

2008 3G CDMA Latin America Regional Conference

13-15 May 2008

Le Méridien Cancún Resort & Spa
Cancún, México

Wednesday, 14 May 2008—Conference

9:00 Welcome Remarks

- General overview of CDMA2000 worldwide and in Latin America and the Caribbean
- Perry LaForge, Executive Director, CDMA Development Group (CDG)*

9:30 Regulator Keynote

- Opportunities for 3G and CDMA450 in Mexico
- Dr. Luis Tellez, Secretary of Communications and Transportation, Mexico (invited)*
Luciana Cayetana Alijovin Gazzani, Vice Minister of Communications, Peru

10:00 Operator Keynotes

- Delivering affordable voice and advanced broadband data services with CDMA2000
- Ignacio Angulo, Executive Vice President, Centennial Puerto Rico*
Marco Galvan, Vice President, Telmex (Mexico)

11:00 Morning Break

11:30 Application Keynotes

- Entertainment (music, video, gaming)
 - Mobile TV
 - Mobile commerce / mobile advertising
- Jorge Partidas, CEO, LatCel*
Eugenio Velasco, Director, Mobile Services, Televisa Digital

12:30 Lunch

14:00 Opportunities for CDMA450 in Latin America

- Worldwide CDMA450 market update
 - CDMA450 operator experiences
- Moderator: *Tina Radford, Chairman, International 450 Association (IA 450)*
- Panelists:
Manuel Lopez, Technical Engineering Chief, ETAPA (Ecuador)
Cesar de Col, Director, Residential Product Development, Telefonica del Peru
Ruddy Valdivia, Director, Valtron (Peru)

15:00 Panel: Enhancements to CDMA2000

- CDMA2000 1X
- CDMA2000 EV-DO Rev. A and Rev. B
- Performance, capacity and spectrum considerations
- Open networks and open devices

Moderator: *Joe Lawrence, Vice President, Marketing, CDG*

Panelists:

Harjot Saluja, Director of EV-DO Products, Airvana
Marcelino Hernandez Hernandez, Latin America Marketing CTO Office Vice Director, Huawei
Rasmus Hellberg, Director, Technical Marketing, Qualcomm

16:00 Afternoon Break

16:30 Panel: Delivering Advanced Broadband Services with EV-DO

- Multimedia solutions
- Enterprise solutions
- Value-added data services

Moderator: *Celedonio von Wuthenau, Regional Director, Latin America, CDG*

Panelists:

Victor Agnellini, President, Caribbean and Latin America Region, Alcatel-Lucent
Jacqueline Majka, PoC & Mobile Broadband Solutions Marketing, Motorola
Javier Angeles, Director Pre-sales Engineering, Grupo Carso / Mexico, Nortel
David Readman, Director, Global Business Development, ZTE

17:30 Interoperability with Next-Generation Mobile Broadband OFDM-Based Solutions

