

12th Annual

MOBILITY WORLD

CONGRESS & EXHIBITION

WHERE MOBILE, ENTERTAINMENT AND INTERNET COME TOGETHER

3 - 6 December 2007 • Hong Kong Convention & Exhibition Centre

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ANNUALLY

MAJOR TECHNOLOGIES AND INDUSTRY INITIATIVES TO BE COVERED:

DMB • DVB-H • EV-DO • FMC • HSPA • IMS • LTE • NGN/NGMN • TD-SCDMA • NFC • Mobile VoIP • UMB • WiMAX

KEY INDUSTRY CHALLENGES TO BE ADDRESSED:

- Opportunities from the convergence of mobile, entertainment and Internet
- Next-generation networks and service strategies to achieve ultramobility
- Reinventing business models for future service offerings in the new era of convergence
- Commercial and infrastructure directions for mobile broadband technologies
- Market dynamics, technology choices, and business challenges and opportunities in emerging markets

OPERATOR CASE STUDIES FROM:



KEY PARTNERS:



SENIOR SPONSORS:



SUPPORTING ORGANIZATIONS








www.MobilityWorldCongress.com






Take advantage of the unsurpassed business development opportunities during this week in mobility!



Program Overview

The **Mobility World Congress** (formerly 3G World Congress) fully embraces all key technologies within the world of mobility and truly is a week of wireless where **mobile, entertainment and Internet** will come together. The theme for the two keynote sessions will revolve around the converging world of mobile and broadband. The six congress tracks, two special interests seminars, six interactive workshops and three co-located events will go beyond simple technology talk and into the real world of mobility. After a week in Hong Kong you will come away with practical ideas and lessons to better evaluate and profit from your technology investments.

	Morning	Afternoon
Monday 3 December	NFC Day	
	<p>Workshop 1: Capitalizing on Industry Transformation: Market and Technology Profit Opportunities to 2012</p> <p>Workshop 2: HSPA and LTE: How will Future Technologies Deliver New User Value Propositions</p> <p>Workshop 3: Exploring Mobile Broadband Strategies</p>	
Tuesday 4 December	Exhibition open 11.00am – 6.00pm, Networking Cocktails at 5.00pm	
	<p>Congress Tracks:</p> <p>A. Mobile Broadband Deployment</p> <p>B. Emerging Business Models</p> <p>C. Wireless Devices</p> 	<p style="text-align: center;">Joint Keynote Session for</p>  
Wednesday 5 December	Exhibition open 10.00am – 6.00pm, Networking Cocktails at 5.00pm	
	<p>Congress Tracks:</p> <p>D. Network Evolution</p> <p>E. Next-generation Services</p> <p>F. Emerging Market Opportunities</p>	<p style="text-align: center;">Keynote Session for</p> 
Thursday 6 December		
	WiMAX Strategy Day	
	Mobile Marketing FORUM	
	Mobile TV Day	
	<p>Workshop 5: Global Spectrum for Future Mobile Broadband: WRC 2007 Update</p> <p>Workshop 6: Future of Mobile Applications and Services</p> <p>Workshop 7: Optimizing Your In-building Coverage and Capacity – Femtocell, Picocell and Other Approaches</p>	

-  Exhibition
-  Main Congress
-  Co-located Events
-  Workshops
-  Special Interest Seminars

Global Operator Perspectives

Over 50 operators are confirmed from 25 countries. Packed with real life case studies and industry observations, the **Mobility World Congress** is your best opportunity to learn from thought leaders. Let them help you make the best move forward in the mobility game.

 Tushar Maheshwari Chief Commercial Officer Afghan Wireless	 Henry Yeh Head of Value Added Services, Multimedia Business Group Globe Telecom , Philippines	 Paul Edwards Chairman Starcomms Nigeria Communications	 Johan Wickman Head of R&D, Business Area Mobility TeliaSonera , Sweden
 Springfield Lai Chairman Asia Pacific Telecom Group , Taiwan	 Matthew Willsher Chief Operating Officer Hong Kong CSL	 Kin Hung Chan Head, Advanced Multimedia Services StarHub , Singapore	 Mike Robey Executive Director, Mobile Consumer Strategy, Consumer Marketing & Channels Telstra , Australia
 Gopal Vittal Director – Marketing & Communication Bharti Airtel , India	 Yasuhiko Ito EVP, CTO & Board Member KDDI , Japan	 Anil Nihalani Head of Mobile Product StarHub , Singapore	 Ibrahim Gedeon CTO Telus , Canada
 Rakesh Mahajan Director of Mobility BT Global Services , UK	 Hideo Okinaka VP & GM, Emerging Technologies & Spectrum Division KDDI , Japan	 Ihab Osman Chief Commercial Officer Sudatel , Sudan	 Hossein Moïni Group VP, Technical Strategy T-Mobile International , UK
 Charles Henshaw Director & CEO China Mobile Peoples Telephone , Hong Kong	 Yeon-Hak Kim EVP & Chief Strategy Officer KTF , Korea	 Alexandra Reich Chief Operating Officer Sunrise , Switzerland	 Bram Jan Streefland Co-Founder & Managing Director Trustive , France
 Tan Ho-Chen Chairman & CEO Chunghua Telecom , Taiwan	 Neil Montefiore CEO MobileOne , Singapore	 Peter Trinkl Chief Strategy Officer Swisscom Mobile , Switzerland	 Ruddy Valdivia CEO Valtron , Peru
 Ricky Wong Co-founder & Chairman City Telecom , Hong Kong	 Tahir Hameed Director Strategy & Business Development Mobilink , Pakistan	 JC Dornig Chief Strategy Officer Taiwan Mobile	 Alexander Baluk Head of R&D, Access Network VimpelCom , Russia
 Windus Lam VP, Marketing CTM , Macau	 Brian Seligmann Senior Manager, Products & Services MTN , South Africa	 Pankaj Sethi President, Value Added Services Tata Teleservices , India	 Mikhail Belousov Head of RAN Development Department VimpelCom , Russia
 Borut Razdevsek CEO Debitel , Slovenia	 Jean-Noël Tronc CEO Orange France	 Akil Beshir Chairman & CEO Telecom Egypt	 Richard Saggars Head of Strategy & Planning Future Products Vodafone Group Services
 Jan Inge Johnsen SVP, Commercial Group DTAC , Thailand	 Guntur S Siboro Marketing Director PT Indosat , Indonesia	 Uwe Löwenstein Manager Spectrum Technology Telefonica O2 Europe	 Mike Walker Group Research & Development Director Vodafone Group Services
 Jonas Kronlund Technology Manager, R&D Elisa , Finland	 Chang Moon Han Team Leader, Mobile Device & Access Network R&D Office SK Telecom , Korea	 Bjarn Amundsen VP, Director, Head of Coverage Telenor , Norway	 Pierick Hamon Board Member Telekomunikacja Polska Group , Poland
 Sachio Semmoto Founder, Chairman & CEO EMOBILE , Japan	 Hyun-Wook Kim Senior Manager SK Telecom , Korea	 Kristin Braa Managing Director, Asia Pacific Research & Innovation Centre Telenor	 Marco Antonio Galvan VP, Innovation & Strategy Telmx , Mexico
 Jan Nilsson President Far EastOne Telecommunications , Taiwan	 SeHyun Oh SVP & CTO SK Telecom , Korea	 Gianluca Zaffiro Project Manager TILAB Innovation Trends Telecom Italia	
 Martin Varsavsky Founder & CEO Fon , Spain	 Christopher Lau Director of Future Services SmartOne-Vodafone , Hong Kong	 Kennet Rådne VP, Head of Content Partner Management TeliaSonera , Sweden	

