

# Boosting Mobile Broadband Performance

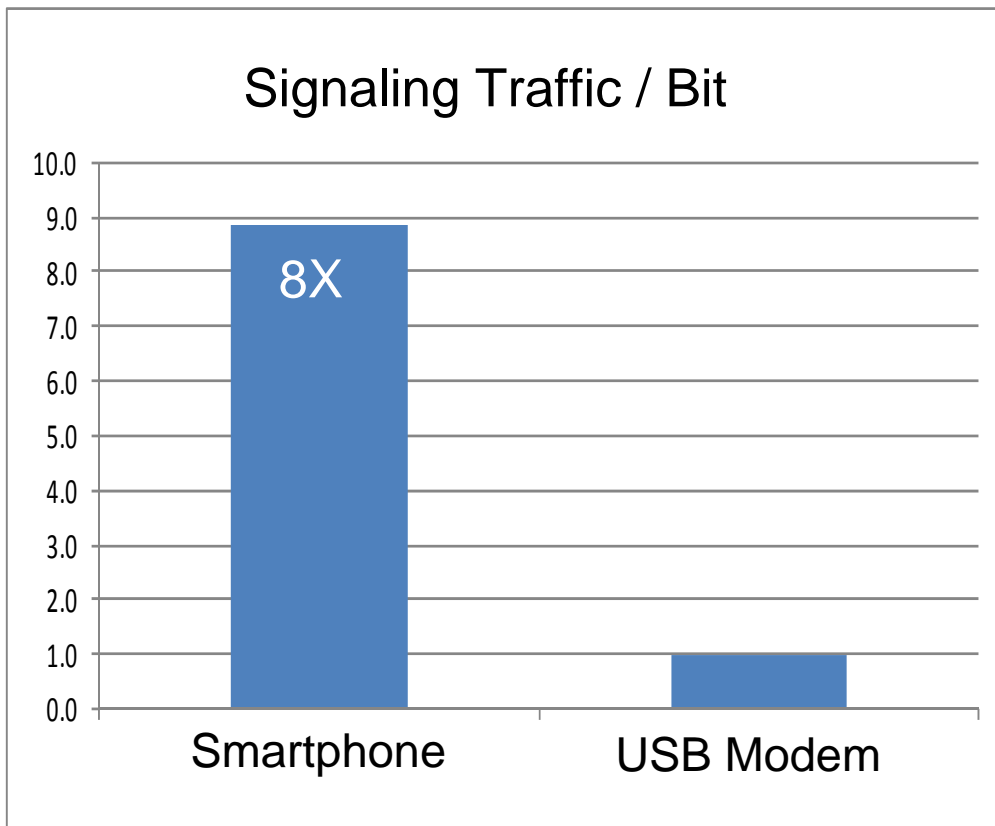
**CTIA 2010**

**Woojune Kim, VP of Technology**

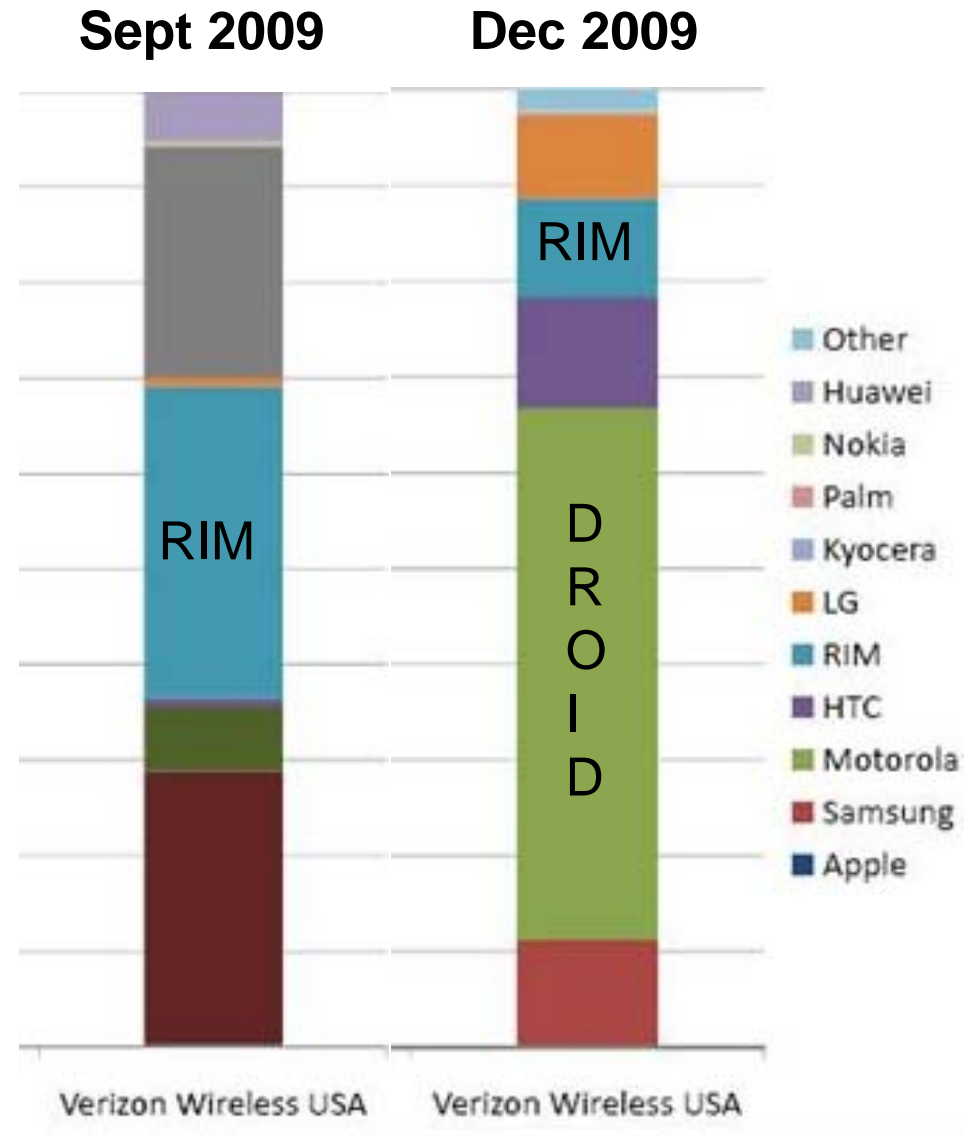


# Smartphones Are Changing Network Behavior

Smartphones are now driving the highest data & signaling growth



Source: Airvana



Source: Share of Admob Requests By Phone Type

# Smartphones will Drive EV-DO Growth

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- LTE mainly a portable (USB dongle) mobile broadband business for foreseeable future
- High-quality & robust 3G EV-DO network perfectly suited for continued Smartphone growth
  - Higher capacity RNCs to address signaling explosion
  - Multicarrier EV-DO (Rev. B) networks are available now
  - DO Advanced will bring next set of enhancements . . .

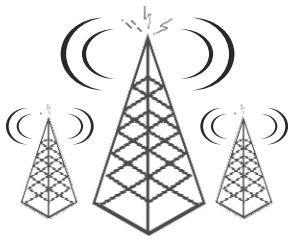
# Need More Mobile Broadband Capacity?

- 75% of wireless data traffic occurs indoors
- Indoor users consume more network resources---and get less---than outdoor users
- Only two or three mobile broadband users can overwhelm one macro base station



