

MBB Challenges

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The Rise of Mobile Broadband

Connected Device

Tablet and Smartphone

Laptop and Cellphone



Anything that *can* be
connected *will* be connected



Massive User Expectation Change

Number of Days to Reach 1 Million Units Sold

28



iPad

74



iPhone

180



Netbook

300



Blackberry

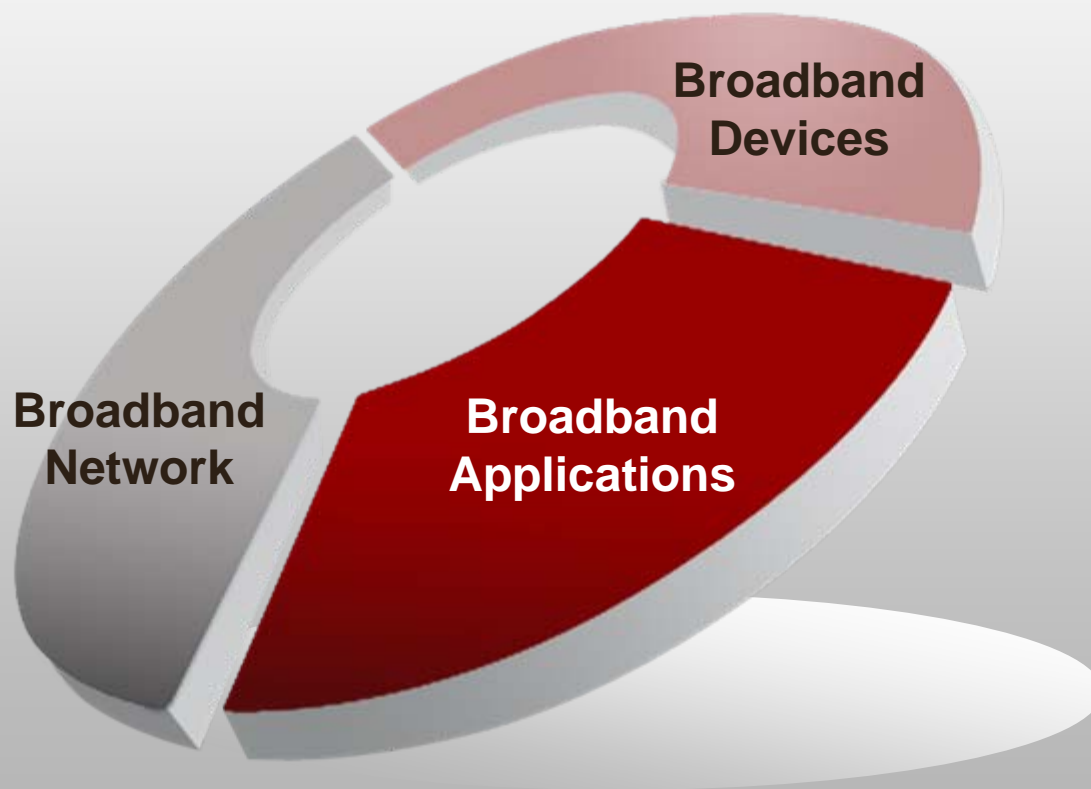
360



iPod

- Always-On Access with Super-Fast *Boot Time*
- Near Zero Latency Access to All Information
- Day-Long-Plus Battery Life in Elegant Portable Devices

