



Mobile Broadband China 2010

July 1-2, 2010
Shanghai

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| DAY 1 | Mobile Broadband: A Global View |
| 9:00 9:30 | Opening Address <i>Patrick Donegan, Senior Analyst, Heavy Reading</i> <i>Heavy Reading analysts will deliver a unique, research-driven, perspective on the global mobile network market. Drawing on proprietary research with operators and major global technology suppliers, the session will address the market transition to 3G and LTE mobile broadband to set the scene for the rest of the conference.</i> |
| 9:30 10:10 | Keynote Address <i>Bi Qi, CTO, China Telecom Beijing Research Institute</i> <i>The outlook for 3G mobile data in China and the prospects for emerging LTE technology. The speaker will address the role the Chinese wireless industry plays in the global mobile technology market.</i> |
| 10:10 10:30 | Platinum Sponsor Address <i>Huawei</i> <i>In this prestigious opening session a platinum sponsor will have the opportunity to present its vision for the growing mobile communications industry. The sponsor keynote will highlight examples of successful services and technology development strategies for mobile operators in which it has been involved.</i> |
| 10:30 11:00 | Break |
| Growth Strategies for Mobile Data | |
| 11:00 11:30 | Analyst Outlook: Success Strategies for 3G Data <i>Gabriela Baez Managing Director, Global Research & Consulting Pyramid Research</i> <i>Drawing on work developing and analyzing mobile data strategies for mobile operators worldwide, Pyramid Research will present</i> |



examples of best practices for increasing 3G data revenues in different market contexts.

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| <p>3:00 4:00</p> | <p>Panel Session</p> <p>Moderator: <i>Gabriel Brown, Senior Analyst, Heavy Reading</i></p> <p>Panelists: <i>Michael Zhang, Director, Lab DOCOMO</i></p> <p><i>This panel session, moderated by Heavy Reading, will discuss the attributes of emerging TDD-LTE technology and investigate potential deployment options for TDD-LTE in China and around the world. Subject matter will include capturing scale economies through common FDD/TDD infrastructure and device chipsets; macro and small cell deployment options; and the potential to create a global TDD-LTE ecosystem at 2.3 GHz.</i></p> |
| <p>4:00 4:15</p> | <p>Break</p> |
| <p>4:15 4:45</p> | <p>Panel Session - Optimizing Investment in Multi-Standard Radio Access Networks</p> <p>Moderator: <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p>Panelists: <i>Henry Ye , R&D Director , Hong Kong Applied Science and Technology Research Institute (ASTRI)</i></p> <p><i>This session will discuss how operators can best support multi-technology radio access networks and debate the benefits and trade-offs associated with “Overlay” and “Single RAN” approaches to managing 2G, 3G, and LTE. Panelists will be invited to discuss the value of multi-standard base stations and controllers, software-defined radio heads, smart/active antenna technology, and cell site solutions that enable operators to reduce the overall cost of ownership of converged radio access networks.</i></p> |
| <p>5:45 6:15</p> | <p>Technology Spotlight Sessions (Sponsored) 2x15 minutes</p> <p><i>These presentation slots provide the opportunity for sponsors to demonstrate leadership in converged RAN technology and deliver products that reduce opex and future-proof investment in cell site hardware.</i></p> |
| <p>6:15 7:15</p> | <p>Cocktail Reception</p> |
| <p>DAY 2</p> | <p>Mobile Backhaul: The TDM to Packet Transition</p> |



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| 9:00 9:10 | Key Enablers for Packet Backhaul <i>Patrick Donegan, Senior Analyst, Heavy Reading</i> <i>To open the second day of the conference Heavy Reading analysts will provide an outlook on how carriers are progressing in deploying new packet backhaul services out to the cell site, the rate at which this is scaling, and the impact this is having on mobile broadband network evolution and, ultimately, on operator profitability.</i> |
| 9:10 9:50 | Operator Presentation <i>Mupiao-Shih, President, Chunghwa Mobile</i> <i>This invitational session provides an operator from a 3G operator the opportunity to discuss the services and market development strategies that have proven a success in their network.</i> |

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| <p>10:55 11:55</p> | <p>Panel Session New Backhaul Challenges With LTE</p> <p>Moderator: <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p>Panelists: <i>Ranjit Kumar Karna Engineer, Performance and Quality, Ncell (Nepal)</i></p> <p><i>The X2 interface, new security risks, and the potential need for phase synchronization are just three features of the LTE standard that generate different requirements in the way backhaul is delivered and managed in LTE as compared with 3G. This panel will debate how operators should be building LTE design requirements into their existing backhaul networks and how much of what's in the ground for 3G can be reused.</i></p> |
| <p>11:55 12:25</p> | <p>Technology Spotlight Sessions (Sponsored) 2x15 minutes</p> <p><i>These presentation slots provide the opportunity for sponsors to discuss LTE backhaul and how next-generation requirements can be supported cost-effectively by carriers seeking to introduce LTE alongside widely deployed 3G networks.</i></p> |
| <p>12:30 2:00</p> | <p>Lunch & Displays</p> |
| <p>Mobile Packet Core: Towards EPC & the All-IP Network</p> | |
| <p>2:00 2:30</p> | <p>Trends in Mobile Packet Core</p> <p><i>Gabriel Brown, Senior Analyst, Heavy Reading</i></p> <p><i>Drawing on exclusive in-house research, Heavy Reading analysts will introduce key trends in 4G/LTE backhaul</i></p> |



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| | <p><i>The transition towards EPC with LTE will create a single packet core for voice and data services. This session will look at the composition of the new architecture, the implications for how overall traffic and specific applications in the network are managed, and the prospects of elements of the EPC starting to be distributed out from the core to the edge of the network over time.</i></p> |
| 4:00 4:15 | Break |
| Backhaul & Core Convergence | |
| 4:15 5:15 | <p>Panel Session Making Sense of Backhaul & Core Convergence</p> <p>Moderator: <i>Patrick Donegan, Senior Analyst, Heavy Reading</i></p> <p>Panelists: <i>Henry Ye , R&D Director , Hong Kong Applied Science and Technology Research Institute (ASTRI)</i></p> <p><i>This sponsored panel session, moderated by Heavy Reading, will investigate where, how, and why, it makes sense to align packet backhaul and packet core</i></p> |