

CDMA2000: Insight into Ultra-Low Cost 3G Devices Live Webcast

CDMA Development Group

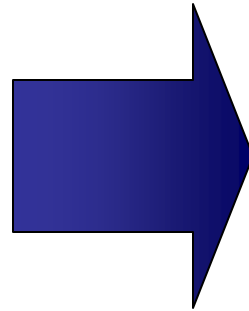
February 1, 2008



As an Industry... We Have Come A Long Way



**US\$1,000
(Circa 1995)**



**<US\$30
(Circa 2008)**

Yet, we still have more opportunities ahead to expand global wireless penetration with Ultra-Low Cost 3G CDMA Handsets



Elements that Create an Ultra-Low Cost Handset



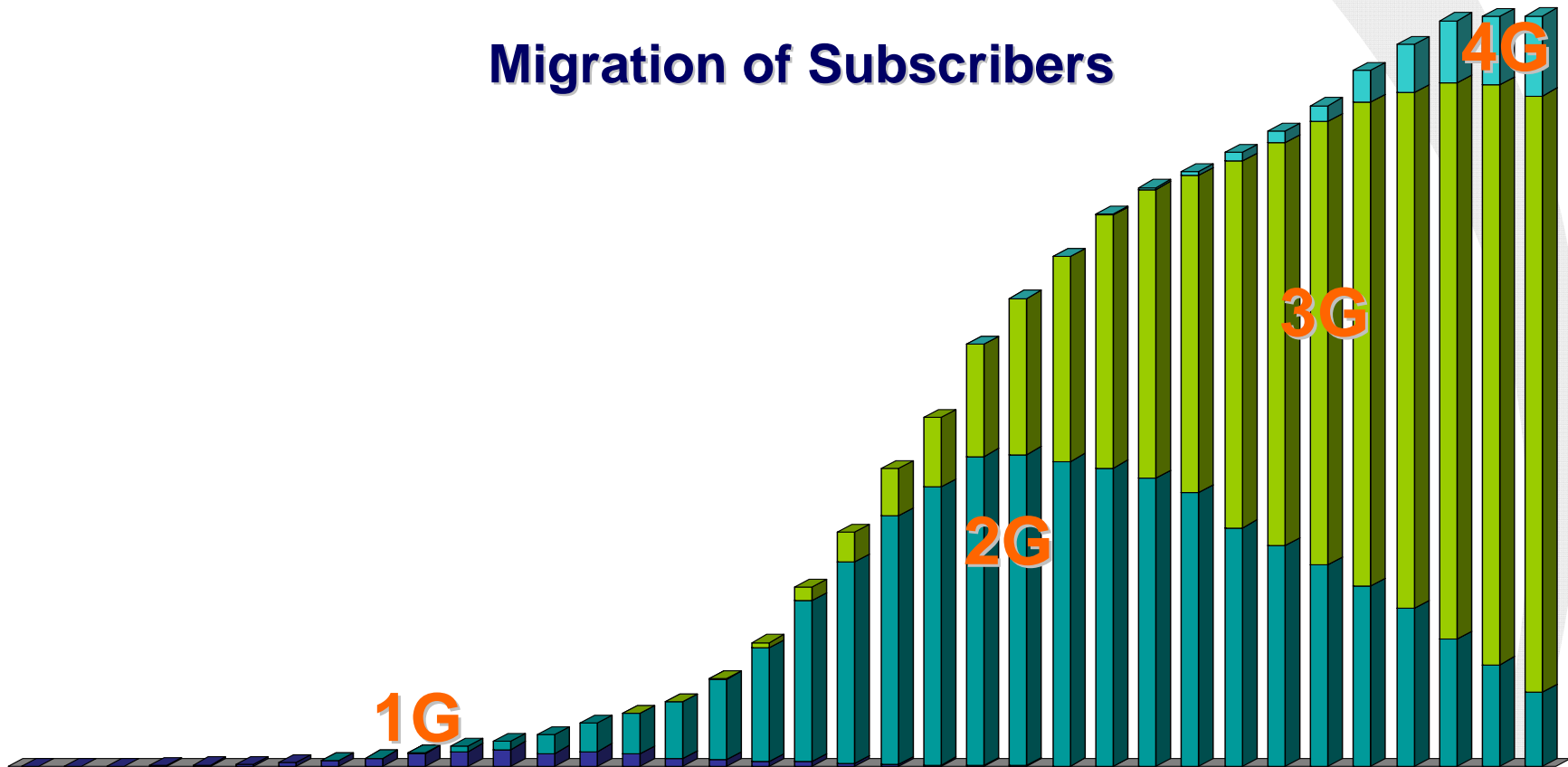
3G For All



Economies of Scale

The growing 3G subscriber base is creating enormous economies of scale

Migration of Subscribers



More than 275 operators in over 100 countries have deployed or are planning to deploy CDMA2000®



