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MOBILITY WORLD

CONGRESS & EXHIBITION

www.MobilityWorldCongress.com









3 - 6 Dec 2007 • Hong Kong Convention & Exhibition Centre Bringing you the commercial and technical opportunities of the mobility revolution

Covering major technologies and industry initiatives such as DMB, DVB-H, EV-DO, FMC, HSPA, IMS, LTE, NGN/NGMN, TD-SCDMA, NFC, Mobile VolP, UMB, WiMAX and many more!

HIGHLIGHTS - More than 150 leading telecom industry speakers

C-Level Keynotes and Roundtable Discussions Covering:

- New business strategies and operators' technical directions
- Key directions towards next-generation networks and technology architectures facilitating industry transformations
- Convergence of entertainment, media and mobile industries and its impact on industry consolidation

Congress Tracks Covering:

- Commercial capabilities and technical advancements in network evolution
- Revenue potential of next-generation services
- Mobile Internet and web service innovation
- Smart wireless devices
- Emerging market opportunities

Interactive Workshops to Drill into Specific Aspects of **Mobility Including:**

- 1. Capitalizing on Industry Transformation
- 2. Understanding HSPA, HSPA+ and LTE
- 3. EV-DO Rev. A, B and Ultra Mobile Broadband (UMB)
- 4. Investor Perspectives: Venture Capital and Private Equity in Mobile Industry
- 5. Global Spectrum for Future Mobile Broadband -WRC 2007 Update
- 6. Realizing the Commercial Potential of IMS
- 7. Optimizing Your In-building Coverage
- 8. Network Management in a Hybrid Environment
- 9. Identity Management Fundamentals

Special Interest Seminars:

- Near Field Communication Day (NFC) Focuses on enabling mobile devices to get information, facilitate contactless payments and share data between devices
- Mobile TV Day Focuses on how to extract revenue from the mobile TV proposition and aggregate the plethora of new content possibilities as well a debate on the technology choices

PLUS! Co-located Events Hosted With:







- MEF Live!
- Mobile Marketing Forum
- China Day
- WiMAX Strategy Day

BACK FOR 2007 – Asia's largest annual international exhibition dedicated to showcase leading mobile and wireless technologies Providing outstanding business development opportunities and the ideal networking venue to forge new partnerships in the mobility ecosystem

Key partners include:





















Welcome to the Largest Annual International Mobility-Focused **Telecoms Industry Gathering in Asia-Pacific**

As of September 2006, Asia-Pacific had 977 million mobile connections and this region is expected to account for 42% of the world's connections by 2010. Including China and India, Asia-Pacific is worth US\$164 billion and is anticipated to grow to US\$236 billion by 2010 -- almost a 50% growth in market value*. Asia-Pacific is the world's most exciting telecoms market in the world!

Over the last 11 years, the 3G World Congress has provided the industry with a unique insight into the numerous industry opportunities that the region provides. This year, the event is evolving with the mobile industry as it looks beyond mere mobile access services to ubiquitous communications. With its new name - MOBILITY WORLD CONGRESS & EXHIBITION - the event will gather the industry's best to provide an unbiased and technology neutral view of whatever it takes to offer mobility - coverage includes DMB, DVB-H, EV-DO, FMC, HSPA, IMS, LTE, NGN/NGMN, TD-SCDMA, NFC, Mobile VoIP, UMB, WiMAX and many more.

With the input and support of an expert group of advisors, key international industry associations and media partners, the Mobility World Congress & Exhibition provides coverage of the hottest issues in mobility, connectivity, convergence and innovative business models in the industry.

* Source: Ovum's Asia-Pacific Mobile Power Players Report

Confirmed Supporting Organizations and Media Partners

Supporting Organizations





























































Official Online TV Partner









Official Supporting Media

telecomasia

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Official English Language Newspaper



Supporting Publications



CHARGED

















































TelecomsEurope TeleComsEurope







Supporting Online Media





































Integrated Congress and Exhibition for 2007

Returning for 2007 will be an enlarged exhibition, integrated fully with the Congress facilities. More than 4,000sqm of net space has been allocated at the Hong Kong Convention & Exhibition Centre, located in downtown Hong Kong. Over 150 companies are expected to participate and we anticipate approximately 5,000 highly-qualified trade visitors to attend over the three days.

