4G WORLD Asia

APRIL 17-19, 2012
SINGAPORE
Raffles City Convention Centre

4G WORLD Comes to Asia

2012 promises to be an important year for the industry in the Asia-Pacific region. The premiere event covering all aspects of the 4G ecosystem, 4G WORLD ASIA is the perfect venue to learn what's new in the industry, meet with clients and partners, and expand your business reach in Asia through a wide variety of focused networking opportunities. The event is expected to attract more than 1,000 attendees and 200+ expert speakers, media partners and sponsors.

4G WORLD ASIA 2012 Highlights

The conference features a multitude of focused summits, conference and training programs covering all the key business and technology aspects of 4G, including:

- Operator CEO/CTO business, technology and investment priorities for 4G
- Game-changing 4G business models bringing together mobility, broadband and cloud
- Migration, deployment and launch strategies to LTE, LTE-Advanced, TD-LTE and TD-LTE Advanced
- Country updates and case studies on 4G plans and commercial deployments from North America, Europe and Asia-Pacific
- Radio access network planning and innovation including Cloud RAN, heterogeneous networks and blended deployments
- 4G value creation including value-added service (VAS) strategies and voice over LTE
- Strategies for all-IP, including Evolved Packet Core (EPC) and self-organizing networks (SONs)
- Capacity and coverage optimization including Hotspot 2.0, small cell and metro femtocell solutions
- Transforming the customer experience including OSS/BSS, security, policy and identity management
- Capturing the business value in M2M and future smart services and applications for B2B and B2C markets
- Backhaul innovation including optical, fixed broadband, Metro Ethernet, LTE-Advanced cell relay, satellite, caching cloud apps and services
- Mobile cloud services interconnection, applications delivery and infrastructure integration
- Transforming business enterprise mobility with smartphone, tablet, cloud and Web-based applications
- 4G co-existence and interworking with HSPA, WiMAX and Wi-Fi/WLAN
- Monetizing data-intensive services including mobile commerce, marketing and social networking
- Regulator and policy updates and impacts on industry collaboration, consolidation, competition and spectrum licensing
- Certified technology training reviewing entry-level to advanced best practices for engineers and technical marketing professionals

Unique Value Proposition

4G WORLD ASIA 2012 capitalizes on 4G WORLD's unrivalled industry experience and expertise in providing a high-quality strategic marketing and thought leadership platform to achieve your marketing and business development goals across the Asia-Pacific region.

A presence at 4G WORLD ASIA is a clear investment in the success of your business that allows you to:

- Meet hundreds of qualified buyers from high-growth Asia-Pacific markets
- Create profitable face-to-face business development opportunities
- Extend your brand and messaging solutions through our highly targeted regional marketing campaign
- Showcase your 4G products and demos
- Network with peers, industry leaders and prospective new clients and business partners
- Leverage the region's most influential press, media, analysts and in-country industry associations
- Position your company as a market leader and technology thought leader

Operator Perspectives

Mobile operators from Asia-Pacific attending 4G WORLD ASIA will spend billions of dollars over the next few years to upgrade and expand their mobile networks, platforms, services and applications to capitalize on unprecedented traffic growth.

4G WORLD ASIA is specifically designed to deliver the audience of key operators, service providers and their advisers under one roof, greatly enhancing your business prospects in the Asia-Pacific region.

For details of 4G World Asia 2012 participation opportunities contact:

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About 4G WORLD (www.4gworld.com)

Focusing on the rapidly expanding 4G and mobile Internet markets, the conference and expo is dedicated to the entire 4G ecosystem in a single comprehensive event.