CDMA2000: Wide Range of Affordable Devices

Competition and economies of scales are driving prices down

Sub-US\$30



Sub-US\$40



Sub-US\$50



BREW-enabled low-end phones



59 entry-level CDMA2000 handsets from 14 suppliers

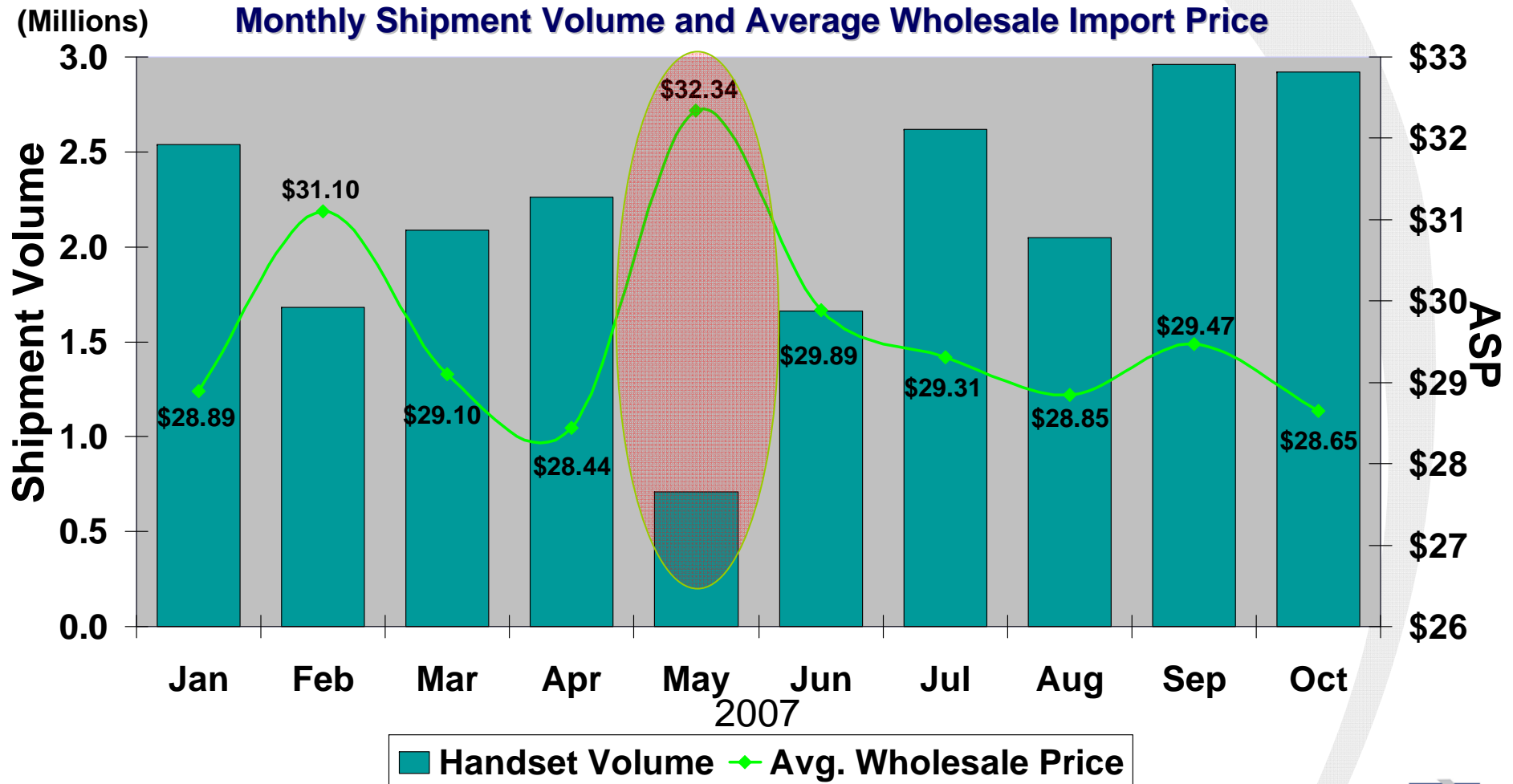
Notes: 1. Mobile devices shown are sold in India at an ex-factory wholesale cost below US\$50.
2. Only devices shipped in volumes above 10,000 units are shown.