Past Exhibitors Include:

7 Layers Accenture Actix Adaptix Aepona Aeroflex Agere Systems Airvana Alcatel Alvarion **Analog Devices** Anite Telecoms Antenova

Anydata Corporation Argent Networks Argogroup Aspects Software Axesstel bcgi

Bridgeport Networks **Business Promotion Center**

CDMA Development Group

Cerillion Cetecom

Charlton Media Group

CIC Media Cisco Systems Cited

Comba Telecom Systems CommNexus San Diego ComputaMaps

CPS CR Media CSG Systems Dekolink Wireless Digit Wireless

Department of Electronic Engineering,

City University of Hong Kong

Elektrobit Group Empower Interactive Entre Marketing Ericsson Esmerted

Eutelia EZU Rentals F-secure Fujitsu GŚA Hantro

Helsinki Region Marketing Huawei Technologies Infineon Technologies

In-Stat

Intel Microelectronics Asia Interactive Technology InterGrafx Intervoice Invest Hong Kong

Irdeto **ISTAR** Jataayu Software Jilanda SecureSmart Kathrein China Kingston Technology LHS Telecom

LightPointe Communications

Lucent Technologies mBlox Micromuse

Mobile Media Asia-Pacific

Momoweb Motorola NFC

Nexus Telecom Nortel

Openera Technologies ORGA Test Systems Polystar OSIX Portable Design China Powerwave Technologies PrimeZone Media Network

Qool Labs Qualcomm Questex Radcom Radvision

Redline Communications **RFI Global Services** Rohde & Schwarz RTx Technology

Russian Mobile Entertainment

Schema

Sensustech (an AlanDick Company)

Series 60 Platform

SGS

Shenzhen HXT Technology

Shin Satellite Siemens Siemens Acceleration in

Communications SIP Forum Siradel Sofor Spansion Spinner

Spirent Communications Sprint Nextel Corporation

Stats SurfKitchen

Syniverse Technologies Tandberg TD-SCDMA Forum TelASIC Communications

Telcordia TeleCIS Wireless

Telecommunications Industry Association

TelecomTV Toshiba TransChip UMTS Forum **Unified Software** United Fun Traders

Vallent Venturi Wireless Viaccess Vidiator Technology

Wireless Design & Development **Zhongtian Technologies**

Past Participant Profile

Delegates by main business activity Delegates by level of responsibility Delegates by country & region Chairman / President / CEO / MD 16% Hardware Vendor 13% Infrastructure Manufacturer 23% Americas 21% Software Vendor 10% <mark>(ice C</mark>hairman / (ice President / GM 23% Lawyer / Consultant 7 Europe 9% Content Provider / Application Designer 3% Sales / Marketing / Business Development 13% Middle East & System Integrator 3% Africa 139 Asia Pacific 38% Regional Director / Manager 25% Hong Kong Telecom Operator 29% Mainland China 12% Technical Director / Engineering 17%

Sponsorship and Exhibition Opportunities

To help you tap into the enormous marketing potential that Mobility World Congress & Exhibition provides, contact Geoffrey Ip at tel: +852 2531 6138 or gip@BeaconEvents.com for exhibiting or sponsorship opportunities. Alternatively, visit www.MobilityWorldCongress.com for up-to-date information.

New name, new format! This year, the Mobility World Congress & Exhibition has broadened its scope, recognizing that mobility has emerged as the primary force for change and is driving transition within the communications sector and convergence with the media and Internet industries.

