



**The Convergence of Industries:
How CDMA Networks are Evolving to Meet Future
Business Needs
Applications**

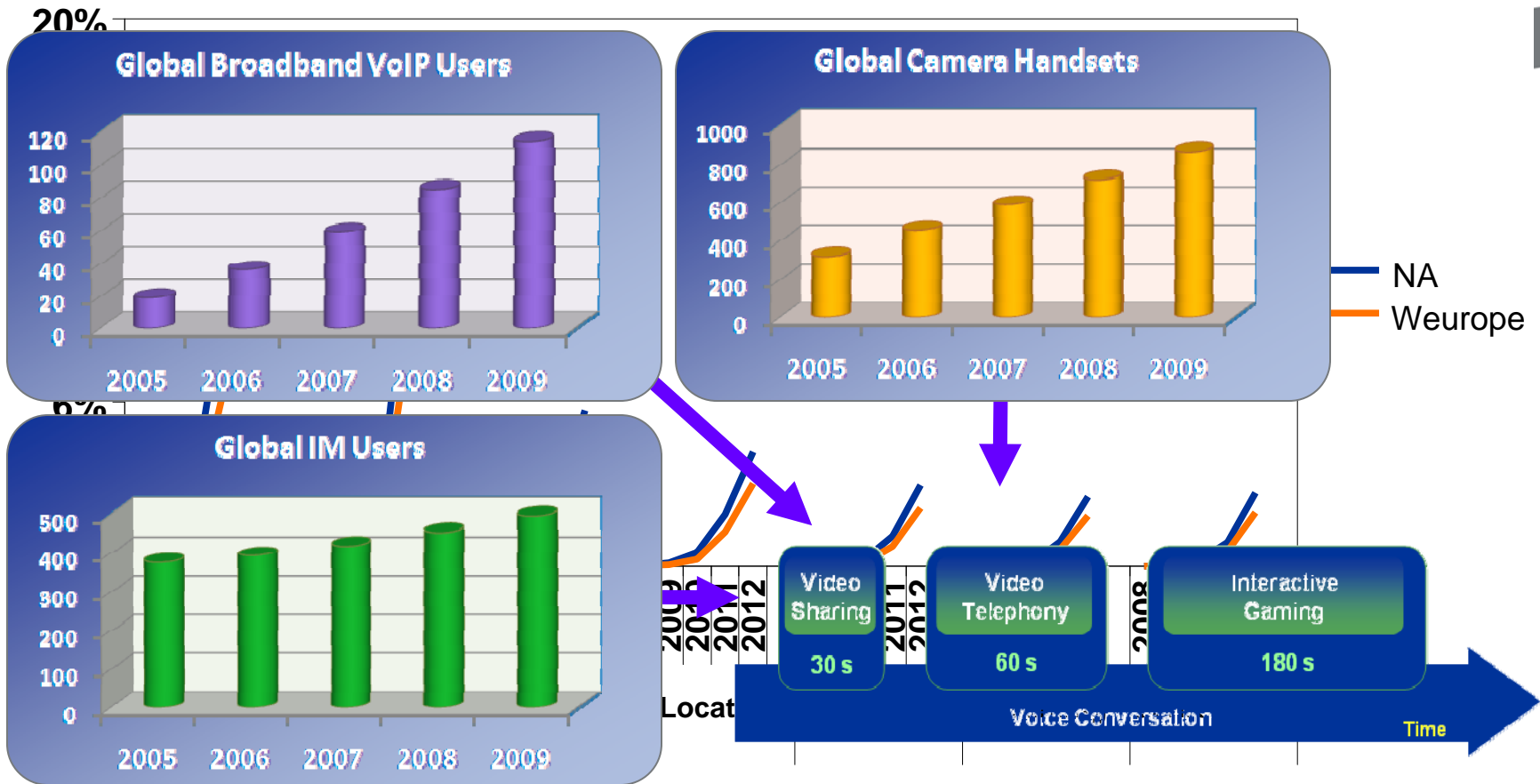
May 2008

BUSINESS MADE SIMPLE

NORTEL

Applications – Market Trends

History & Forecasts Point at Rapid Growth





VoIP



VoIP with VS

Key Trends

- Significant demand in future for Concurrent Apps
- Trend will become prevalent in Wireless
- Potential for increased Revenue and Retention



