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China Mobility

International Summit 2007

8th Annual China Wireless & Mobile Industry Gathering

11 & 12 July 2007, China World Hotel, Beijing, China

www.China-Mobility.com

Simultaneous interpretation for all delegates

• Summit Highlights

The new name (previously the China 3G Mobile International Summit) reflects the Summit’s comprehensive and forward looking focus on wireless broadband and mobility independent of any particular technology including:

• Network evolution and service strategies of China’s key operators

• TD-SCDMA’s emerging role and co-existence with enhanced 3G technologies such as HSPA and EV-DO

• Prospects for wireless broadband, WiMAX, MiWiLL and emerging initiatives for 4G

• Evolving operator business models for multimedia mobile content and value added services

• How innovations in chipsets and wireless devices are driving new service opportunities

• The future for IMS, FMC and multi-play service opportunities in China

• Mobile TV, Music and Entertainment prospects and opportunities

• Next generation industry structure - Mobile Advertising and Mobile Internet players

• Foreign operator keynotes and case studies

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• Is the official government and operator supported event in China

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Confirmed speakers to-date include:

### Chinese Ministry, leading Chinese and Foreign operators

- **Xie Feibo**  
  Deputy Director General  
  Bureau of Radio Regulation, MII
- **Wang Lian**  
  Director General  
  Department of Science and Technology, SARFT
- **Zhao Huling**  
  Vice President  
  Beijing Research Institute, China Telecom
- **Wu Chunlei**  
  Chief Executive Officer  
  Dragon New Media
- **Daisuke Mitani**  
  Consumer Business Strategy Division  
  KDDI
- **Dr. Liang Wu**  
  Executive Vice-President, Emerging Technologies  
  PCCW, Hong Kong
- **Dr. Mike Robey**  
  Executive Director, Mobile Consumer Strategy, Consumer & Marketing  
  Telstra
- **Angela Bitetto**  
  Mobile Multimedia Content & Services Management  
  Wind Telecomunicazioni, Italy
- **Song Wang**  
  Head of IPNS R&D Unit, Research & Development  
  Beijing France Telecom
- **Jean-Pierre Bienaimé**  
  Chairman  
  UMTS Forum
- **Xiao Li**  
  China Representative  
  Wi-Fi Alliance
- **Jeanine Vos**  
  Head of IP Regulation  
  GSM Association
- **Paul Wuh**  
  Senior Vice President, Asian Telecom  
  Equit Research  
  Lehman Brothers Asia
- **Mark Natkin**  
  Managing Director  
  Marbridge Consulting

### Industry organisations and wireless technology experts

- **Dongming Zhang**  
  Research Director  
  BDA China
- **David Artero**  
  Senior Associate  
  Booz Allen Hamilton
- **Dr. Chungming An**  
  Vice President  
  CDMA Development Group (CDG)
- **William Ho**  
  Vice President, General Manager of China Service Provider Mobile Operations  
  Cisco Systems (China)
- **Richard Robinson**  
  CEO  
  Dada Asia
- **Jason Yin**  
  Managing Director  
  In-Stat China
- **C. W. Cheung**  
  Consulting Director, Asia Pacific  
  Ovum Consulting
- **Jean-Pierre Bienaimé**  
  Chairman  
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  Lehman Brothers Asia
- **Mark Natkin**  
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  Marbridge Consulting

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### Chinese Mobile Operator Strategies and the Role for TD-SCDMA

<table>
<thead>
<tr>
<th>Topic</th>
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<tbody>
<tr>
<td>China Mobile's perspective</td>
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<td>China Unicom's perspective</td>
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### TD-SCDMA Update and Future Directions

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<tr>
<td>Potential deployment scenarios</td>
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<td>Handsets and wireless devices</td>
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### Afternoon Track A - Opportunities for Cellular Network Enhancement and Evolution

<table>
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<tbody>
<tr>
<td>HSPA / W-CDMA global deployment update</td>
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<td>Services and applications driving revenue growth</td>
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<tr>
<td>HSPA experiences with deployment and commercial services</td>
<td>- Including operator case studies</td>
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<tr>
<td>Lessons from TD-SCDMA trials experiences and future directions</td>
<td>- Operator deployment considerations</td>
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<tr>
<td>TD-SCDMA evolution from single-mode to dual-mode</td>
<td>- Intereoperation with other networks</td>
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<td>LTE TDD prospects</td>
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### Innovation in Wireless Devices and Chipsets