Joe Lawrence, Vice President, Marketing, CDG

18:00 End of Day One Cocktail Reception

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Agenda subject to change

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- 9:00 Operator Keynote**
Gustavo Guzman, CEO, Iusacell (Mexico)
- 9:30 Regulator Keynote**
Hector Osuna Jaime, Chairman, COFETEL
- 10:00 Panel: Regulatory Update**
- New spectrum auctions: 450 MHz and Advanced Wireless Services (AWS) in Latin America
 - 700 MHz spectrum considerations for mobile services and public safety
 - Digital TV: Impacts on 3G and the mobile TV business
 - Universal services initiatives
- Moderator: *Celedonio von Wuthenau, Regional Director, Latin America, CDG*
- Panelists:
ANATEL (Brazil) (invited)
Hector Osuna Jaime, Chairman, COFETEL (Mexico)
Edwin San Roman, International Consultant, INDOTEL (Dominican Republic)
- 10:45 Morning Break**
- 11:15 Operator Perspectives on Services and their Challenges**
Carlos Silva, Product Director, Iusacell
Victor Galvis, Senior Manager, Business Development, Sprint Next
- 12:15 Case Study – Implementation of an Integrated Service Assurance Solution in a CDMA200 Service Provider**
- Importance of monitoring and ensuring QoS while deploying and operating 3G networks
- David Lopez, Manager, Monitoring, Switching and Mobile Data, Iusacell*
Olivier Kwamegne, Leader Wireless Services Practices, Nortel
Daniel Itzigsohn, Director, Solution Engineering and Rony Sperling, Regional Director for Latin America, TTI Telecom
- 13:00 Lunch**
- 14:25 CDG Handset Initiatives: Ultra-Low Cost Handsets to High-End Devices**
David Hind, Global Handset Requirements for CDMA (GHRC), CDG
- 14:45 Panel: CDMA2000 Devices**
- Future of mobile devices, trends
 - WorldMode™
 - Open device initiatives and operating systems
- Moderator: *Jorge de la Mora, Vice President, Procurement and Supply Chain, Iusacell*
- Panelists:
Venkat Narayanaiah, Director, Business Development, Alcatel-Lucent
Matthew Tasooji, Senior Technical Marketing Manager, Nokia
Sy Choudhury, Staff Product Manager, Qualcomm CDMA Technologies
- 15:30 Femtocells: Extending CDMA into the Home**
- Economic drivers of femtocell deployment
 - Integrating femtocells with the core network
 - How femtocells change the way networks are deployed
 - Home 2.0: New applications for always-on 3G
- Tony Mijares, Vice President, Sales (CALA), Airvana*
Chris Osborn, Chief Technology Officer, AirWalk Communications
Chand Gundecha, Director of Marketing, Femtocell Solutions, Motorola
- 16:15 Afternoon Break**
- 16:45 Update on CDG International Roaming Team Activities**
Ricardo Sarti, International Roaming Director, CDG
- 17:15 Panel: Analysts' Perspective on the Latin America Market**
- Regional market overview
 - Future of the mobile business
- Moderator: *Celedonio von Wuthenau, Regional Director, Latin America, CDG*
- Panelists:
Ricardo Beltran, Chief Editor, ConvergenciaLatina
Omar Salvador, Senior Analyst, Pyramid Research
Ernesto Piedras, Director General, The Competitive Intelligence Unit
- 18:00 Close of Conference**

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Tuesday, 13 May 2008—Pre-Conference Workshops

9:00 EV-DO Concepts for Business Professionals, presented by:



- Understanding the key concepts of EV-DO wireless data networks
- Basic, easy-to-understand explanations of how EV-DO wireless data networks work
- Internetworking with CDMA2000 networks
- Common terms used in EV-DO technology
- Key EV-DO and Internet concepts

Target Audience:

This course is designed for non-technical telecommunications professionals with little or no cellular experience who desire to learn the basic concepts and terminology of EV-DO wireless data networks.

12:00 Lunch

Workshop: Evolution to Next-Generation Mobile Technology Solutions

13:00 Welcome

Joe Lawrence, Vice President, Marketing, CDG

13:10 Strategic Overview

- Migration to next-generation mobile broadband services in Latin America
- Joe Lawrence, Vice President, Marketing, CDG*

14:00 CDMA2000 1X Enhancements

- Capacity, power control, interference cancellation, advanced LBS, etc.

**EV-DO Rev. A and Rev. B Deployment Considerations
Mobile Broadband Technology Advancements**

- Multimode solutions, broadcast enhancements, advanced mobile computing solutions, 802.11n, etc.
- Rao Yallapragada, Senior Director, Qualcomm*

15:30 CDMA and OFDM Coexistence

Joe Lawrence, Vice President, Marketing, CDG

16:00 Afternoon Break

16:30 Interoperability with Next-Generation OFDM-Based Mobile Broadband Solutions
Using IP in CDMA Radio Networks

- All-IP, FMC, femtocells, VoIP, etc.
- Chuck Bradshaw, Carrier Networks Product Marketing, Nortel*

18:00 Close of Workshop

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