



# 2007 North America Regional Conference

**October 8-10, Westin Horton Plaza, San Diego**

*Tuesday, October 9, 2007*

**Workshop: Advanced Wireless Services (AWS) and 700 MHz Business Opportunities**

- 9:00 Welcome Remarks**  
*Steve Falk, Vice President, Technology and Advocacy, CDMA Development Group (CDG)*
- 9:10 700 MHz Overview**
  - Review of 700 MHz Regulatory Environment and Spectrum Band Plan  
*Amy Zirkle, Senior Economic and Regulatory Advisor, TMG*
- 9:40 Public Safety**
  - First Responder and Emergency Services  
*Craig Jorgensen, Chairman, Steering Committee, Project MESA*  
*Robert LeGrande, President and Chief Executive Officer, LeGrande Technical and Social Services*
- 10:40 Coffee Break**
- 11:10 AWS Overview**
  - Review of AWS Band Plan and Spectrum Owners by Geography, and Service Provider Plans  
*Steve Falk, Vice President, Technology and Advocacy, CDG*
- 11:30 Evolution**
  - Mobile Broadband Evolution Path, Chipset and Software Availability (AWS and 700 MHz)  
*Cristiano Amon, Vice President, Product Management, Qualcomm CDMA Technologies*
- 12:00 Lunch**
- 1:00 Panel Discussion**
  - AWS Network Infrastructure Availability  
Moderator: *Egil Gronstad, Chair, CDG AWS SIG; Director, Technology Planning, Cricket Communications*  
Panelists:  
*David Nowicki, Vice President, Marketing, Airvana*  
*Kathy O'Connell, CDMA Product Marketing Senior Manager, Alcatel-Lucent*  
*Jane Wan, Wireless Marketing and Product Management, Huawei Technologies*  
*Danny Locklear, Mobility Access Marketing, Nortel*
- 1:45 Panel Discussion**
  - AWS Device Availability  
Moderator: *Steve Falk, Vice President, Technology and Advocacy, CDG*  
Panelists:  
*Tim Forrester, Director, Hardware Architecture, Mobile Devices, Motorola*  
*UTStarcom*  
*ZTE*
- 2:30 Deployment Scenarios**
  - AWS Service Providers  
*Glenn Umetsu, Chief Technology Officer and Executive Vice President, Technical Engineering and Operations, Leap Wireless*
- 3:00 Close of Workshop**



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Conference

- 9:00 Welcome Remarks**  
*Perry LaForge, Executive Director, CDG*
- 9:15 Keynote Session**  
• The Impact of Mobile Payments in the Wireless World  
*Carol Realini, Chief Executive Officer, Obopay PayPal (invited)*
- 10:05 Keynote Session**  
• The Market for and Future Development of Mobile Gaming  
*Bernard Kim, Head, North American Sales, EA*  
*John Smedley, Chief Executive Officer, Sony Online Entertainment*
- 10:55 Coffee Break**
- 11:25 Keynote Session**  
• New Directions for Mobile Search and Navigation  
*Jorey Ramer, Vice President, Corporate Development, JumpTap*  
*Steve Andler, Vice President, Marketing, Networks in Motion*
- 12:15 Lunch**
- 1:30 Keynote**  
• The Future of Wireless – What's Ahead for CDMA?  
*Paul Jacobs, CEO, Qualcomm*
- 2:00 Technology Evolution**  
• Evolution from CDMA2000 1X Rev. A, to Rev. B to Ultra Mobile Broadband™ (UMB) – Key Characteristics and Benefits  
Moderator: *Keith Mallinson, Founder, WiseHarbor*  
Panelists:  
*David Nowicki, Vice President, Marketing, Airvana*  
*Anil Barot, Director of Strategy and Portfolio Management, Motorola*  
*Glenn Laxdal, Vice President, CDMA Product Management, Nortel*
- 2:45 Network and Device Evolution**  
• New Advances in CDMA2000 Networks and Devices – Migrating to an IP-based World  
Moderator: *David Chamberlin, Principal Analyst, In-Stat*  
Panelists:  
*Mike Iandolo, President and General Manager, Mobility Access Solutions, Alcatel-Lucent*  
*Charlie Martin, Wireless Chief Technology Officer, Huawei Technologies USA*
- 3:30 Coffee Break**
- 4:00 Operator Keynote**  
• The Strength and Future Growth of the Wireless Industry – Convergence  
*Ben Vos, Vice President, Core Technologies, Sprint Nextel*
- 4:30 Operator Keynote**  
• The Strength and Future Growth of the Wireless Industry – Mobile Broadband
- 5:00 Discussion Session with CDMA Operator Executives**  
• Operator Perspective on Current and Future Opportunities and Challenges  
Moderator: *Steve Falk, Vice President, Technology and Advocacy, CDG*  
Panelists:  
*Hideo Okinaka, Vice President and General Manager, Emerging Technologies and Spectrum Division, KDDI*  
*SeHyun Oh, Senior Vice President and Chief Technology Officer, SK Telecom*  
*Bob Azzi, Senior Vice President, Field Engineering and Operations, Sprint Nextel*
- 5:45 Close of Conference  
Cocktail Reception**