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<tbody>
<tr>
<td>Mobile devices driving the future of convergence</td>
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<td>Impact of SoC initiatives on network and handset economics</td>
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<td>HD-SIMs and enhanced memory for more secure content services and enhanced over the air delivery</td>
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<td>Next generation operating systems and innovative user interfaces</td>
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### Maximizing Opportunities from Mobile TV, Music and Entertainment

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### The Enterprise Segment and Enterprise Mobility

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### Discussion Panel - Future directions, roles and strategies for telecom operators in the content, media and entertainment ecosystem

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<td>Creating new revenue streams and evaluation of profit potential</td>
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**Wednesday, 11 July 2007**

**Morning Plenary - Mobile Network Evolution and Service Strategies in China**

- **Welcome and opening ceremony**
- **Minister's opening presentation**
- **Radio spectrum planning and management for future wireless broadband in China**
  - China's mobile operator strategies and the role for TD-SCDMA
    - Operator business and technology strategies in China - Mobile network evolution and next generation services
    - China Mobile's perspective
    - China Unicom's perspective
  - **TD-SCDMA update and future directions**
    - Potential deployment scenarios
    - Network infrastructure development and evolution
    - Handsets and wireless devices

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**Afternoon Track B - Maximizing Revenue Generation with Premium Services and Applications**

- **The operator’s role in multimedia mobile content**
  - Opportunities and evolving business models
  - Mobile entertainment today and tomorrow - Drivers in China’s mobile market
    - Business cases for mobile music, TV and games
    - Convenience, personalization and social interaction
  - Innovation in wireless devices and chipsets driving new services
  - Building customer value with next generation smart phones and semiconductor innovations
    - Mobile devices driving the future of convergence
    - Impact of SoC initiatives on network and handset economics
    - HD-SIMs and enhanced memory for more secure content services and enhanced over the air delivery
    - Next generation operating systems and innovative user interfaces

---

**Foreign Operator and Industry Keynotes - Mobile and Wireless Broadband Experiences, Next Generation Planning and Future Vision**

- **The future of wireless communications** - Emerging next-generation architectures and services
  - How foreign operators are driving growth and penetration of enhanced 3G mobile services
    - Revenue growth opportunities
    - New directions in services innovation
    - Profit margins and competition
  - **Plenary Discussion Panel - Capturing value in the network**
    - Access competition
    - Fixed-mobile convergence
    - Enterprise communications
    - The future of devices and handsets
    - How will these transform the industry in the next 5-10 years?

---

**Discussion Panel - Maximizing the potential of enhanced cellular 3G technologies**

- **Building a “safer” content rights (intellectual property) environment with built-in DRM standards for content-based services and mobile TV broadcasting** - Including an update on mobile TV standardization for China
  - **Status and trends in mobile TV planning and deployment**
    - Consumer demand and working business models
    - Results and experiences from trials around the world
  - **Market trends in mobile TV development and deployment**
    - Consumer demand and working business models
  - **The enterprise segment and enterprise mobility** - What are the opportunities for telcos?
  - **Discussion Panel - Future directions, roles and strategies for telecom operators in the content, media and entertainment ecosystem**
    - Creating new revenue streams and evaluation of profit potential

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**Foreign operator and industry keynotes - Mobile and wireless broadband experiences, next generation planning and future vision**

- **The future of wireless communications** - Emerging next-generation architectures and services
- **Plenary Discussion Panel - Capturing value in the network**
  - Access competition
  - Fixed-mobile convergence
  - Enterprise communications
  - The future of devices and handsets
  - How will these transform the industry in the next 5-10 years?