MP Gaming

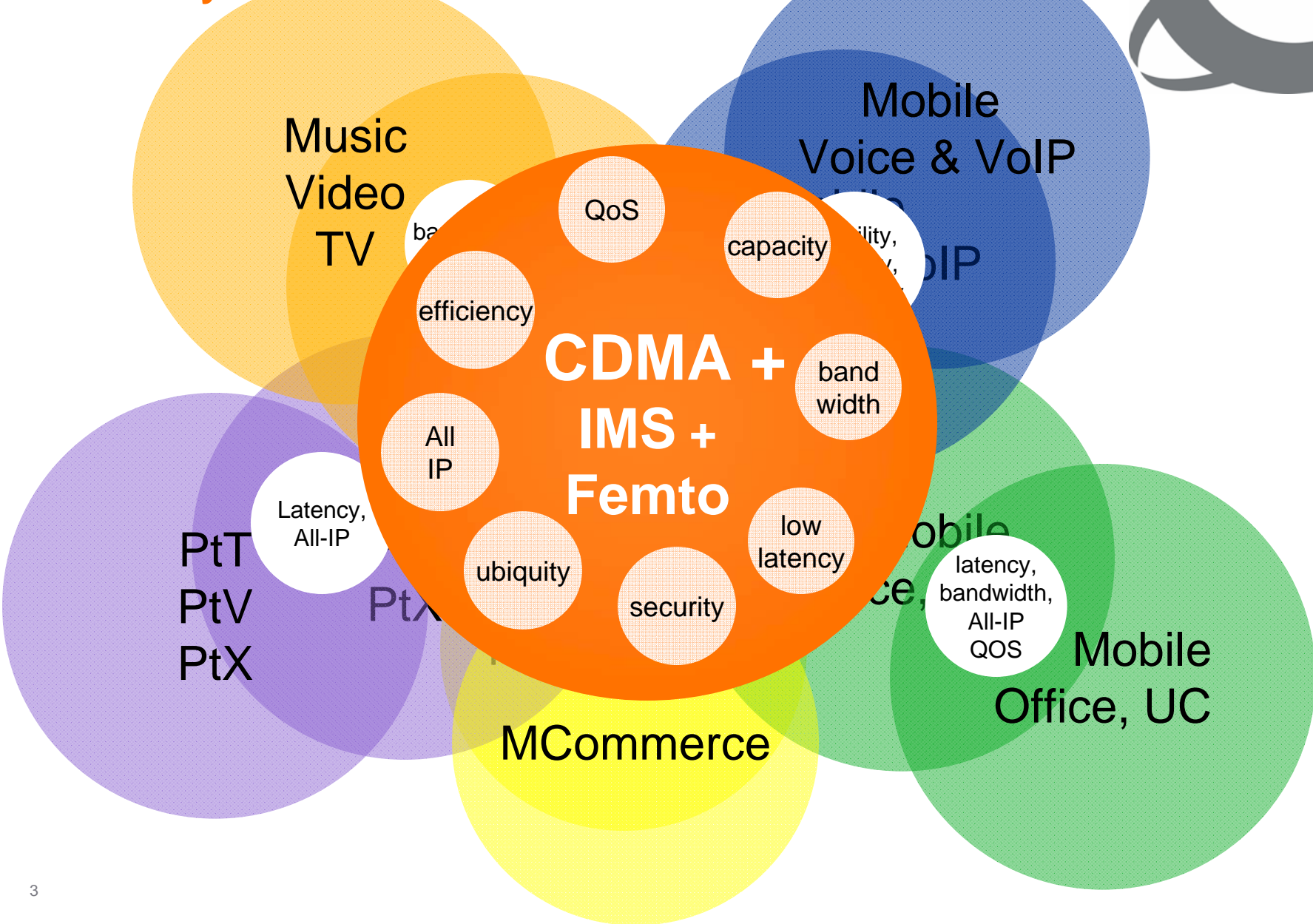


Navigation



Convergence of Applications

Enabled By Evolution of CDMA Feature Set





Applications Market Mapping

Supporting Applications for Business or Consumer

Enterprise / SMB

- FMC
- Video Conferencing
- Mobile Commerce
- VoIP, PTT, PTV
- UC



*Easy-To-Use
Integrated
Clients*

UC Functions

Consumer

- Mobile Video
- Social Networking
 - IM, Presence
 - VoIP, PTT, PTV