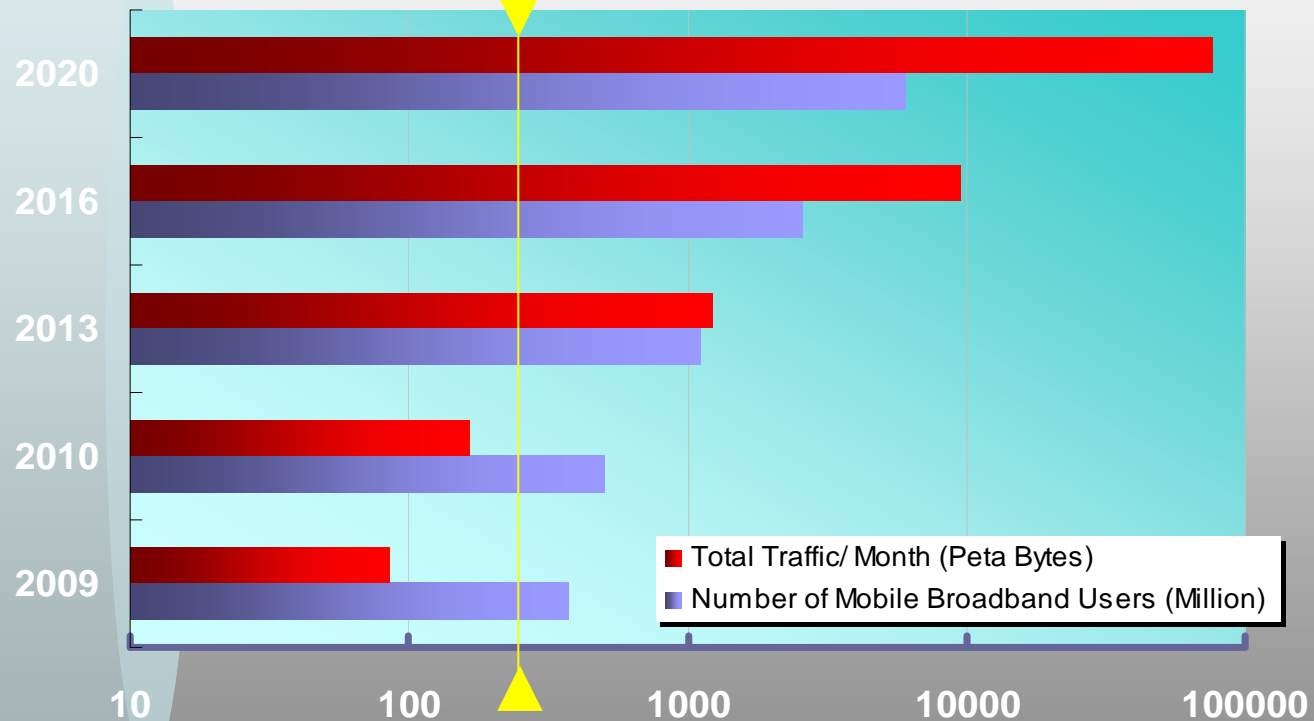
Mobile Broadband Cycle



Mobile Broadband Future

Wireline Broadband
Subscribers

*Mobile data
is only
around
0.5% of the
volume of
wireline
Internet*



Zeta Bytes Era

500 to 1,000 times greater mobile traffic 2020 than today



Operator Challenges

Challenges

ARPU

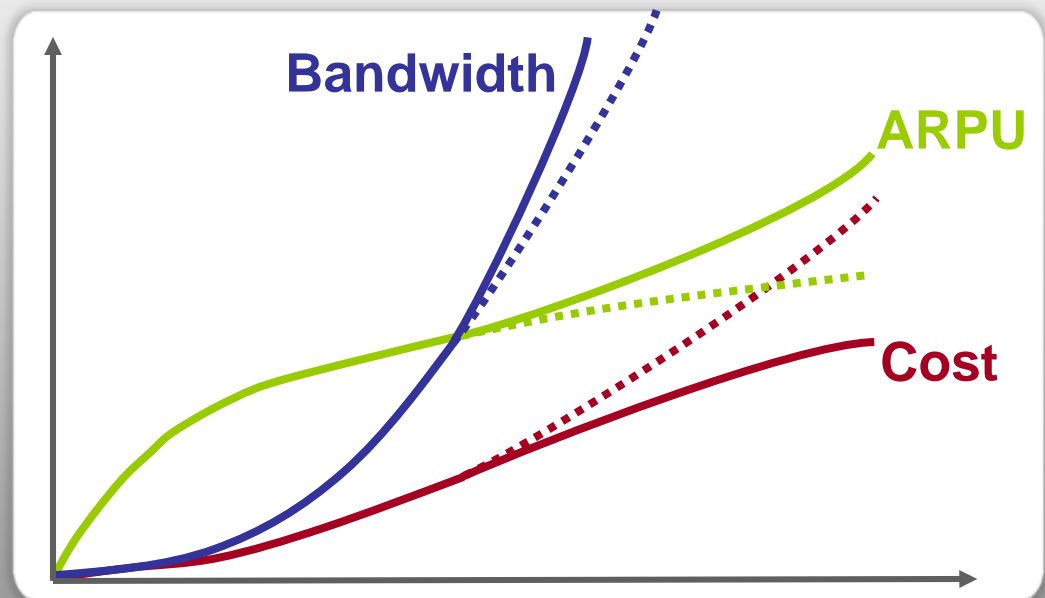
- How to increase ARPU and revenue?

Bandwidth & Traffic

- How to increase bandwidth to fulfill demand?