Speaker updates and biographical information,
visit www.MobilityWorldCongress.com/speakers

Interested in speaking? Contact Crystal Chua of
Beacon Events at cchua@BeaconEvents.com

Keynote Session

Day One • 4 December 2007 • Tuesday • Afternoon

🕒 1.30pm – 6.00pm

Jointly for



Radical new business models are emerging as the mobile, entertainment and Internet industries converge. Service offerings within the world of mobility are becoming more and more innovative as this convergence creates massive revenue opportunities and expands the capabilities of mobile technologies. This joint keynote session for both Mobility World Congress and MEF LIVE will provide a clear indication of how the world of mobile services and entertainment are converging and discuss how service innovation will be a critical competitive differentiator for operators today and tomorrow.

Opening Ceremony

Chris Maybury

Beacon Events

Perry M. LaForge

CDMA Development Group

Alan Hadden

Global mobile Suppliers Association

Mike Rowse JP

InvestHK

Patrick Parodi

Mobile Entertainment Forum

Marion Lai JP

OFTA, HKSAR Government

Jing Wang

TD-SCDMA Forum

Jean-Pierre Bienaimé

UMTS Forum

1. **Seeing Beyond the Crystal Ball of Mobility as the Media and Internet Players Move into Your Customers' Minds**



Jean-Noël Tronc
CEO

Orange France

2. **A Look at Industry Hurdles for Next-generation Service Innovation: Device, Infrastructure and Business Models**



Michael Walker
Group Research & Development Director

Vodafone Group Services

3. **Re-creating a Good Internet Experience on the Mobile**

Sung Lee

VP of Asia Operations

MySpace

4. **Entertainment Comes to the Small Screen**



Todd Miller

EVP & Managing Director, Asia

Sony Pictures Television International

5. **Keynote Panel Discussion: Tapping on the Service Innovation Opportunities Arising from the Convergence of Mobile, Entertainment and Internet**

- Working the business models as mobile, entertainment and Internet converge

- How can converged mobile services avoid the mistakes that plague the fixed Internet?

- What role must each player play to boost the opportunities arising from this convergence?

- What lies ahead for the industry?

Participants include:

Jean-Noël Tronc

Orange France

Sung Lee

MySpace

Todd Miller

Sony Pictures Television International

Michael Walker

Vodafone Group Services

Won-Pyo Hong

EVP, *Telecommunication Network Business*

Samsung Electronics



6. **Delivering Innovative Services in ICET (Information, Communications, Entertainment and Transaction)**



Yeon-Hak Kim

EVP & Chief Strategy Officer

KTF

7. **Operator Roundtable: The Way Forward for your Mobility Business – What is the Single Most Important Revenue Opportunity in the World of Mobility?**

- Do you see a change in your customer behavior?

- How does it impact your business direction?

- What do you think is the most profitable revenue opportunity?

- How do you plan to achieve this revenue opportunity?

Moderator: Kevin Dillon

Interim CEO

Acision

Participants include:

Sachio Semmoto

Founder, Chairman & CEO

EMOBILE

Jan Nilsson

President

Far EasTone Telecommunications

Peter Trinkl

Chief Strategy Officer

Swisscom Mobile

Borut Razdevsek

CEO

Debitel



Keynote Session

Day Two • 5 December 2007 • Wednesday • Afternoon

🕒 1.30pm – 5.30pm

The concept of mobility focuses on removing the constraints of time and space to provide communication anytime, anywhere. The introduction of mobility also challenges mobile operators' network architectures to bring the personalization of terminals and deployment of innovative services to the end user. Day two's Keynote Session brings industry expert assessments and opinions from leading operators and global technology players providing key directions in next-generation networks and technology architectures. Recognizing that emerging markets, many of which are in Asia, will be the driver for industry growth, this Keynote Session will focus on opportunities with low cost networks and ultra low cost wireless devices to access new markets and revenue streams helping the industry take a step closer to true global mobility

1. **Achieving the Ultramobility Vision Through Innovative Next-generation Network and Service Strategies**



Tan Ho-Chen
Chairman & CEO
Chunghwa Telecom

2. **The Promise of Low Cost Networks and Ultra Low Cost Wireless Devices**

Senior Executive
ZTE

3. **Next-generation Networks for Ubiquitous Communications**



Yasuhiko Ito
EVP, CTO & Board Member
KDDI

4. **Innovating and Redefining Your Future Service Offering in the New Era of Convergence**



SeHyun Oh
SVP & CTO
SK Telecom

5. **Transforming Your Network Infrastructure to Deliver More Advanced Mobile Services**



Mary Chan
President – Wireless Business Group
Alcatel-Lucent

6. **Critical Success Factors to Realize the Commercial Potential of Mobile Broadband**



Sachio Semmoto
Founder, Chairman & CEO
EMOBILE

7. **Critical Factors on the Road to Next-generation Mobility**



Stefan Schmitgen
Director
McKinsey & Company

8. **Technology Panel Discussion: Key Directions in Next-generation Networks and Technology Architecture**

- New industry initiatives – NGNM, LTE and UMB
- Planning for new initiatives and balancing that with the current network investments in mind
- A realistic projection of customer requirements and impact on network and technology architecture
- Looking ahead to ensure your network is ready for next-generation services

Moderator: Karim Taga

Managing Director – Telecoms, IT, Media & Electronics



Arthur D. Little

Participants include:

Mary Chan

Alcatel-Lucent

Yasuhiko Ito

KDDI

SeHyun Oh

SK Telecom



Ibrahim Gedeon

CTO

Telus



Hossein Moiin

Group VP, Technical Strategy

T-Mobile International

9. **Operator Roundtable: Turning your Technology Investments into Profitable Revenue Generating Services**

- Where have you put your money?
- Did you get the projected returns?
- Lessons learnt from past technology investments?
- Key services to invest for

