Ultra Mobile Broadband (UMB): High-Performance Mobile OFDMA Solution Panel Discussion

Panel Overview:

Ultra Mobile Broadband™ (UMB™) is an OFDMA-based solution that was designed from the ground-up to optimize the delivery of next-generation mobile broadband services and enable the convergence of telecommunications, information technology, consumer electronics, and high-performance multimedia services. UMB is expected to be commercially available in mid-2009. Its leading-edge mobile broadband capabilities will set the performance bar for mobile OFDMA solutions.

Date: Wednesday 5 September 2007 (Day One of Conference)*

Time: 16:00-17:00

Location: Wireless China Industry Summit, Track A
The Landmark Hotel & Towers, Beijing, China

Panel Agenda:

- **Moderator:** Dr. Chungming An, Vice President, South East Asia & Greater China Region, CDG
- **UMB Overview:** Description of the UMB technology, its performance characteristics
  - Dr. Zhao Xiaowu, Director of Wireless Standards, ZTE
- **UMB Technology Advancements:** Description of advanced antenna techniques, adaptive interference management, control and signaling mechanisms, and scalable IP core network.
- **Technology Comparisons:** Comparison with WiMAX and LTE performance
  - Mr. Toshiro Suzuki, Senior Vice President, Mobile System Development, Hitachi
- **UMB Market Opportunities:** Description of new and enhanced mobile broadband services and applications enabled by UMB, with focus on its competitive advantage in generating revenue
  - Mr. Anil Barot, Director of Portfolio Strategy, Home & Networks, Motorola
- **UMB Advantages:** Description of UMB ecosystem, deployment scenarios, devices, economies of scale, and time-to-market
  - Dr. Rao Yallapragada, Senior Director, Strategy and Business Development, QUALCOMM
- **Questions and Answers**

* Registration to conference is necessary