# Need More Mobile Broadband Capacity?

## Femtocells Deliver Cost Effective Capacity



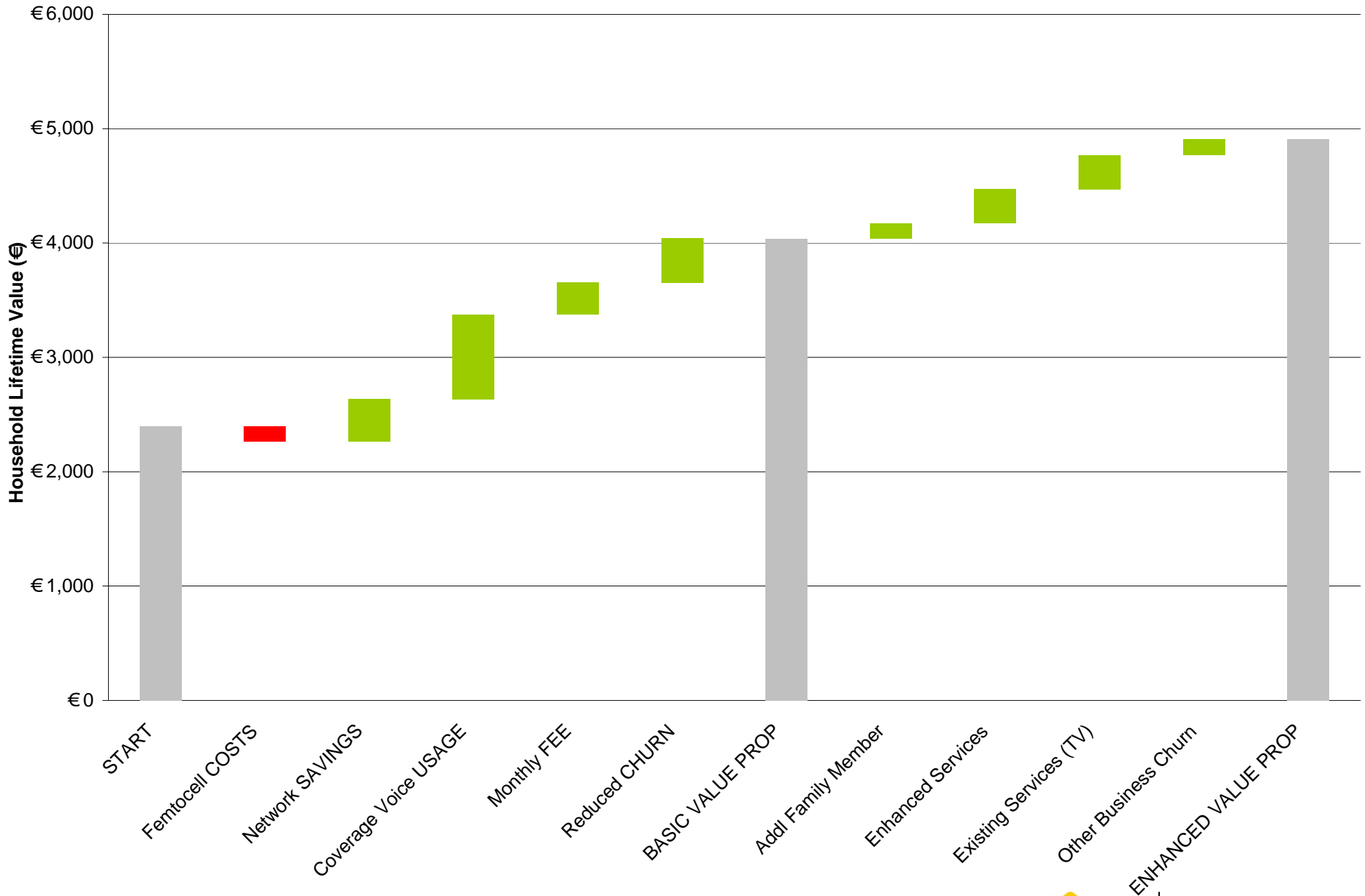
Macro Network



Internet



# The Socially Connected Family: 4 Smartphones



# Advantages for Operators with Femtocells

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- Enables most efficient traffic off-load
  - Capacity creation with pin-point accuracy
  - Serves all devices/users
  - Best voice quality and Highest data speeds
- Effectively an extension of the operator's network
  - Best solution for operator-managed, high-quality services
  - Easier to continue introduction of newer services
- Enables Femtozone services

***Simple for Operators + Simple for Consumers***