Program Overview

| | Monday 3 December | | | Tuesday 4 December Opening Ceremony: 10.30am Exhibition: 11.00am-6.00pm | | Wednesday 5 December | Thursday 6 December Exhibition: 10.00am-4.30pm | | |
|-------------------|---|--|----------------------------------|---|--|--|---|--|--|
| Hours | | | | | | Exhibition: 10.00am-6.00pm | | | |
| 9.00am to 12.30pm | Pre-Congress Workshops 1. Capitalizing on Industry Transformation+ 2. Understanding HSPA, HSPA+ and LTE+ 3. EV-DO Rev. A, B and Ultra Mobile Broadband (UMB)+ 4. Investor Perspectives: Venture Capital and Private Equity in Mobile Industry | Special Interest Seminar NFC Day | Co-located Event MEF Live! | Congress Tracks A. Mobile Broadband Deployments B. Emerging Business Models C. Wireless Devices | Co-located Conference MEF Live! Keynotes and Roundtables | Congress Tracks D. Network Evolution E. Next-generation Services F. Emerging Market Opportunities | Post-Congress Workshops 5. Global Spectrum for Future Mobile Broadband - WRC 2007 Update* 6. Realizing the Commercial Potential of IMS 7. Optimizing Your In-building Coverage 8. Network Management in a Hybrid Environment 9. Identity Management Fundamentals | Special Interest Seminar Mobile TV Day | Co-located Events China Day Mobile Marketing Forum WiMAX Strategy Day |
| Lunch | Public Keynotes | | | | | | | | |
| Z.00pm - 6.00pm M | Pre-Congress Workshops Workshops continue | Special Interest Seminar NFC Day | Co-located Event MEF Live! | Keynotes and Roundtables | | Keynotes and Roundtables | Pre-Congress Workshops Workshops continue | Special Interest Seminar Mobile TV Day | Co-located Events China Day Mobile Marketing Forum WiMAX Strategy Day |
| Functions | | MEF <i>Live!</i> Awards & Party | | | nner | Exhibitor Party | | | |

⁺Confirmed Workshops Hosted By:





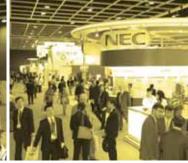












Congress Keynotes and Roundtable Discussions

4 DEC 2007 • TUESDAY • AFTERNOON

Radical new business models are emerging as the communications, media and Internet industries converge. Mobility combined with broadband is generating massive opportunities and driving transition within the mobile communications sector. The demands on next-generation networks are reaching new dimensions as they adapt to this industry transformation. During these keynotes and roundtable discussions, industry thought leaders will be sharing their visions and expert opinions on the following

- Exploiting new business models and revenue opportunities for ubiquitous wireless experiences
- Tapping into opportunities from the transformation of operators' strategies
- Converging communication, entertainment and media strategies for the future
- Impact of industry consolidation and migration to all-IP communication
- Visionary industry and operator roundtable discussions

5 DEC 2007 • WEDNESDAY • AFTERNOON

The transition from fixed to mobile has profound implications. Initially, the concept of mobility focused on removing the constraints of time and space to provide communication anytime, anywhere. But the introduction of mobility also resulted in the personalization of terminals and deployment of innovative services. Now, mobility is addressing the final barrier – removing the technology constraints to enable optimal access to services and applications. Industry experts from leading operators and global technology players will address the following:

- Key directions in next-generation networks and technology architectures What's next?
- Realizing the potential of next-generation services and enabling platforms
- Emerging opportunities with low cost networks and ultra low cost wireless devices to access new markets and revenue streams
- Operator CTO and CEO roundtable discussions

Past Keynotes Speakers Include:

Mary Chan Alcatel-Lucent Ericsson

Sunil Mittal Yafang Sun

Bharti Telecom

JianZhou Wang **China Mobile**

Dr. Sachio Semmoto

eAccess & eMobile

Carl-Henric Svanberg

Huawei Technologies

Sean Maloney

Tadashi Onodera

KDDI

Karel Pienaar **MTN Group**

Takeshi Natsuno NTT DoCoMo

Dr Paul Jacobs **Oualcomm**

Karl Christoph Caselitz **Siemens Communications** Darryl Green **Tata Teleservices**

Dr. Boris Nemsic

Telekom Austria Group

Thomas Geitner **Vodafone Group**

Well Placed Industry Speakers and International Delegates

Speakers from our last Congress comprised of no less than 40 C-level executives and presidents. Every year, our speaker panel features over 150 leading experts.