Legend: **Color Screen Handsets**

India: Very-Low Cost CDMA2000 Handset Trend

Market is responding favorably to availability of low-cost CDMA2000 handsets

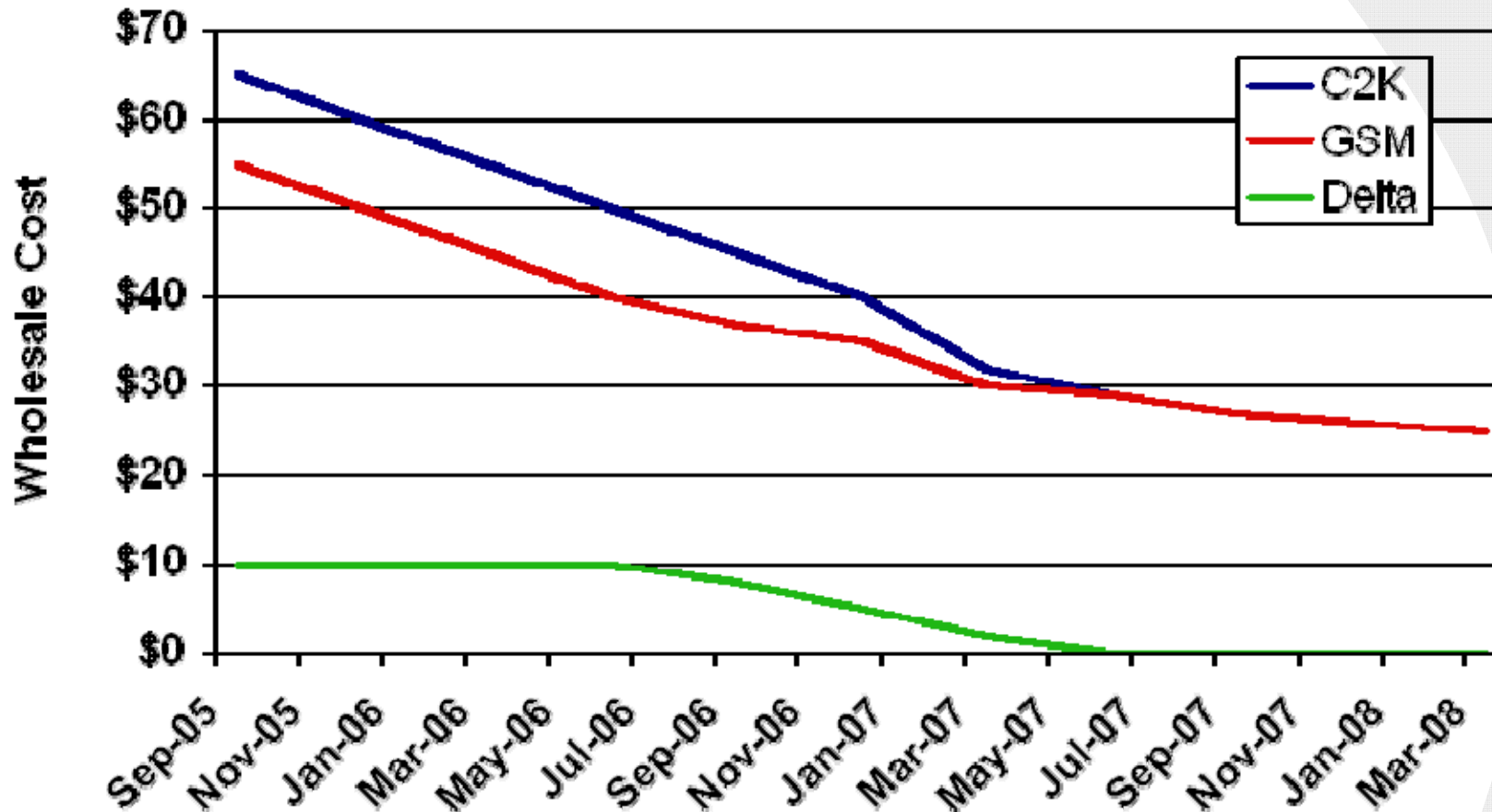
Sub-US\$50 CDMA2000 Handsets



Price Elasticity of Very-Low Cost Handsets is High

Wholesale Price Trends

