

Open Market Handsets (OMH) for CDMA2000: Setting the Standard for Device Availability and Affordability

Live Webcast

September 17, 2008



Today's Participants

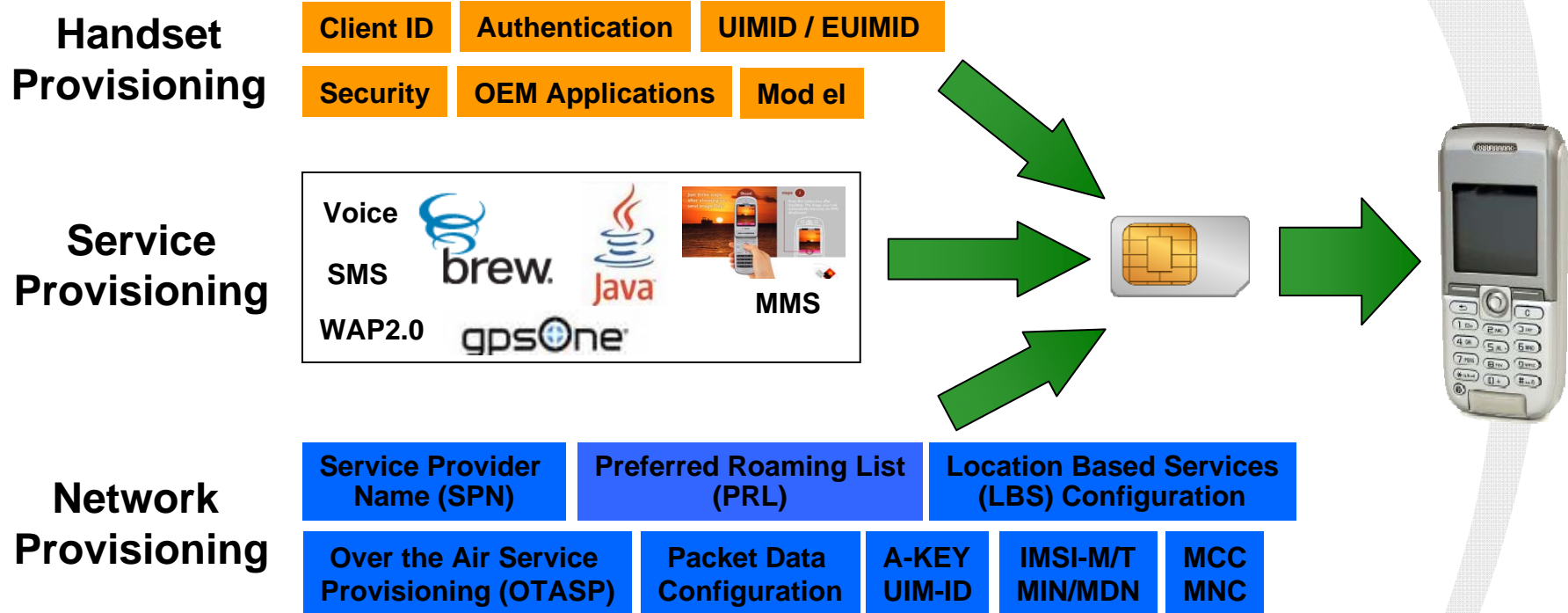
- Moderator
 - **James Person**, Chief Operating Officer, CDMA Development Group (CDG)
- Panelists
 - **Bill Dahnke**, Representing CDG
 - **Jasper Jiang**, Sr. Director and OMH Project Leader, Qualcomm
- Audience via poll responses

Agenda

- Open Market Handsets (OMH) Overview
- Benefits of OMH & Industry Participation
- Timeline
- Facilitating an OMH Ecosystem
 - OMH Enabler Package
 - Certification
- Successful Trials in Asia
- Call to Action
- Q&A / Conclusion

Open Market Handsets (OMH)

Creates devices that can be used across multiple operators by storing all user, network and service configuration data onto OMH-capable Removable User Identity Module (R-UIM) cards