Moderator: Thomas Ramsey

Partner



Squire, Sanders & Dempsey

Participants include:

Matthew Willsher

Chief Operating Officer

Hong Kong CSL



Neil Montefiore

CEO

MobileOne

Ihab Osman

Chief Commercial Officer

Sudatel



JC Dornig

Chief Strategy Officer

Taiwan Mobile



End of Congress Day Two followed by Networking Drinks Reception in the Exhibition Area

Congress Tracks

Day One • 4 December 2007 • Tuesday • Morning

Registration will start at 8.30am




9.00am – 12.30pm

TRACK A. MOBILE BROADBAND DEPLOYMENTS

Chairman:

Alan Hadden, *President*

Global mobile Suppliers Association (GSA)







-  **Seeing the Commercial Sense in WiMAX**
Jan Nilsson, *President*
Far EasTone Telecommunications
-  **Telstra's NextG: Faster, Simpler, Everywhere – Making HSPA Technology Work for Customers**
Mike Robey, *Executive Director, Mobile Consumer Strategy, Consumer Marketing & Channels*
Telstra
-  **Mobile Multimedia Experiences with EV-DO**
Ibrahim Gedeon, *CTO*
Telus
- TD-SCDMA Trial Updates and Plans**
Senior Executive
ZTE
- Enhanced 3G Network Strategies, Device Availability and Business Models**
Alan Hadden, *President*
GSA
-  **Why Mobile Broadband? For your Customer or the City?**
Bjørn Amundsen, *VP, Director, Head of Coverage*
Telenor Nordic Mobile
- Mobile Broadband Data Optimization – Improving the Data Service Experience on 3G and 4G Networks**
Amit Malhotra, *VP Technical Solutions*
Venturi Wireless
- Mobile Broadband Panel Discussion:**
 - What can Asian operators do to encourage customers to increase spending on mobile broadband services?
 - What innovative mobile broadband services are customers subscribing to?
 - Which pricing mode work best?Moderator: Alan Hadden, **GSA**
Participants include:
Frederick Rose, *President, Asia Pacific*, **Alcatel-Lucent**
Hideo Okinaka, *VP*, **KDDI**
Charles Henshaw, *CEO*, **China Mobile**
Peoples Telephone
Bjørn Amundsen, **Telenor Nordic Mobile**
Mike Robey, **Telstra**

TRACK B. EMERGING BUSINESS MODELS

Chairman:

Maurie Dobbin, *Managing Director*

TeleResources Engineering



-  **Getting your Mobile Advertising Business Models Right and Future Directions**
Richard Sagers, *Head of Strategy & Planning Future Products*
Vodafone Group Services
-  **Taking Advantage of the Opportunities in your Next-generation Mobile Networks to Deliver Innovative and Profitable Services**
Hossein Mooin
Group VP, Technical Strategy
T-Mobile International
- Multi-play Digital Convergence**
JC Doring, *Chief Strategy Officer*
Taiwan Mobile
-  **Infrastructure-based Competition Advocate Offering Symmetric 1Gbps**
Ricky Wong, *Co-founder & Chairman*
City Telecom
-  **A MVNO's Perspective of the Mobility Game**
Borut Razdevsek, *CEO*
Debitel
- Driving Revenue for Retail Brands and the Mobile Phone**
Maurie Dobbin
TeleResources Engineering
-  **Fixed Wireless Access Operator: Deploying Mobility Through EV-DO**
Paul Edwards, *Chairman*
Starcomms Nigeria Communications
- Mobile VoIP: Business Models, Challenges and Opportunities**
Dean Bubley, *Founder*
Disruptive Analysis
-  **Mobile Monetization: Trends in Mobile Advertising**
Dilip Venkatachari
Product Management Director
Google Mobile

TRACK C. WIRELESS DEVICES

Chairman:

Geoff Varrall

Executive Director & Shareholder
RTT Programmes

-  **Challenges of Multimedia Handsets**
Brian Modoff, *Managing Director & Senior Wireless Equipment Analyst*
Deutsche Bank
- Personalizing the User Experience – User Interface, Browsers, Operating Systems and Rollable Electronic Displays**
- The Next Revolution of Wireless Communication: Smart Connected Devices**
Lars Thyroff
Head of Product Management, Wireless Modules Division
Siemens
-  **Monetizing Ultra Wideband Connections in Mobile Devices and Handsets**
Hyun-Wook Kim, *Senior Manager*
SK Telecom
Mark Bowles, *Founder & VP of Business Development & Marketing*
Staccato Communications
- Ultra Low Cost Devices and Related Initiatives**
- Ultra-Mobile PCs – Exploiting Embedded Communications**
- Enhancing the Wireless Chipset Applications Beyond the Mobile Phone such as PCs, HDTVs, Payments and Telematics**
- iPhone – Impact and Evolution of Consumer Electronic Devices on the Mobile Industry**
- Overview of UWB and Implications for PANS**
Mark Bowles, *Board Member*
WiMedia Alliance



Operator Case Study



Congress Tracks

Day Two • 5 December 2007 • Wednesday • Morning

Registration will start at 8.30am

9.00am – 12.30pm

TRACK D. NETWORK EVOLUTION

Chairman:

Stuart Sharrock, *President*

Telemates

-  **An Operator's Perspective of EDGE Evolution: Economics and Technology**
Charles Henshaw, *Director & CEO*
China Mobile Peoples Telephone
- Evaluating the Commercial Viability of Femtocell to Extend Your Inbuilding Coverage**
Alain Biston
President, W-CDMA Business Division
Alcatel-Lucent
-  **An Operator's Comparison of LTE and WiMAX**
Brian Seligmann
Senior Manager, Products & Services
MTN
- The Standardization of Common IMS within ETSI and 3GPP**
Adrian Scrase, *VP, International Partnership Projects*
ETSI
- Migration to All-IP – The Role of IMS and MMD**
Ashraf Dahod, *President & CEO*
Starent Networks
-  **IP Transformation – From Competitive Threat to Sustainable Competitive Advantage**
Rakesh Mahajan, *Director of Mobility*
BT Global Services
- Evolving Access Networks to Beyond 3G**
Ray Butler, *VP, Systems Engineering*
Andrew Corporation
-  **Co-existence in Hybrid Networks with 3G/Cellular, WiFi and WiMAX**
Chang Moon Han, *Team Leader, Mobile Device & Access Network R&D Office*
SK Telecom
-  **WiFi 802.11s Hot Spot, Mesh and Multi-Hopping Network Developments**
Martin Varsavsky, *Founder & CEO*
Fon
-  **Future Directions in Ubiquitous City and Muni-Wireless Broadband Alternatives**
Esme Vos, *Founder*
MuniWireless.com

