Broadband Devices and Fixed Wireless Applications

Lixin Cheng
Chief Sales Officer,
President Fixed Wireless Group

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Agenda

- Global Market Opportunity
- Advantages of Broadband Fixed Wireless
- Broadband Fixed Wireless Applications
- Successful Business Models & Marketing
- Axesstel Solutions & Advantages
Global Market Opportunity for Fixed Wireless
Global Market Opportunity

Revenues & Value Chains

Innovate in Industrialized Markets
- New service concepts / business models
- Hybrid and VoIP related products
- Focus on revenues and future growth

Create New Markets
- Low penetration/high growth potential
- Focus on cost reduction
- Broaden distribution channels

80% of the world’s population is NOT connected at all!

Current Markets & Products

Increase usage

Increase penetration

2 billion

Increase penetration

6 billion

Users

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Global Market Opportunity

- Telephone penetration is less than 5% in developing countries
- 3.5 billion people live in developing countries
- Fast-growing emerging countries deployment increasing rapidly
- Rural and urban areas in developing countries underpenetrated
- India, China, Brazil, Pakistan and Russia are world's fastest growing telecom markets
- Governments recognize need for universal voice & data service to fuel economic & social growth
Advantages of Broadband
Fixed Wireless
Advantages of Fixed Wireless

- Less deployment and maintenance costs than costly copper or cable
- Quicker to deploy and easier set-up
- Large scale nationwide deployment not required
- Greater scalability for service enhancements and as subscriber density increases
Advantages of Broadband Fixed Wireless

- Cost effective to offer affordable voice & data to rural areas
- Simplifies cell planning
- Deployments targeted to areas with greatest ROI
- Increase addressable market while minimizing CAPEX!
Broadband Fixed Wireless Applications

- DSL/Cable Replacement
- Small Office / Home Office
- Emergency Response Hotspot
- Mobile Work Station
- Public Transportation Hotspot
- LAN Networking
- WiFi Hotspot
- Mobile Work Station
• USB or Ethernet *directly* to PC

• Applications
  – Cable/xDSDL Displacement
  – Home Use
  – Small Office
  – Mobile workstation

• Advantages
  – Speed & Cost of deployment/installation
  – Data Speed
Application: LAN Backhaul

- Ethernet Connection to Router
- Applications
  - Home Office
  - Small Office
  - Rural Public School
  - Any LAN environment

- Advantages
  - Portable
  - Speed of deployment, re-deployment
  - Easily expandable
Application: WiFi HotSpot Backhaul

- Ethernet Connection to *Wireless* Router
- Applications
  - Home Use
  - Small Office
  - *Any* WiFi HotSpot environment

**Advantages**
- Portable, re-deployable
- Commercial viability check (enough business to justify permanent hackhaul?)
Application: WiFi Backhaul in Motion

- Ethernet/USB Connection to Wireless router in Public Transportation
- Applications
  - WiFi Hotspot mobility
- Advantages
  - New internet access application
Application: Emergency Response

- Ethernet/USB Connection to *Wireless* router in task force deployment
- Applications
  - WiFi Hotspot portability
- Advantages
  - Deployable access for critical applications
  - Carrier-class performance
Successful Fixed Wireless Business Models and Marketing
Successful Business Models

**Successful Operators**
- TATA Teleservices (India)
- TeleCard (Pakistan)
- Telefonica (Latin America)
- Suntel (Sri Lanka)

**Business Model**
- Customer pays for service (activation fee)
- Operator provides phone as part of service; customer does NOT pick phone
- Operator owns phone
- Monthly service fee charged
- Operator manages inventory
- Operator works with phone suppliers for designs next generation of phones

**Customer Characteristics**
- Customer expects “fixed-line” level of service
- Customer perceives service provided by operator, including phone!
- Long term customer use of phone, unlike mobile phone!
- Customer may not understand phone quality and reliability issues
Successful Marketing Programs

