



How Operators Can Differentiate with CDMA2000

2007 3G CDMA Latin America Regional Conference

Gerry Flynn
May 16, 2007

Overview



➤ Defining Differentiation

- Segmentation and Bundling
 - Marketing for Consumer / Enterprise

➤ Revenue Opportunities

- VZW First Quarter 2007 Results

➤ Content Delivery

- the Roadmap

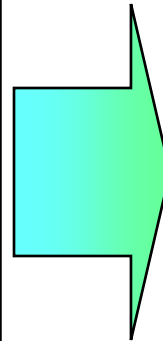
Technology Differentiation: CDMA2000



EVDO REV A is Natural Evolution of EVDO Rev 0

Key Features

- Higher Data Rates
 - 1.8/3.1 Mbps peak (UL/DL)
 - 300/800 Kbps avg. est. (UL/DL)
- Higher Efficiency
 - 100%/30% throughput gain (UL/DL)
 - 2X simultaneous users
- Lower Latency (150 ms to 50 ms)
 - 1/3 air-link roundtrip time
- QoS, better control “QoE”



Enabled Services

Faster Upload/Download of Content
Faster Mobile Gaming Experience
VoIP and Concurrent Voice/data
Video Telephony and PTT
Differentiated Services

First quarter VZW financial results



	1Q07	1Q06	Y/Y Δ B/(W)
Total Revenue	\$10.3B	\$8.8B	17.0%
Service Revenue	\$9.0B	\$7.6B	18.2%
Service ARPU	\$50.06	\$48.67	2.9%
Cash Expense/Customer	\$27.87	\$26.99	(3.2%)
EBITDA	\$4.0B	\$3.4B	17.6%
EBITDA Margin	44.3%	44.5%	(0.2%)
Operating Income	\$2.7B	\$2.1B	29.1%

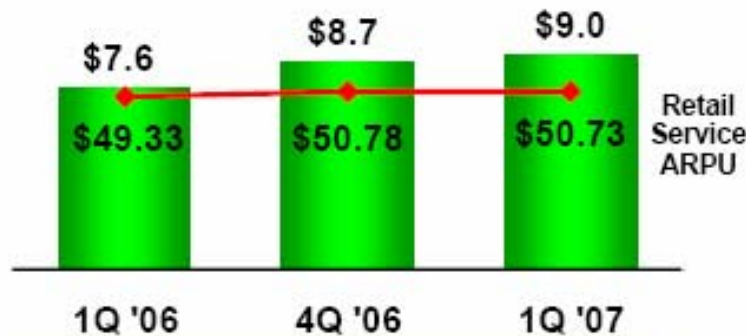
Notes: EBITDA = Operating Income + Depreciation and Amortization
Schedule may not foot due to rounding

Wireless

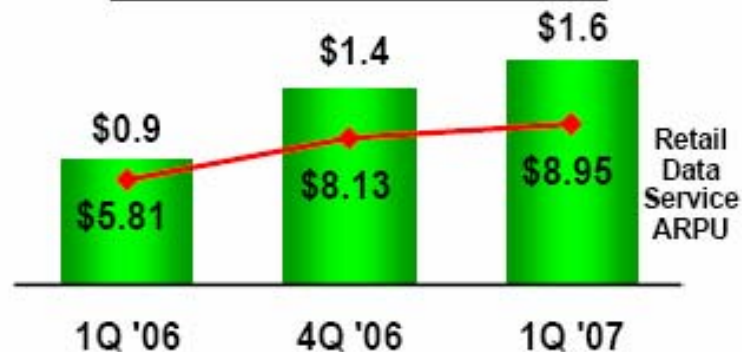
Revenue Growth



Total Service Revenue (\$B)



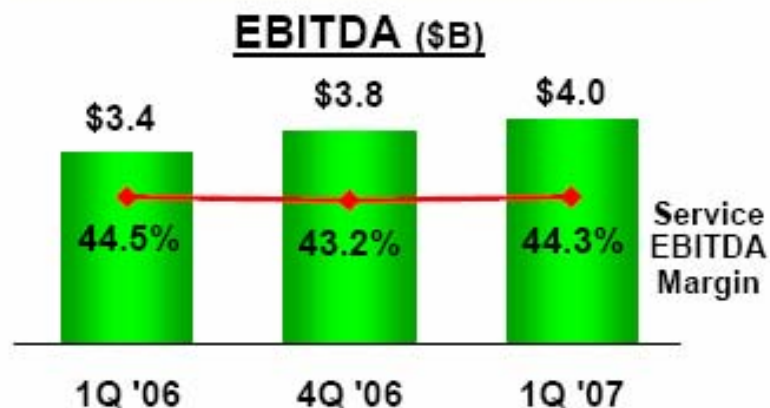
Total Data Revenue (\$B)



- 18% increase in total service revenue
- 2.8% increase in retail service ARPU
- 80% increase in total data revenue
- 54% increase in retail data service ARPU
- Data represents 17.4% of total service revenues

Data opportunities driving growth

Summary



- Introduced “Network Test Drive” initiative
- America’s Choice[®] plans with unlimited messaging
- Launched V CAST Mobile TV
- Introduced 3 Rev. A PC devices; 2 broadband smartphones and 6 handsets
- Launched EV-DO Rev. A covering more than 145M POPs

Strong growth outlook

Content Roadmap



- Web site contains current offerings
 - at web site : www.verizonwireless.com
- “Get it Now” New BREW applications weekly
- Ringtones and Ring-back Tones
- VZ Navigator – Location Based Services
- V Cast – Video Clips
- Media Flo – Newly launched