TRACK E. NEXT-GENERATION SERVICES

-  **Discovering a Different World with your Mobile Search**
Chan Kin Hung, *Head, Advanced Multimedia Services*
StarHub
- Tapping into the Opportunities of IM and Advanced Messaging Markets**
Kevin Dillon, *Interim CEO*
Acision
-  **Exploiting Customer Insights to Establish the Key Drivers and Business Models for Mobile 2.0**
Kennet Rädne, *VP & Head of Content Partner Management*
TeliaSonera
-  **How can Social Presence Innovate Mobile Mediated Communication?**
Gianluca Zaffiro, *Project Manager, TILAB Innovation Trends*
Telecom Italia
- A Total View of FMC and Convergence in the Real World: A Strategic Checklist for Operators and Regulators**
CW Cheung, *Consulting Director*
Ovum
-  **Mobilizing the Social Networks and Communities**
Henry Yeh, *Head of Value Added Services, Multimedia Business Group*
Globe Telecom
- Intelligent Transport System**
Bryan Carr, *Chief Operating Officer*
SmartTrans
-  **Learning from the MMS and PTT Launches**



 Operator Case Study

TRACK F. EMERGING MARKET OPPORTUNITIES





Chairmen:

Steve Falk, *VP Technology & Advocacy*

CDMA Development Group

Jean-Pierre Bienaimé, *Chairman*

UMTS Forum

-  **Balancing Business Opportunities and Technology Strategies for Emerging Rural and Low ARPU Mobile Markets**
Akil Beshir, *Chairman & CEO*
Telecom Egypt
 - Key Spectrum Policy, Regulatory and Licensing Developments Shaping the Key Asian Markets**
 - Understanding the Key Market Dynamics and Business Prospects in Emerging Markets**
View 1: Vietnam
View 2: India
Pankaj Sethi, *President, VAS*
Tata Teleservices
View 3: Africa
Ihab I Osman, *Chief Commercial Officer*
Sudatel
View 4: Russia
Alexander Krupnov, *President*
Andrey Skorodumov, *Executive Director*
Infocommunication Union
View 5: Afghanistan
Tushar Maneshwari
Chief Commercial Officer
Afghan Wireless
 -  **Seeking Existing and New Approaches to Justify and Fulfill Soaring Valuations in Emerging Markets**
Amrith Kacker, *Principal Consultant*
Analysys
 -  **Understanding your Customers to Succeed in Emerging Markets**
Jan Inge Johnsen, *SVP, Commercial Group*
DTAC
 - Emerging Markets: First Time Users May be Ahead of Their Well Seasoned Counterparts in Adopting the Hottest New Technologies**
Jari Alvinen, *Chairman of the Board*
Open Mobile Alliance
 -  **MobileBroadband to the Mass: The 3G Challenges and Opportunities in Indonesia**
GunturS Siboro
Marketing Director
PT Indosat
- Additional Confirmed Speakers for Track F Include:**
Windus Lam, *VP, Marketing, CTM*
Marco Antonio Galvan, *VP, Telmex*
Ruddy Valdivia, *CEO, Valtron*

Please visit www.MobilityWorldCongress.com for the latest program updates



The Official Annual Event of in Asia

4-5 DECEMBER 2007 • TUESDAY – WEDNESDAY

Mobile Entertainment is a key revenue driver for the industry, yet there are still a number of hurdles which need to be addressed before any mass adoption can be achieved. Recognizing the importance of bringing together the key players within the mobile entertainment value chain to collaborate and overcome these hurdles, the Mobile Entertainment Forum (MEF) and Beacon are pleased to bring you the inaugural MEF LIVE with the hope that the industry will improve user experiences that will better attract higher consumption of mobile entertainment using the right business models. This two day industry event will delve into the variety of options and content available in the region and discuss how Asian and international mobile entertainment players can enjoy successful market expansion.

Highlights

- MEF LIVE Party
- MEF LIVE Interactive Zone – With Pods & Technology Showcase
- MEF Member Lounge

- MEF LIVE Cyberzone
- MEF LIVE Channel – With Exclusive Industry Interviews
- MEF LIVE – Featuring Industry Thoughtleaders and Winners

DAY ONE

Morning

It's all About the User Experience

1. **How can Operators Play in the New Mobile World of Entertainment?**
2. **How to Best Sell Mobile Entertainment to Average Mobile Customers?**
3. **How can we Better Drive the Uptake of Mobile Entertainment?**
4. **Bringing the Internet Experience onto the Mobile**
5. **Consumer Panel: How do Consumers Search and Discover Content Effectively?**

Afternoon

Joint Keynote Session for:



Refer to Congress Keynote Session on Page 4

DAY TWO

Morning

Talking Dollars & Sense

Chair's Opening Remarks

1. **Heating Up Mobile Entertainment – Buzz from Asian Youth**
2. **Show Me the Money!**
3. **Choosing the Super Model**
4. **Enjoying the Air of Freedom in the D2C Game**
5. **Singing the Right Tune to Boost the Consumption of Mobile Music – What does the Future Hold?**

Afternoon

Going International • Coming To Asia

*Key market characteristics • Areas of growth and lessons learned
Ways to penetrate the international and key Asian markets*

6. **10 Things you Need to Know Before Coming to Asia**
7. **Going On The International Catwalk**

MEF LIVE 2007 Confirmed Speakers & Panelists include:

Patrick Parodi*
Chief Sales & Marketing Officer
Amobee
Gopal Vittal, *Director – Marketing & Communication*
Bharti Airtel, India
Victor Siegel, *CEO*
Blue Frog Media
Kok Fung Lai, *CEO*
Buzzcity
Alan Seiffert, *Senior VP, Business Development & Partnerships*
CNBC Asia Pacific
Richard Robinson*
CEO
Dada Asia
Jan Inge Johnsen
SVP, Commercial Group
DTAC, Thailand
Mike McCabe, *Director of Mobile, Asia*
Electronic Arts
Caroline Chow, *Director of New Media*
EMI Music SEA
Christian Hellesen, *CEO*
Fun Mobile

Henry Yeh, *Head of Value Added Services, Multimedia Business Group*
Globe Telecom, Philippines
Arthur Chang, *Founder & CEO*
Green Tomato
Neeraj Roy*
Managing Director & CEO
Hungama Mobile
Simon Galpin
Associate Director-General Investment Promotion
InvestHK
Ave Wrigley
Head of New Media Technology
ITN
Mark Lam, *Chairman, Executive Committee & CEO*
Live365
Andrew Bud*
Chairman
mBlax
Guntur S. Siboro, *Marketing Director*
PT Indosat, Indonesia
Christopher Lau
Director of Future Services
SmarTone-Vodafone, Hong Kong