Cost

- How to reduce cost to maintain profitability?



Site Challenges

Legacy RAN (GSM+UMTS)



Compact BTS
Large capacity
Highly integrated
Multi mode

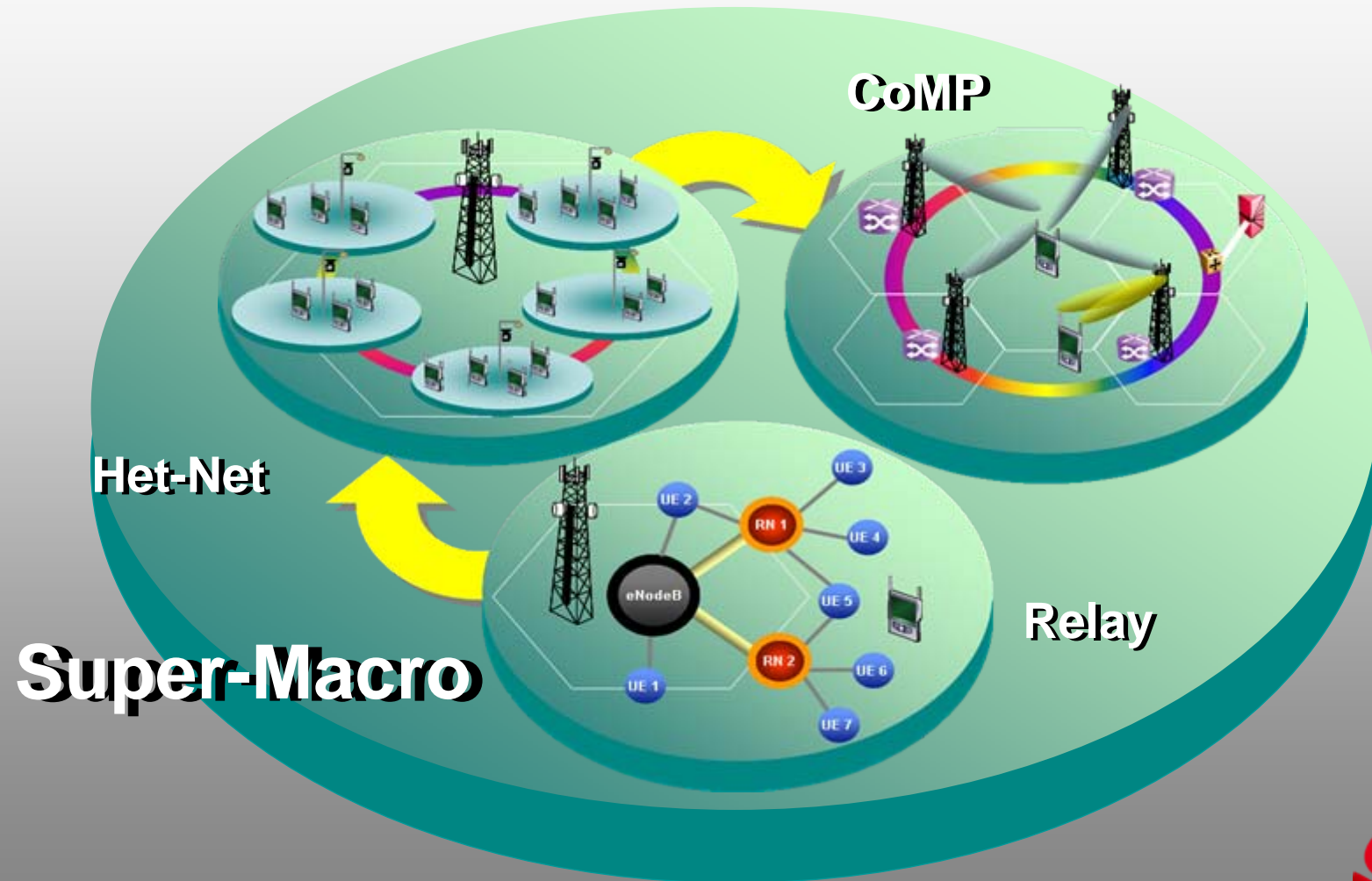
SingleRAN (GSM+UMTS)



- 70% footprint saving
- Easy site adaptation
- Fast expansion
- Space for site-sharing
- Reduced site facilities

Photos for a commercial site

LTE leads the Wireless Evolution



CoMP : Coordinated Multiple Points Transmission

Even if you're on the right track, you'll
get run over if you just sit there.

Will Rogers



Thank you

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