NOW, ENJOY FREEDOM OF MOBILITY AT LANDLINE RATES.
Successful Marketing Programs
Successful Marketing Programs
Successful Marketing Programs
Axesstel Fixed Wireless Solutions & Advantages
Axesstel is committed to bringing high quality fixed wireless communication solutions to people worldwide while providing value to our customers, rewards to our employees and returns to our shareholders.
<table>
<thead>
<tr>
<th>Models</th>
<th>Model Names</th>
<th>Key Features</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Wireless FM Phones</td>
<td></td>
<td>• CDMA2000 1X Voice and Data&lt;br&gt;• 2-Way SMS&lt;br&gt;• Hands Free Dialing and Talking&lt;br&gt;• Graphic Display&lt;br&gt;• Backlit LCD and Keypad&lt;br&gt;• Optional RUIM</td>
<td></td>
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<tr>
<td>AXW-P450(R) (450 Mhz)</td>
<td>AXW-P800(R) (800 Mhz)</td>
<td>• CDMA2000 1X Voice and Data / MSM 5105&lt;br&gt;• 2-Way SMS&lt;br&gt;• Hands Free Dialing and Talking&lt;br&gt;• 3-Line Character LCD (1 icon line)&lt;br&gt;• Backlit LCD and Keypad&lt;br&gt;• RUIM (AXW-P450R only)</td>
<td>Available Now</td>
</tr>
<tr>
<td>AXW-P450PCO (450 Mhz)</td>
<td>AXW-P800PCO (800 Mhz)</td>
<td>• CDMA2000 1X Voice / MSM 5010&lt;br&gt;• 3-Line Character LCD (1 icon line)&lt;br&gt;• PCO Software (customized)&lt;br&gt;• Metering Message Recognition /&lt;br&gt;• Real-time Calling Unit Display&lt;br&gt;• Receipt Print Through Serial Printer</td>
<td>Available Now</td>
</tr>
<tr>
<td>Fixed Wireless Phones</td>
<td></td>
<td>• CDMA2000 1X Voice&lt;br&gt;• 2 way SMS&lt;br&gt;• Hands-Free Dialing&lt;br&gt;• 3 line LCD (1 icon line)&lt;br&gt;• Dust-Resistant Keypad</td>
<td></td>
</tr>
<tr>
<td>AXW-T450(R) (450 Mhz)</td>
<td>AXW-T800(R) (800 Mhz)</td>
<td>• CDMA2000 1X Voice &amp; Data / MSM 5105&lt;br&gt;• Meter Pulse Generation for Payphone&lt;br&gt;• Optional Analog Fax&lt;br&gt;• RUIM Capable (AXW-T450R only)</td>
<td>Available Now</td>
</tr>
<tr>
<td>Fixed Wireless Terminals</td>
<td></td>
<td>• Web Administration.</td>
<td></td>
</tr>
<tr>
<td>AXW-D450 (450 Mhz)</td>
<td>AXW-D800 (800 Mhz)</td>
<td>• CDMA2000 1xEV-DO Data / MSM 6500&lt;br&gt;• Support Ethernet (RJ-45) and USB Connection&lt;br&gt;• RX Diversity with Built-in DHCP</td>
<td>Available Now</td>
</tr>
</tbody>
</table>
"Affordable, reliable and practical Axesstel terminals are enabling growing numbers of Pakistanis, some of whom have never used a telephone before, to contact friends and family members and conduct business more effectively."

Javaid Firoz
Chief Executive Officer,
TeleCard

"With the launch of this new model from Axesstel our customers will now have a choice of handsets and are empowered with twenty-first century wireless connectivity."

Amit Bose
President
Tata Teleservices
Axesstel Advantage

• More than 2 million phones deployed worldwide
• Broadest product portfolio
• Widest technology platforms
• Strong partnership with Qualcomm
• Focus on the QUALITY of products
• Global Certified Deployments
• Focus on the integrity of the RF link
  – Axesstel sensitivity @ -105 dBm
  – *Competing products @ -86~ -89 dBm*

16 ~ 20 db!!!
Axesstel Advantage

EV-DO Modem Data Speed Comparison Test

<table>
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<tr>
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<th>Weak Signal Area</th>
<th>Strong Signal Area</th>
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</thead>
<tbody>
<tr>
<td>Axesstel</td>
<td>681</td>
<td>1014</td>
</tr>
<tr>
<td>Competitor</td>
<td>250</td>
<td>820</td>
</tr>
</tbody>
</table>

Increased Data Rate 2.7 Times
Key Messages

- Great global opportunity to capture market share in fast-growing, emerging countries
- Fixed wireless is quick & easy, cost effective, scalable and maximizes network usage
- Successful business model - operator owns device, offers valuable applications at competitive monthly tariffs
- Axesstel offers the highest quality products, broadest fixed wireless product portfolio and leverages the widest range of technology platforms
Thank you very much