Ruuben van den Heuvel*
SVP, Digital & New Business Development
Sony BMG Music Entertainment (Asia)
Todd Miller
EVP & Managing Director, Asia
Sony Pictures Television International
Alexandre Olmedo*
General Manager, South Asia
Streamazzo
Stefan Rust*
Head of Development, Strategy and Planning
C3 Group & Web Services Industry Group
Sun Microsystems
Peter Trinkl, *Chief Strategy Officer*
Swisscom Mobile, Switzerland
Pankaj Sethi
President – Value Added Services
Tata Teleservices, India
Kristin Braa, *Managing Director, Asia*
Pacific Research & Innovation Centre Telenor

Kennet Rådne, *VP, Head of Content Partner Management*
TeliaSonera, Sweden
Ringo Chan, *VP, Wireless Development, Asia Pacific*
Turner International
Sandy Monteiro
SVP, ASEAN
Universal Music Group International
Dennis Hamann*
Director of Content Solutions, Asia
Verisign
Duncan Orrell-Jones, *SVP & Managing Director, Asia Pacific*
Walt Disney Internet Group
Julian Lai-Hung*
Director, Wireless, APAC
Warner Bros. Entertainment
Michael Nash, *SVP, Digital Strategy & Business Development*
Warner Music Group
Jay Kim*
EVP, APAC & Music Business Group
Widerthan

* MEF Board Member

Mobile Marketing | FORUM

6 DECEMBER 2007 • THURSDAY

Co-hosted with 

Mobile is providing brands a way to reach their consumers like never before. Always on, always available and everywhere! Join the Mobile Marketing Association (MMA) at this event to find out how to integrate mobile into your cross media initiatives, what's hot, what's not, what the options are and most importantly, how to get started now! Anytime, anywhere marketing, it's here.

Welcome from the Mobile Marketing Association
 Laura Marriott, *President, Mobile Marketing Association*
 Chairman: Sandy Agarwal, *Managing Director, Enpocket* & MMA APAC Chairman

- 1. Keynote Address – Global Perspectives on Mobile Marketing**
 Gene Keenan, *VP Mobile Strategies, Isobar*
- 2. Mobile Marketing Basics**
- 3. Mobile Creativity Defined: Leveraging Mobile to Achieve Campaign Success**
- 4. Case Study: How are Retailers Leveraging Mobile to Generate Revenue?**
- 5. Industry Panel: Doing it Right with Mobile Advertising**
 Over the last year, the mobile advertising industry has skyrocketed! Join this panel of experts as they discuss what has led to the meteoric rise and why mobile advertising should be a part of your brand strategy in 2007.
 - Advertising guidelines for ecosystem scale
 - Measurement: The role of metrics and the need for third party research and auditing to validate marketing adoption
 - Advertising technologies – how to choose
- 6. Mobile Advertising – Monetizing the Subscriber Value Chain**
 Stephen Kerwick, *Director, Business Intelligence & Mobile Advertising, Openwave*
- 7. Mobile Marketing in India - Past, Present and Future**
 Rajiv Hiranandani, *Co-founder & Country Head, Mobile2Win*
- 8. Mobile Advertising – Unleashing the potential on the 3rd screen**
 Boudewijn Pesch, *Managing Director, Acision*
- 9. Mobile Advertising – Driving Success through Interaction**
 Joshua Maa, *CEO, Madhouse*
- 10. Case Study: Consumer Engagement through Mobile Marketing**
 Geoffrey Handley, *Director, The Hyperfactory*
- 11. The Power of Mobile Marketing in a Converged Marketplace**
 Ken Parkinson, *Senior Director of Sales & Business Development Qpass*
- 12. Wireless Operator Roundtable**
 This panel will focus on the opportunities and challenges in mobile marketing from a global wireless operator perspective.
 - Perspectives on mobile marketing growth and how the operator can assist the marketer to reach their consumer
 - The role of mobile advertising and the operator position in the ecosystem
 - Revenue opportunities and how to work in an on/off deck environment
 Jim Manis, *President & CEO, 1024 Wireless Services*
 Richard Sagers, *Head of Strategy & Planning Future Products Vodafone Group Services & MMA EMEA Chairman*

Closing Remarks

Additional Confirmed Speakers:

Geoffrey Handley, *New Business Director, Asia Pacific The Hyperfactory*
 Jay Emmet, *President, mBlox* & MMA North American Vice-Chairman
 Faissal Houhou, *VP Business Development, mBlox Asia Pacific*
 Marcus Sigurdsson, *Digital Lead, Ogilvy*
 Lanny Albina Huang, *General Manager, Playboy TV Asia & Japan PlayboyEntertainment Group*
 Jimmy Poon, *Managing Director, Püca China*

Visit www.MobilityWorldCongress.com/mmf for additional information and latest program details

WiMAX Strategy Day

6 DECEMBER 2007 • THURSDAY

After years of hype, the industry is closing in on drawing real returns from WiMAX and hopefully mobile WiMAX. Still, there are a lot of technical and commercial obstacles to be addressed – such as convergence, device, speed, terminals, service proposition and roaming. This one-day specially focused session will bring you the latest updates on key WiMAX projects and fresh industry perspectives on this promising, yet still in its early stage, technology.

- 1. A Look at Trial Findings Around the World: Evaluating the Opportunities Created by WiMAX in the World of Mobility**
 Karim El Naggar, *VP of WiMAX Business Group Alcatel-Lucent*
- 2. Identifying Next-generation Business Models and Exploiting Innovative Market Strategies with WiMAX for Mobile Operators**
- 3. A Look at the Innovative Market Entry and Network Strategies with WiMAX Around the World**
- 4. A Reality Check Before you Invest in WiMAX: Looking at the Economics of Technology Planning and Deployment Approaches to Maximize your WiMAX Performance and ROI**
- 5. How to Build Customer Value through Innovation in WiMAX Devices, Terminals and Connectivity Strategies**
- 6. APTG's Network and Service Experience and Strategy for WiMAX**
 Springfield Lai, *Chairman Asia Pacific Telecom Group (APTG)*
- 7. Mobile WiMAX – Delivering Convergence, Low Latency, Advanced Security, QoS and Worldwide Roaming Capabilities**
- 8. Spectrum Update for the Key Asian Countries: Understanding their Requirements and Identifying Opportunities**
- 9. Moving Ahead on 802.16e Certification Roaming and Convergence**
- 10. 4G in Operation: Business Case Study and Cost Structure Comparison**
- 11. A Look at Korean Operator Experiences: Network, Services and Applications Innovation with WiBRO**
 Simon Bureau, *Managing Director Vectis*
- 12. How can WiMAX Play a Key Role in a Converged Model to Maximize Revenues in Rural Areas?**
 Tahir Hameed
Director Strategy & Business Development Mobilink
- 13. Providing True Wireless IP Roaming for WiMAX**
 Bram Jan Streefland, *Co-Founder & Managing Director Trustive*

Visit www.MobilityWorldCongress.com/WiMAX for additional information and latest program details



Operator Case Study

NFC Day

3 DECEMBER 2007 • MONDAY

Near Field Communication (NFC) will look at how short range wireless technologies can enable mobile devices to obtain information, facilitate contactless payments and share data between mobile devices, PCs and consumer devices.