Simplifies handset upgrades and reduces inventory costs

Open Market Handsets Overview

- Industry initiative led by CDMA Development Group (CDG) with participants from the CDMA2000 ecosystem
 - Operators
 - Device OEMs (Handsets and R-UIMs)
 - Distributors
- Enhances the CDMA ecosystem by offering a greater selection of devices, independent of the carrier
- Background and rollout
 - Initiative started in early 2008
 - Part of the Global Handsets Requirements for CDMA (GHRC) program
 - OMH Special Interest Group (SIG) meetings
 - Global: initially in R-UIM markets that have rapid subscriber growth



Benefits of Open Market Handsets

Generic Handset
(R-UIM capable)



Open Market
Handset



Enhanced OMH R-UIM:

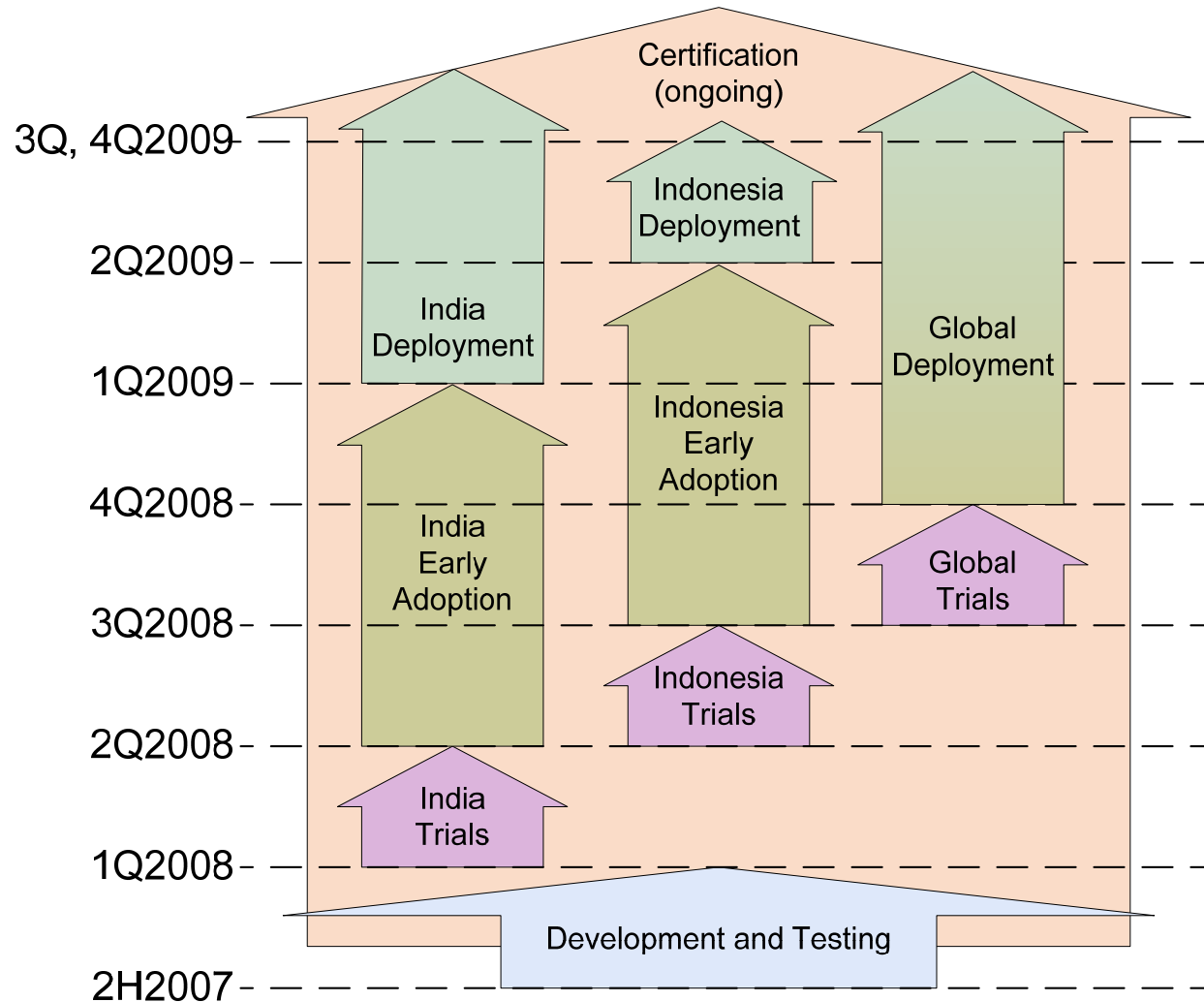
Operator Name	3G Packet Data (1X & EV-DO)
Voice	WAP & MMS
SMS	Location Services
Authentication	BREW / Java
OTASP	