CO-ORGANIZER PARTNERS

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http://asia.4gworld.com

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4G WORLD Asia — Program at a Glance

PRE-CONFERENCE SUMMITS: Tuesday, 17 April 2012

Morning

09:30

Summit 1: Transforming the Customer Experience
Critical Success Factors for 4G Excellence
- Delivering a compelling 4G customer experience for competitive differentiation, QoS and QoE

Summit 2: Embracing enterprise mobility for competitive advantage
- Vision for the 4G business enterprise
- Moving from apps-centric to Web- and cloud-based mobility strategies

12:45 Lunch Break

Afternoon

14:00

Summit 1/Track 1
- Transforming OSS/BSS and CRM
- Device management best practices

Summit 1/Track 2
- Security, traffic and policy management
- Creative charging models

Summit 2 (continued)
- Business cases and mobility solutions transforming the enterprise
- Smartphones, tablets and cloud apps for highly mobilized workforces

16:45 Close of Pre-Conference Summits

4G WORLD ASIA - DAY ONE: Wednesday, 18 April 2012

Morning

9:15

Keynote Sessions: Maximizing 4G Business, Technology and Market Opportunities
- Future global 4G ecosystem vision; bringing mobility, broadband and cloud together
- Realities of 4G vs. 3G and WiMAX worlds; transformative business models; strategies for investment and financing; launch experiences
- Operator CEO/CTO priorities and country updates: (I) U.S., Japan, Korea, Hong Kong, Singapore

12:45 Lunch Break

Afternoon

14:15

Track 1
Radio Planning and Cloud-RAN Innovation for Greater Spectral Efficiency and Lower Capex/Opex
- Business cases for FDD/TDD LTE, LTE-Advanced
- Future of Cloud RAN architectures
- HSPA/LTE coexistence
- Spectrum planning and re-farming
- 3GPP and 3GPP2 evolution updates

Track 2
Game-Changing Business Models and the Future of Mobile Voice, Data and Video
- Multi-sided and over–the-top (OTT) business models
- Disruptive technologies
- Innovative 4G voice strategies
- Future of 4G value-added services and markets
- Mobile cloud services value chain, ecosystem

Track 3
Evolving to All-IP, Evolved Packet Core (EPC) and Self-Organizing Networks (SONs) for Lower Costs and Service Innovation
- NGMN initiatives
- EPC and SON strategies
- Self-managed and future zero-touch networks
- Heterogeneous networks (HetNets) and Cloud RAN
- Voice over LTE innovation

Track 4
Capitalizing on New Opportunities in Mobile Commerce, Payments, Advertising and Social Networking
- Business models and service strategies
- Mobile commerce, advertising and marketing
- Augmented reality, location and context-aware services
- Monetizing social nets

17:15 Close of 4G World Asia Day One

4G WORLD ASIA - DAY TWO: Thursday, 19 April 2012

Morning

14:00

Keynote Sessions: Value Creation Opportunities and Regulatory Impacts
- Regulatory environment prerequisites for 4G; overcoming spectrum fragmentation; beyond digital dividend; consolidation and competition
- Value creation, services and application opportunities for metro, enterprise and home
- Country updates and operator CEO/CTO priorities: (II) Europe, China, India, Malaysia, Philippines, Indonesia

16:15 Lunch Break

Afternoon

14:00

Track 1
Best Practices in Optimizing Coverage and Capacity: Hotspot 2.0, Small Cell, Metro Femtocell and HetNets
- Wi-Fi and unlicensed spectrum as an extension of mobile business
- Hotspot 2.0, small cell, DAS and metro femtocell strategies for traffic offload
- Future of HetNets
- Improving utilization with caching and CDNs

Track 2
Capturing the Business Value in M2M and Internet of Things: Smart Service Innovation and Vertical Market Apps
- Mobile Internet of things
- M2M and the future of smart connected devices
- Wireless sensor nets
- Smart energy grids, mobile health and automotive applications

Track 3
Backhaul Innovation and Flexible Approaches to Manage the Data and Video Traffic Explosion
- All packet and MPLS TP-based backhaul
- Optical, fixed broadband and metro Ethernet
- LTE-Advanced small cell backhaul
- Satellite and microwave bridging the digital divide

16:50

Concluding Innovation Super-Session
Opportunities and Strategies for 4G Smartphones, Tablets, Cloud Connected Devices/4G OS Strategies

17:00 Close of 4G World Asia