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**Close of Track B, Day One**
Thursday, 12 July 2007

Morning Plenary - Network Evolution and Service Strategies in China (continued)

China's fixed operator wireless network and service strategies
4.1 China fixed operator planning for wireless broadband and mobility services
• China Telecom’s perspective
• China Netcom’s perspective

The future for IMS, FMC and multi-play service opportunities
4.2 IMS as the point of convergence - Delivering true personalization, security and mobility to fixed and mobile broadband communications
• Motivation, architecture and applications
• Evolution of service delivery platforms
• Operator directions to date

4.3 FMC / IMS and multi-play - Service models to maximize the mobility premium
• Realizing value with the multi-play mix
• Enhanced voice and music
• Imaging and video services
• Home gateway initiatives
• Personal and corporate data management

4.4 Fixed line operators ambitions in the wireless world - Challenges of fixed and mobile convergence

Wireless broadband operator strategies and emerging visions of 4G
4.5 Evolving wireless broadband strategies and ecosystem development
• China developments with McWiLL (Multicarrier Wireless Local Loop) for high speed applications
• WiMAX and WiBro - Foreign fixed and mobile operator strategies
• Vision and usage models compared with other data service technologies

4.6 Defining and standardizing 4G - Long-range planning for ultra broadband access, connectivity, convergence and mobility

4.7 Discussion Panel - WiMAX, Wi-Fi and 3G UMTS coexistence in hybrid networks
• What new possibilities do these technologies bring to mobile and broadband operator strategies?
• Wireless broadband user devices - Directions, strategies and challenges
• Prospects for a future of ubiquitous broadband and seamless connectivity

Lunch

Afternoon Plenary - Mobile Internet, Web Services & Next Generation Applications

Opportunities in the emerging broadband mobile Internet marketplace and ecosystem
5.1 Transforming the mobile web - Emerging opportunities and markets in wireless
How mobile search can accelerate mobile Internet development in China
• Unique characteristics of China’s mobile Internet market
• Opportunities and challenges
• How mobile search can accelerate mobile Internet development
• Glimpse into next stage of mobile Internet services in China

5.2 Web 2.0 meets mobile phones - Personalizing the entire user experience
• Delivering unique services including mobile search and advanced messaging
• Implications of developments towards Web 3.0

5.3 Next generation industry structure - Prospects for mobile advertising and ad-funded content and services

5.4 The role for UMA services and multi-mode devices
• Unlicensed spectrum’s role in high-bandwidth access
• Opportunities with 802.11n and 802.11s (mesh networks)
• Wireless enterprise applications including Wi-Fi / NFC / UWB co-existence
• Prospects and implications of VoWiFi

Enabling technologies for a new generation of value added mobile services
5.5 Near Field Communications (NFC) opportunities in short-range wireless
• Applications experiences to date with mobile payments, ticketing and local sharing

5.6 New horizons with Radio Location Network-based LBS and GPS
• Enhancing mobile services via context awareness

5.7 Maximizing revenue through mobile application and services
• How China’s mobile application industry will transform into web 2.0
• What’s the impact of mobile community and social networking to the upcoming mobile advertising wave
• International case studies - What is working from abroad
• Who is doing what and what is the winning strategy in China’s dynamic mobile marketplace

5.8 Discussion Panel - How will revenue-generating opportunities evolve in the future world of global broadband mobility?
• Impact on today’s industry structure: evolution or revolution?

5.9 Special Closing Presentation - Vision, planning and strategies for a wireless and mobile Olympics 2008 in Beijing

Close of China Mobility Summit 2007
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By Region
- China - Mainland: 87.92%
- China - HK & Taiwan: 3.78%
- Australia, Asia & Middle East: 2.42%
- Europe: 3.92%
- North America: 1.51%
- Rest of World: 1.05%

By Business Nature
- Operators: 38.37%
- Vendors: 28.85%
- Government: 17.28%
- Media: 9.21%
- Others: 5.59%

By Job Title
- Chairman / President / CEO / MD: 3.47%
- CTO / Chief Engineer: 8.46%
- Vice President/ General Manager: 14.85%
- Director: 19.04%
- Manager: 19.54%
- Engineer / Specialist: 18.43%
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* Exclude exhibitors & visitors

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“The Summit explores the planning and development of China 3G mobile networks; enhances networking and communication between vendors, operators and end users.”
China United Telecom Corp

“Very comprehensive and rich content in the program agenda covering government policies and new technology initiatives from both vendors and operators. Good to hear many operators share their first-hand experiences of network deployments and business cases.”
Qualcomm

“Addressed hot topics about the mobile industry. Lively presentations by industry experts. Very Convincing.”
China Telecom Beijing Research Institute

“Views and perspectives of both operators and vendors were well presented providing good insights to the industry.”
UP Technologies China

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