Confirmed Speakers for 2007 Include:

Rakesh Mahajan Director of Mobility **BT Global Services**

Sigve Brekke Chief Executive Officer

DTAC

Sachio Semmoto Founder, Chairman & CEO

eAccess & eMobile

Jan Nilsson President

Far EasTone Telecommunications

Matthew Willsher Chief Operating Officer **HKCSL**

Yeon-HakKim

Executive Vice President & Chief Strategy Officer

KTF

Neil Montefiore Chief Executive Officer

MobileOne

Marwan Al Ahmadi Chief Strategy Officer

MTC Group

Kin Hung Chan

Head, Advanced Multimedia Services

Starhub

Ihab Osman

Chief Commercial Officer

Sudatel

Akil Beshir

Chairman & Chief Executive Officer

Telecom Egypt

Mike Robey

Executive Director, Mobile Consumer Strategy, Consumer Marketing & Channels

Telstra

Hossein Moiin

Group Vice President, Technical Strategy

T-Mobile









CONGRESS TRACKS

Tuesday Morning 4 December

A. Mobile Broadband Deployments

Mobile broadband is one of the more exciting areas of development for mobile operators, promising profitable business models and services. However, different markets already have radically different uses in mind for mobile broadband. This session will detail case studies of the performance of existing mobile broadband operators and suppliers to review the key value chain segments including services, devices, device components and infrastructure for:

- Enhanced 3G
- HSPA
- EV-DO
- TD-SCDMA
- LTE
- WiMAX
- ΠΜΔ
- Fixed network operators offering mobile broadband

B. Emerging Business Models

Telcos are combining their network strengths in voice, location and messaging with Internet-based capabilities such as presence, IM, personalized search engines. But will telcos or webcos gain most from the new business models unleashed by web services?

- Unwiring the Internet Creating new opportunities and alliances with Internet players
- Riding the wave of the convergence of telecom and Internet
- Emerging webco business models Market drivers, applications and revenue streams
- Moving from the traditional mobile portal to the wider Internet and on-device portal strategies
- Cashing in on mobile search and advertising
- Web 2.0 or Telco 2.0?

C. Wireless Devices

Demands on device capabilities are increasing as mobility enables personalization and more innovative applications. This track will look into the following areas:

- Personalizing the user experience User interface, browsers, operating systems and rollable electronic displays
- iPhone Impact and evolution of consumer electronic devices on the mobile industry
- Ultra low cost devices and related initiatives
- Ultra-mobile PCs Exploiting embedded communications
- Extending the capabilities of SIM
- Enhancing the wireless chipset applications beyond the mobile phone such as PCs, HDTVs, payments and telematics

Wednesday Morning 5 December

D. Network Evolution

As the evolutionary roadmaps of existing networking standards increasingly target similar technology endpoints, the significance of legacy infrastructure is decreasing. Will future networks and standards co-exist or coalesce? How will user demand for interoperability and inter-working be accommodated?

Session topics include:

- 1. Co-existence in hybrid networks with 3G / cellular, Wi-Fi and WiMAX
- 2. LTE and TEF initiatives prospects and business cases
- 3. OFDM / OFDMA developments and 4G
- 4. Wi-Fi 802.11s hot spot, mesh and multi-hopping network developments
- 5. Future directions in u-city (ubiquitous city) and muni-wireless broadband alternatives
- 6. The role of wireless vs. FTTH for future broadband

E. Next-generation Services

The take-up of 3G value-added services has confounded earlier forecasts. Location-based services and mobile commerce have yet to fulfill their promise while peer-to-peer traffic and social networking are having dramatic but unpredicted impacts. Why? How can operators take advantage of these opportunities? What is coming next?

Session topics include:

- 1. The future of service platforms opening up to 3rd parties
- 2. P2P social networking, video sharing
- 3. IM and advanced messaging technologies and markets
- 4. LBS, location tagging and context-based services integrating services and lifestyles
- 5. NFC and RFID mobile payments, information sharing and other applications

F. Emerging Market Opportunities

Does the introduction of mobile technologies into undeveloped and underserved markets satisfy the needs of emerging economies or the vendor community? Are these requirements conflicting or can they be reconciled? What impact could mobile and wireless systems have on the digital divide? Session topics include:

- Key emerging markets review India, Indonesia, Vietnam, Philippines, Russia, Central Asia, Middle East and Africa
- 2. Key spectrum policy, regulatory and licensing developments shaping the markets
- 3. Market dynamics and business prospects
- 4. Mobile and wireless service markets

