings</p>
4.30	<p>Panel Discussion - Key Challenges Faced In Planning A Evolved Packet Core 4G Network</p> <ul style="list-style-type: none"> Type of service to be delivered in LTE ? is it only data services ? Aggregation issue from enodeB to SAE GW ? Integrating with non-3GPP Access. How-to and Seamless Handover? Mobile Security QoS and traffic management for transport bearers and service data flows 	4.30
		<p>Panel Discussion - Challenges In Creating A Strong Business Proposition For Consumer Electronics Manufacturers</p> <ul style="list-style-type: none"> What is the impact of LTE on CE devices? Examining the need to develop a new business model for CE and operators to profit How are operators and device manufacturers working together to bring to market
	<p>Panelists</p> <div style="display: flex; align-items: center;">  <div> <p>Remus Tan <i>Market Development Manager, Mobile Networks</i> Tellabs Asia Pacific, Singapore</p> </div> </div>	<p>Panelists</p>
5.00	Chairman's Closing Remarks & Close of Conference	

Post-Conference Workshop * Thursday * 9 September 2010

Smart LTE Deployment – The New Era Of Partnerships & Joint Deployment

Led by **Dr Karim Taga**, *Managing Director, Arthur D Little Austria GmbH*

Workshop will start from 9.30 am and end at 4.30 pm with half hour morning and afternoon refreshments & an hour and half luncheon. Registration begins from 9.00am.

Workshop Objectives

The need to deploy next generation mobile access technologies is becoming eminent due to the explosion of traffic. Degrading user experience with the massive update of mobile broadband users enjoying the "latest Multi-Media" rich Application is becoming a key concert of operators who have launched successfully smart phones. New licenses in several frequency bands are being auctioned globally (billions of Euros alone in Germany for the digital dividend) are requiring massive capex investment. Given the financial crunch, and the scrutiny of the financial analyst, operators are looking for smart ways to deploy LTE related infrastructures to secure the capacity development on their network. Delegates will be able to take away the rational about further investments for new infrastructure, how to effectively partner with existing and new players, how to manage shared network and last but not least, how to develop effective wholesale pricing in an unsecure mobile broadband traffic development.

Who Should Attend

CxO, Heads of Department of Marketing, Sales & Technology from mobile operators, fixed operators (broadband ISPs and CaTV operators), Media companies, CE vendors and network suppliers.

Workshop Agenda

Session 1 - Network and Operator Perspective

- Capacity Demand and Growth Scenarios (Demand Drivers - Traffic Explosion)
- What is driving the usage? What can we expect in the future?
- Case studies in advanced mobile broadband markets - usage per month benchmarks
- Coverage and Capacity Management
- Roadmap overview of different technology platforms: HSPA+, LTE (A)
- Arbitration between the RAN platform based on usage Scenarios

Session 2 - CPE and Customer Perspective

- Customer Motivation for CPE
- Usage patterns
- Bundling & pricing as key drivers
- Evolving business models and key success factors
- The OS battle
- What will be ready by when for what usage

Session 3 - The Need For New Business Models - Joint Network Build Ups & Shared Networks

- Joint venture and partnership (NetCo/BidCo)
- Drivers for partnerships
- Potential Structure and Strategic options
- Share networks (cost, synergies)
- Case studies
- Key Success Factors
- Wholesale business models
- Pricing schemes covering the diverse needs of different JV partners with their different product, volume and financial needs
- Target partners

About Your Workshop Leader – Dr Karim Taga, *Managing Director, Arthur D Little Austria GmbH*



Karim Taga is active in the telecoms industry for the last 15 years, he the partner leading the global technology economics competence center of Arthur D. Little. He is regularly chairing leading events around four continents, and specialized in broadband fixed and mobile technologies. He has been advising major fixed and mobile operators, suppliers, private equity firms and regulators for the last 12 years. Typical strategic assignment are related to innovative business models, technology and standard adoptions and roadmap evolutions, as well as M&A support conducting commercial and technical due diligences. Karim is also a member of several international committees designated by Prime Ministers and Chancellors to support ICT strategies on a national level in several countries. Last but not least, Karim with his international team, nducts a yearly global supplier assessment study analyzing the performance of the major vendors on each technology split into access, transmission and core for fixed and mobile standards.