Chairman:

Patrick Henzen, *Spokesperson*

NFC Forum

1. **Building the Business Case for NFC**
2. **Go-To-Market Strategies to Deliver Seamless User Experiences and Attract Mass Market Adoption**
Anil Nihalani, *Head of Mobile Product*
StarHub
3. **Delivering NFC Technology and the Road Ahead**
Patrick Henzen, *Spokesperson*
NFC Forum
4. **ETSI's Activities in NFC**
Adrian Scrase, *VP – International Partnership Projects*
ETSI
5. **Overcoming the Hardware, Technical and Architectural Constraints**
6. **Panel Discussion: Overcoming the Industry Divide to Deliver the Best User Experience to Achieve Mass Market Adoption**
 - How to deliver seamless customer experience?
 - Roles of the different stakeholders to populate NFC (financial, transport and retail communities)
 - How can you play a fair game? Creating a win-win situation by getting revenue share, license fees, set-up fees right
7. **Creating a Win-win Situation to Boost the Success of NFC: Working with the Financial, Transport and Retail Communities**
8. **More Secure and Interactive Mobile Payment Using Smartcard, NFC and Contactless Technologies**
David Chen, *VP, Advanced Payment Systems, Product Sales & Delivery (Asia Pacific)*
MasterCard Worldwide
9. **Innovative Applications Beyond Contactless Payments**
10. **Going Mobile – Mobile Payments Milestones for 2007 and Beyond**
Gordon Cooper, *Regional Head of Mobile Payment*
Visa International
11. **How Should Devices Evolve to Support the Growth of NFC?**

Additional Speaker:

Gil Bernabeu, *Technical Director, GlobalPlatform*

Visit www.MobilityWorldCongress.com/nfc for additional information and latest program details

Mobile TV Day

6 DECEMBER 2007 • THURSDAY

The industry has mixed views for the commercial feasibility of the mobile TV proposition. Though mobile TV has attracted more than 5 million subscribers in Asia, Europe and the Middle East, the industry still faces technical hurdles including standard debates and licensing issues, not to mention how to get a return on an operator's investment. Mobile TV Day will dive in to the economics and the plethora of new content possibilities.

Chairman:

Bosco Fernandes, *Chairman*

UMTS Forum-GSM-A Mobile TV Working Group

1. **Working with MediaFlo to Bring a Complete Mobile Media Experience**
 2. **Mobile TV and Video: The Combination of Broadcast, Telecom and Internet Experiences**
Juha Lipianen, *Director, Mobile Video & TV Experience*
DVB Forum
 3. **Discovering the Technology and Commercial Angles for Digital Media Broadcasting**
 4. **Panel Discussion: Proliferating Technology Options and Business Models have Complicated the Nascent Mobile TV Sector. Are any Winning Technologies and Commercial Strategies Emerging?**
 - What are the technical glitches to avoid?
 - Getting the price right
 - Getting the mobile TV content right to attract customer consumption
 - Regulatory framework and opening spectrum
 5. **Deploying Broadcasting Services in Cellular Networks and Creating a Sustainable Business Case**
Bosco Fernandes
UMTS Forum-GSM-A Mobile TV Working Group
 6. **Lessons Learned and What's Next for Mobile TV**
Jonas Kronlund, *Technology Manager, R&D*
Elisa Corporation
 7. **Orange Poland in Front of Mobile TV Dilemma**
Pierrick Hamon, *Board Member*
Telekomunikacja Polska Group
 8. **Mobile TV Value Proposition in Switzerland**
Alexandra Reich, *Chief Operating Officer*
Sunrise, Switzerland
 9. **Panel Discussion: What are the Key Lessons from Operators' Commercial Launches so far?**
 10. **The Austrian DVB-H Experience, Commercial and Regulatory Challenges**
Karim Taga, *Managing Director & Global TIME (Telecoms, IT, Media & Electronics) Practice*
Arthur D. Little
 11. **Stretching Your Mobile TV Platform with Digital Audio Broadcasting**
- Visit www.MobilityWorldCongress.com/MobileTV for additional information and latest program details

Interactive Workshops

Registration will start at 8.30am

A unique combination of strategic business seminars and technical workshops that deliver in-depth briefings and up-to-the-minute information on new business models, emerging technologies, market updates and service innovations.

Workshop 1

Monday 3 December • 9.00am – 5.00pm

CAPITALIZING ON INDUSTRY TRANSFORMATION: MARKET AND TECHNOLOGY PROFIT OPPORTUNITIES TO 2012



Jane Zweig, *CEO, The Shosteck Group*

Michael Thelander, *CEO, Signals Research Group*



The one-day workshop program will analyze the profit and risk implications that the blurring of boundaries are having, and will continue to have, on the evolution of the wireless/telecoms industry. It will explore the resulting changes for technology and infrastructure vendors, operators, device OEMs and ODMs, media/content/entertainment companies, software developers, financial institutions, and other organizations in the wireless value chain.

Workshop Agenda

- 1. Blurriness – Global Market Trends**
 - Differentiating Emerging Markets from Developed Markets
 - Different Meanings of “low-tier” and Differentiating: Low Tier and Ultra Low Tier
 - Purchasing Power Parity (PPP) and Gross National Income (GNI)
 - Demand from the Wealthy in Emerging Markets
 - The Impact of Cost in Developed Markets
 - Impact of Cost in Emerging Markets
- 2. Convergence or Divergence?**
 - Adoption of New Technologies
 - Digital Living Room
 - Who Owns the Consumer?
 - Who Captures Customer Revenue?
- 3. Network Blurriness**
 - 3G Technologies – Facts and Fantasies
 - Metro WiFi
- 4. Network Blurriness – Disrupters**
 - OFDMA (3G LTE, UMB and Mobile WiMAX)
 - A Flat Network Architecture
 - Understanding the Relative Economics of Next-generation Networks
- 5. Device Blurriness**
 - Devices (multi-mode/multi-functional)
 - Consumer Electronics
 - Smart Phones
 - Importance of User Interface
 - Portals on Top Deck
 - Mobile Search on Devices
 - Bluetooth
 - Side-loading – Device to Device
 - Distribution
 - Customer Support
- 6. Service Blurriness – Convergence**
 - Services and Applications (music, games, mobile TV, video, location-based services and peer-to-peer)
- 7. Service Blurriness – Circuit Voice and VoIP**
 - VoIP – Free and cheap?
 - VoIP for Enterprises (battle of building)
 - VoWLAN
 - Push to Talk
 - Skype and Vonage, Catalysts?
 - UMA, SIP
 - VoIP in mobile – Real or Not?
 - Cannibalization of Premium Voice in Mobile?
- 8. Network Blurriness – In-Building ...Tying Pieces Together**
 - Femtocells, Repeaters and WiFi
 - Market Update and Outlook
- 9. Business Model Blurriness – Old and New**
 - New Pricing Models