SPECIAL INTEREST SEMINARS

NFC Day

Monday 3 December

To encourage the adoption of Near Field Communication (NFC), this seminar will discuss the following issues:

- Building the business case for NFC
- Overcoming the hardware, technical and infrastructural constraints
- Interoperability and compliance with the NFC standard
- Phone, memory card or SIM?
- Go-to-market strategies to deliver the seamless user experience and attract mass market uptake
- Innovative applications beyond contactless payments
- Working with the financial, transport and retail communities

Mobile TV Day

Thursday 6 December

Proliferating technology options and business models have complicated the nascent mobile TV sector. Are any winning technologies and commercial strategies emerging? What will be the actual impact of mobile TV on the communications and media industries?

Session topics include:

- 1. Mobile TV technology evolution DMB, DVB-H, MediaFLO
- 2. Business models and broadcasting strategies
- Satellite and terrestrial integrated solutions
- 4. Operator and broadcaster case studies



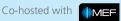






CO-LOCATED EVENTS

MEF Live!



Monday 3 December and Tuesday 4 December

Highlights include:

- Delivering the customer experience
- Choosing the right mobile entertainment
- Developing the right partnerships
- Pricing models to win your customers
- Personalization and segmentation
- Building good distribution channels
- Marketing your mobile entertainment services
- Ethics and adult content
- Overcoming technical challenges (copyright protection, device storage capacity on devices, network coverage)
- Fine-tuning your music strategy and dancing the right moves
- Scoring Asian points with mobile gaming: how best to deliver and promote
- Repurposing video for the 3rd screen
- User generated content: success stories in Asia
- Addressing bottleneck areas and seeking new opportunities in the expanding value chain
- Go-to-market strategies to boost mass market adoption of mobile entertainment in Asia
- Understanding the impact of convergence and multi-platform delivery
- Cashing in on new trends such as user generated content and social networking
- The best way forward How we can collaborate to create a win-win situation for mobile entertainment to be more successful in Asia?

WiMAX Strategy Day

Thursday 6 December

Key developments and opportunities to be covered include:

- Next-generation business models for fixed, mobile and green-field operators and progress update
- Innovative market entry and network strategies with WiMAX
- Technology planning and deployment approaches to maximize WiMAX performance and ROI
- How to build customer value through innovation in WiMAX devices, terminals and connectivity strategies
- New revenue opportunities Broadband content, services and applications
- Mobile WiMAX Delivering convergence, low latency, advanced security, QoS and worldwide roaming capabilities
- 4G in operation, business case study and cost structure comparison

China Day

Co-hosted with 中国邮电器材

Thursday 6 December

China is the world's largest mobile communications market and there is no better place to explore emerging opportunities than at the "China Day". The program will explore the latest developments in-depth, focusing on operator, manufacturer, content provider and investor experiences. Working closely with PTAC in China and with the support of Hong Kong organizations OFTA, TDC, InvestHK and WTIA, the China Day will host senior representatives from the Ministry of Information Industry (MII) and China's leading operators

Themes and scope include:

- Government planning and telecom industry policies
- Operator case studies from China
- TD-SCDMA update
- Standardization initiatives
- Offshore opportunities for operators and other industry players
- China mobile and wireless industry directions for the future

Mobile Marketing Forum

Co-hosted with

Thursday 6 December

The Mobile Marketing Association (MMA) has over 400 worldwide members including blue chip organizations, advertising and marketing agencies and content providers and aggregators. MMA established their Asian chapter in February 2007. This co-located event will be the inaugural Mobile Marketing Forum in Asia. This one-day forum will bring together a large variety of businesses seeking to learn about the benefits of adding a mobile channel to their marketing mix

Themes and scope include:

- The role for mobile marketing and advertising
- Cross-industry approaches to mobile advertising, advertising-funded content and services
- Partnership approaches between operators and Internet brands
- Impact and co-existence of mobile advertising formats banner ads. full-screen images and video format advertising.- compared with traditional mediums
- Implications of PC-mobile integration for the mobile services market and advertising
- Challenges of bringing the big advertisers to the table
- Branding and customer management







Date: 3 – 6 December, 2007

Venue: Hong Kong Convention and Exhibition Centre

REGISTRATION FORM