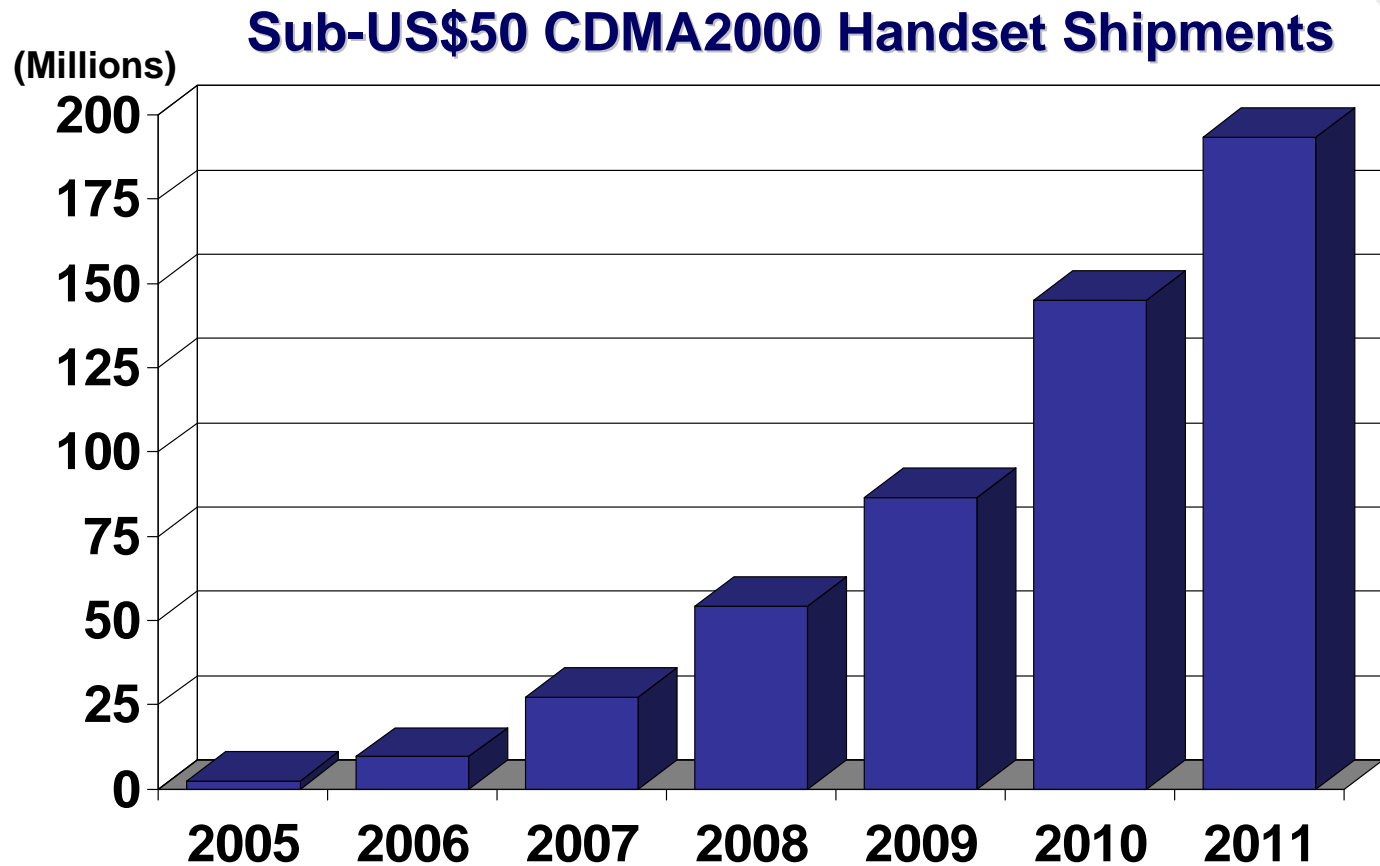
CDMA has reached price parity with GSM



**CDMA is Well-Positioned to Meet Future Market Requirements
For Ultra-Low Cost Handsets**

3G CDMA: Sub-US\$50 Devices

Plenty of CDMA2000 devices will be available to deliver affordable 3G services



Affordability will continue to expand the reach of 3G CDMA