Workshop 2

Monday 3 December • 9.00am – 5.00pm

HSPA AND LTE: HOW WILL FUTURE TECHNOLOGIES DELIVER NEW USER VALUE PROPOSITIONS



Geoff Varrall, *Executive Director, RTT Programmes*

HSPA and LTE together represent an overall shift towards radio access architectures capable of sustaining high data rates and low access latency. The scheduling and adaptation techniques implicit in HSPA and LTE and similar access options promise improvements in throughput efficiency but are dependent on hardware and software design innovations that are yet to be fully proven. Additionally there is a need to deliver a closer coupling between present broadcast, cellular and broadband access options in order to optimize future commercial opportunities. This workshop studies the role that HSPA and LTE will play in this integration process, how connectivity expectations are changing and what this means for operators needing to deliver new value propositions to the end user community. In particular we study the additional functionality that will be needed in radio access technologies to deliver future competitive value.

Workshop Agenda

- 1. A Review of How Consumer, Corporate and Specialist User Expectations are Changing**
- 2. How New Technologies Will Deliver End User Value**
- 3. Engineering Challenges and Associated Issues of Economy of Scale**
- 4. The Technology, Engineering, Market and Business Dynamics of HSPA and LTE**
- 5. The Impact of Standards on Future Competitive Positioning**
- 6. The Impact of Spectral Allocation and Auction Policy on HSPA and LTE**

Interactive Workshops

Registration will start at 8.30am

A unique combination of strategic business seminars and technical workshops that deliver in-depth briefings and up-to-the-minute information on new business models, emerging technologies, market updates and service innovations.

Workshop 3

Monday 3 December • 9.00am – 5.00pm

EXPLORING MOBILE BROADBAND OPPORTUNITIES

Featuring presentations from:



CDMA2000 CDMA2000 1xEV-DO Revision A (Rev. A) CDMA2000 1xEV-DO Revision B (Rev. B) Ultra Mobile Broadband (UMB)

Workshop Agenda

- Market Dynamics:** An insight into the industry and market dynamics that are driving the evolution to advanced broadband technologies and services – With an emphasis on lessons learned
- Overview:** An overview and comparison of existing and planned mobile broadband solutions based on 3GPP2, 3GPP and IEEE standards
- Technology Advancements:** A description of the advanced radio antenna techniques, control and signaling mechanisms and core network infrastructure elements incorporated into the UMB solution – With a focus on their evolutionary interface with legacy networks and existing revenue-generating services

- Market Opportunities:** A description of new and enhanced mobile broadband services and applications enabled by Rev. A, Rev. B and UMB – With a focus on their ability to generate revenue in mature and emerging markets
- Business Advantages:** An overview of the ecosystem, network capacity, economic performance, flexible deployment scenarios, device availability, economies of scale, time-to-market advantage, mobility performance, etc.
- Live Demonstrations:** See live demonstrations of Rev. B and UMB

Exploring Mobile Broadband Opportunities is free to all telecom service providers and government officials. Pre-registration is required. Please contact Beacon Events on info@BeaconEvents.com for further information.

Workshop 5

Thursday 6 December • 9.00am – 12.00pm

GLOBAL SPECTRUM FOR FUTURE MOBILE BROADBAND: WRC 2007 UPDATE

Hosted by: UMTS Forum



Uwe Löwenstein, *Manager Spectrum Technology*
Telefonica O2 Europe



Klaus D. Kohrt, *Vice Chair*
UMTS Forum



Jean-Pierre Bienaimé, *Chairman*
UMTS Forum

- ITU study period 2007-2011: Spectrum Issues between WRC-07 and WRC-11 / Spectrum for IMT-Advanced (4G)
- Detailed overview of the WRC-07 results as well as the implications on future spectrum for IMT-2000 and IMT Advanced.
- View on the recent work of ITU-R WP8F / SG8, in particular the approval / implications of WiMAX (IEEE 802.16e) as the 6th radio interface for IMT-2000.
- An Asian perspective

Workshop 6

Thursday 6 December • 9.00am – 12.00pm

FUTURE OF MOBILE APPLICATIONS AND SERVICES



Vincent Poulbere, *Principle Analyst*, Ovum

Nathan Burley, *Analyst*, Ovum



Workshop Agenda

- General Wireless Market Trends and Forecasts**
 - A strategic view focusing on applications and services
 - Technology and connection trends (3G, WiMAX)
 - Ovum forecasts (incl. data, content, messaging, music, games, TV, video)
 - Opportunities, threats, challenges, strategies (inc. Social networking, convergence)
 - Evolutions of business models for wireless multimedia
- Future of Specific Mobile Services, Applications and Technology**
 - Payments
 - Mobile contactless (NFC)
 - Mobile TV
 - Mobile broadband
 - Femtocells
 - Focus on evolutions of devices for wireless multimedia services: illustration with mobile music devices; the roles of media players

Workshop 7

Thursday 6 December • 9.00am – 12.00pm

OPTIMIZING YOUR IN-BUILDING COVERAGE AND CAPACITY – FEMTOCELL, PICOCELL AND OTHER APPROACHES



Alexander Baluk, *Head of R&D, Access Network*, VimpelCom

Mikhail Belousov, *Head of RAN Development*, Vimpelcom



Workshop Agenda

- Indoor coverage
- Solutions for indoor coverage
- Technical problems
- Indoor at user expense
- Regulatory traps
- Economy of indoor coverage
- VimpelCom R&D investigations on indoor coverage

Please visit www.MobilityWorldCongress.com/workshops for more information on workshop programs and workshop leaders

The Asian Mobile Market

The **Mobility World Congress** is perfectly placed to capitalize on the Asian mobile industry, a market that is still seeing incredible growth. As of November 2006 there were over 1 billion connections in the Asia Pacific region which comprises 37% of world connections and this is expected to rise to 42% by 2010.

The Asia Pacific mobile market, including China and India, is worth US\$164 billion and is anticipated to grow to US\$236 billion by 2010. That is almost a 50% growth in market value and makes the Asia Pacific region an incredibly lucrative one to be involved in.