Effectively Address Every Facet of Personal & Professional Life



Applications & Integrated Mobile Clients

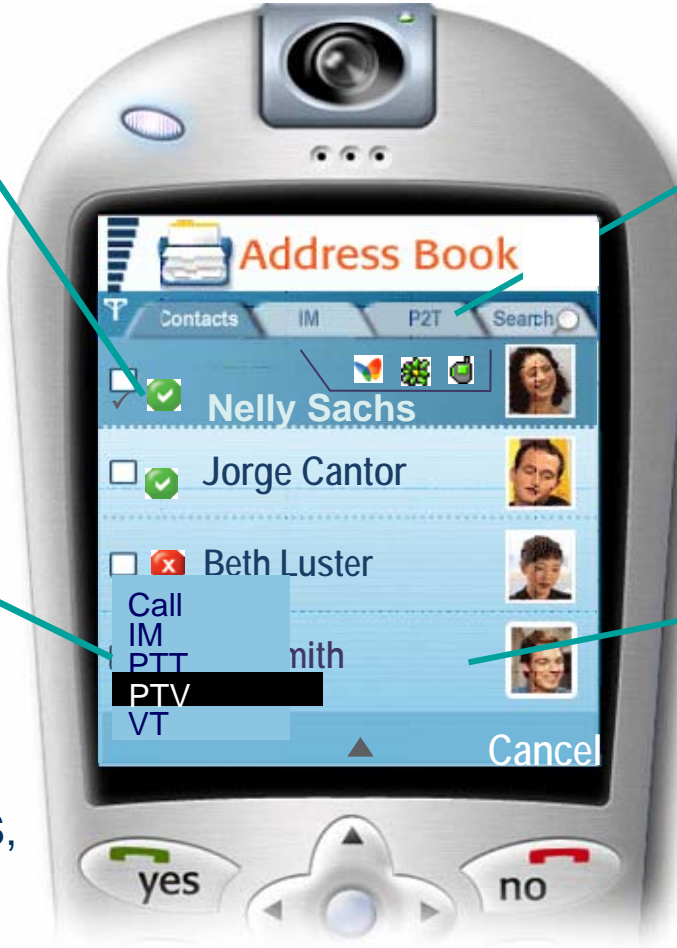
Communications Capabilities Converge on Handset

Presence

Aggregated presence information
Reachability, applications, user defined

Communication Modes

Multiple communication modes
PTT, PTV, VT, VS, IM
Mobile Tubing
Video Conference



Application Tabs

Presenting different applications and groups
All contacts, Per Application filter