In particular, India and China are dominating growth in the mobile phone industry, forecasted to represent 22% of new global subscribers in the period between 2005-10.*

*All figures have been obtained from "Asia Pacific Mobile Power Players" report authored by Ovum.



Who Attends?

The Congress will welcome 1500 delegates over the week including 150 speakers and 300 members of the international press. The exhibition featuring 50 leading companies will welcome over 1000 visitors. In total 2500 attendees are anticipated to visit this event in Hong Kong in December.

Previous events' attendees have come from the following:

Delegates	Attendees by country or region	Visitors
7%	Hong Kong	50%
12%	China (including Taiwan)	21%
38%	Asia-Pacific	17%
21%	Americas	4%
9%	Europe	4%
13%	Middle East & Africa	4%
Attendees by level of responsibility		
16%	Chairman/President/CEO/MD	12%
23%	Vice Chairman/VP/GM	9%
26%	Regional Director/Manager	13%
17%	Technical Director/Engineering	24%
13%	Sales/Marketing/Business Development	38%
6%	Other	4%
Attendees by main business activity		
29%	Telecom Operator	22%
23%	Infrastructure Manufacturer	10%
13%	Hardware Vendor	9%
10%	Software Vendor	6%
7%	Lawyer/Consultant	9%
3%	System Integrator	14%
3%	Content Provider/Application Designer	5%
2%	Investor/Financier	12%
10%	Other	13%

Previous exhibitors include:

7 Layers	Efforts Technology	Nortel
Accenture	Elektrobit	Orga Test Systems
Actix	Empower Interactive	Powerwave
Adaptix	Ericsson	Technologies
Aeroflex	Emrtec	Primezone
Agere Systems	Eutelia	Qool Labs
Airvana	Fujitsu	Qualcomm
Alan Dick	Huawei	Radcom
Alcatel-Lucent	Infineon	Radvision
Analog Devices	Intel	RFI
Anite Telecoms	Interactive Technology	Rohde & Schwarz
Argent Networks	InterGrafX	Schema
Argogroup	Jataayu Software	Seimens
Aspects Software	Johnson Electric	Siradel
Axesstel	Kathrein China	Spanson
BCGI	LightPointe	Spirent
Bridgeport Networks	Communications	Communications
CCF	mBlox	Syniverse
Cerillion Technologies	Micromuse	Technologies
Cisco Systems	Momoweb	Tandberg
City University of Hong Kong	Motorola	Telcordia
Comba Telecom	M-Systems	Toshiba
ComputaMaps	NEC	Trans Chip
CSG Systems	Nextel	United Fun Traders
Dekolink	Nexus Telecom	Venturi Wireless
Digit Wireless	Nokia Siemens Networks	ZTE

How can I get in front of this targeted audience?

There are still exhibition space and sponsorship opportunities available. The **Mobility World Congress** team is able to work with any budget to get the exposure your company needs. For more information on how this event can help your business, please contact **Geoffrey Ip** on **+852 2531 6138** or on **gip@beaconevents.com**.

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Ericsson is shaping the future of Mobile and Broadband Internet Communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world. Please visit www.ericsson.com for more information.



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ZTE is a leading global provider of telecommunications equipment and network solutions. ZTE's product range is the most complete in the world - covering virtually every sector of the wireline, wireless and handset markets. The company delivers products and services to customers in more than 100 countries.

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Siemens Automation and Drives, Wireless Modules

Siemens Wireless Modules, a subdivision within Siemens Automation and Drives, is the market leading global manufacturer and provider of GSM/GPRS/EDGE and UMTS/HSPA modules to the machine-to-machine market. Siemens produces both modules and terminals, and offers comprehensive integration and sales support services as well as customized one-stop machine-to-machine applications.



Starent Networks is a leading provider of infrastructure solutions that enable mobile operators to deliver multimedia services to their subscribers. Starent has created solutions that provide core network functions and services, including access from a wide range of radio networks to the operator's packet core network, mobility management of subscriber sessions, and call control. Starent's solutions provide high performance and system intelligence by combining significant computing power, memory and traffic handling capabilities with a flexible, high availability operating system and other proprietary software. Starent's access-independent solutions integrate multiple network functions and services needed for the delivery of advanced multimedia services.



Venturi Wireless is the trusted leader in broadband services optimization for mobile and wireless operators worldwide. Venturi's patented carrier-grade solutions maximize network efficiency and deliver the most compelling mobile user experience available for both data and multimedia applications. Venturi has the largest active mobile broadband user base and offers unparalleled expertise in mobile broadband development. Please visit www.venturiwireless.com for more information.

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<input type="checkbox"/> Any 1 Day Workshop (1 / 2 / 3)	1	\$945	\$995
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Schedule at a glance - please select your preferred session to assist our venue planning

Date	Day	W1: Shosteck	W2: HSPA & LTE	W3: Mobile Broadband	S1: NFC	Exhibition
3 December	Mon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Main Congress
4 December	Tues	<input type="checkbox"/> Track A	<input type="checkbox"/> Track B	<input type="checkbox"/> Track C	<input type="checkbox"/> L1: MEF LIVE	Co-located Events
		Keynote Session				
5 December	Wed	<input type="checkbox"/> Track D	<input type="checkbox"/> Track E	<input type="checkbox"/> Track F	<input type="checkbox"/> L1: MEF LIVE	Workshops
		Keynote Session				
6 December	Thur	<input type="checkbox"/> W5: WRC	<input type="checkbox"/> W6: App & Svcs	<input type="checkbox"/> W7: In-Bldg	<input type="checkbox"/> S2: Mobile TV	<input type="checkbox"/> L2: WIMAX
						<input type="checkbox"/> L3: Mobile Marketing

PAYMENT METHOD

Check: make payable to Beacon Events Ltd. and mail to the address above

- AMEX (Charged in HKD)
 MASTERCARD VISA (Charged in USD)

Cardholder Name: _____

Card No.: | | | | | | | | | | | | | | | | | | | | | |

Expiry Date (MM/YY): ____ / ____ Amount in US\$: _____

Signature: _____

DISCOUNTS

- My company is a telecom operator and I am entitled to a 25% discount
- My company is a member of (specify) CDG / GSA / MEF / TD-SCDMA / UMTS Forum and I am entitled to a 20% discount
- My company is a member of one of the supporting associations and I am entitled to a 15% discount.
Specify: _____

All discounts can only be applied at the time of registration and discounts cannot be combined. All discounts are subject to approval. Please note the conference fee does not include travel or hotel accommodation costs.

Cancellations: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, we will make a prompt refund less service charge of 10% of the fee for cancellations received in writing (letter or facsimile) no later than 05 November 2007. Where notice is given between this date and 19 November 2007, refunds will be 50% of the fee. Thereafter we regret no refunds can be made.