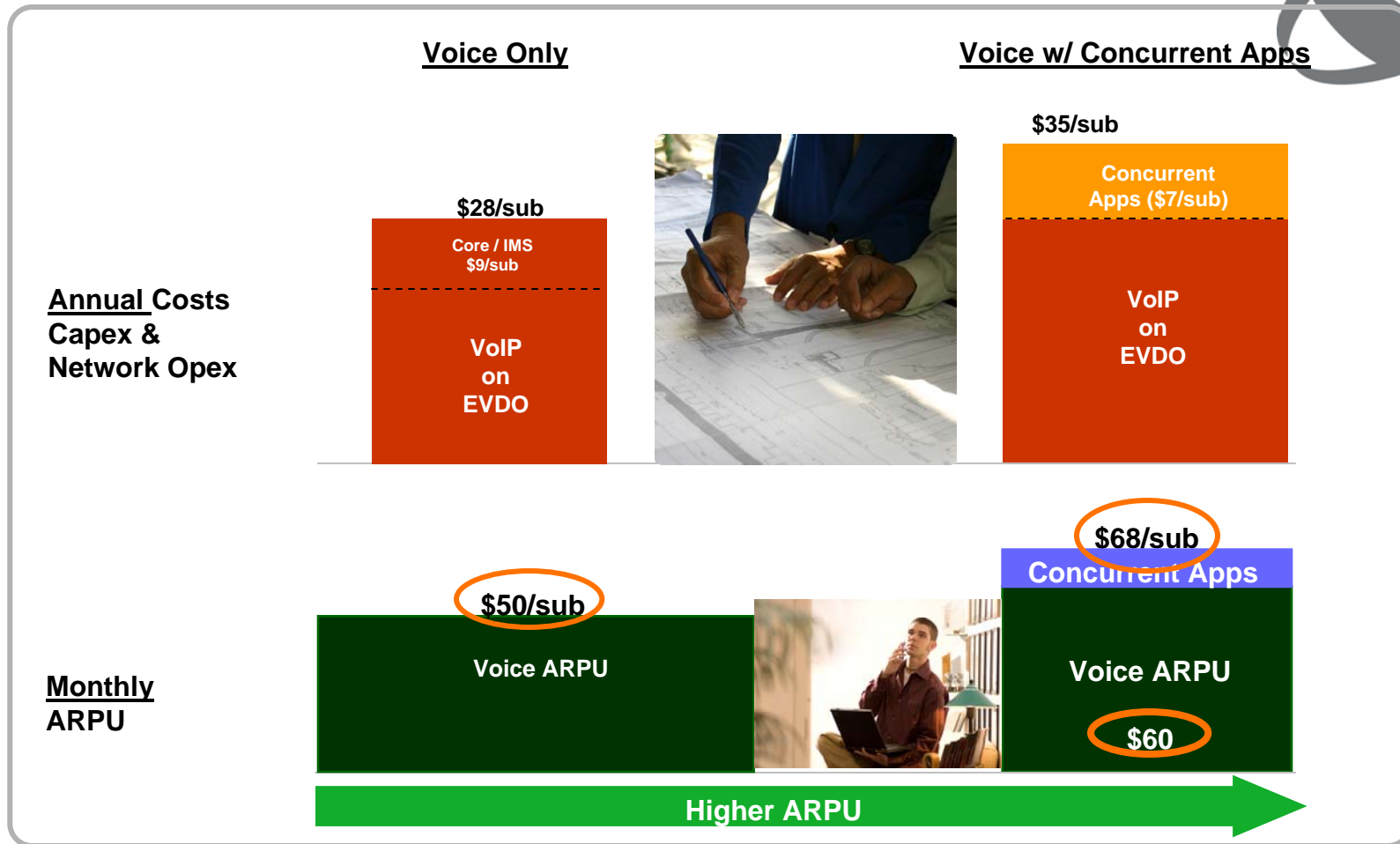
Integrated Contacts List

Contact from Multiple Resources
IMS Community, IM Community, Address book

Simple Easy Access to Diverse Communications Modes

Economics of Adding Applications

Example: VoIP + Applications*



Mobile VoIP enables Concurrent Services → VoIP+

- 35% Higher Revenues*
- 4G Will further improve the economics
- Increases Adoption of Real Time Apps
- Attracts high ARPU subs

* Based on mkt data and Nortel modeling

Mobile VoIP+ → Compelling Economics to Deploy Mobile VoIP w/ Concurrent Apps

CDMA Combined With IP-SIP Applications

Enabling New Revenue Generators



Increased Revenue

- CDMA enables VoIP which enables interaction between applications
- New Integrated applications add revenue generators



True Service Transparency

- Seamless mobility
- True Wireless BB
- Access Transparency



Lower churn

- Increased QoE
- Increased Satisfaction
- Attract / Retain High ARPU subscribers



Lower Cost of Ownership

- Higher Capacity
- Lower Latency
- Scalability, lower cost per bit
- Single network - Packet
- Spectral Efficiency



CDMA Delivers on Cost, Performance and Capacity AND Enables New Integrated Services Revenues



Thank You

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