- **Increases handset variety**
- **Uplifts handset tier and subscriber ARPU**
- **Lowers handset inventory costs and improves profit margin**
- **Expands economies of scale**

Industry Participation



OMH Timeline: Testing to Deployment



OMH Device Certification

- Ensures network-handset-R-UIM interoperability and compatibility
- Managed by the CDMA Certification Forum (CCF)
 - Non-profit industry organization
 - Independent, 3rd party labs authorized to perform certification testing
 - Global performance testing
 - Hyderabad, India: first CCF lab to certify OMH devices
 - Additional CCF OMH authorized test centers are forthcoming

Facilitating the OMH Ecosystem: Enabler Package

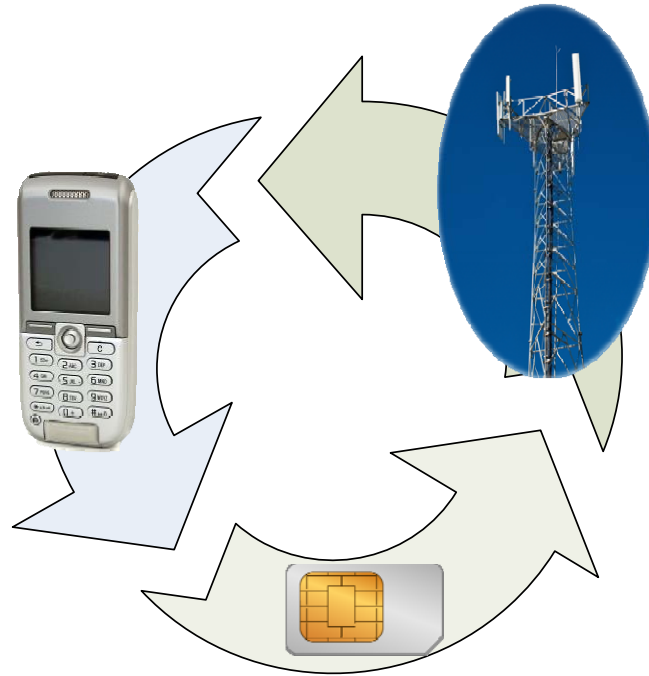
- Published by CDG (join the SIG)
- Establishes specifications, consistencies in OMH market
- Baseline document
 - Specifications
 - Usage models
 - Minimum test plans and results
- Available for download
<http://www.cdg.org/OMH>
or e-mail OMHinfo@cdg.org



Interdependencies: Ensuring Consistency

Handset OEMs

- CDG OMH specifications
- CCF certification



Network Operators

- CDG OMH specifications
- Self-Validation Test Plan

R-UIM Vendors

- CDG OMH specifications
- CCF certification



Outcomes from Trials

- Validated the interoperability of OMH devices
 - Handsets
 - R-UIMs
- Demonstrated that operators' networks support OMH devices
- Established an “OMH-capable” self-validation process for network operators
- Enabled new services and additional features through OMH R-UIMs

Trials and Deployment in Asia

Trials

India

1Q2008



RELIANCE

Indonesia

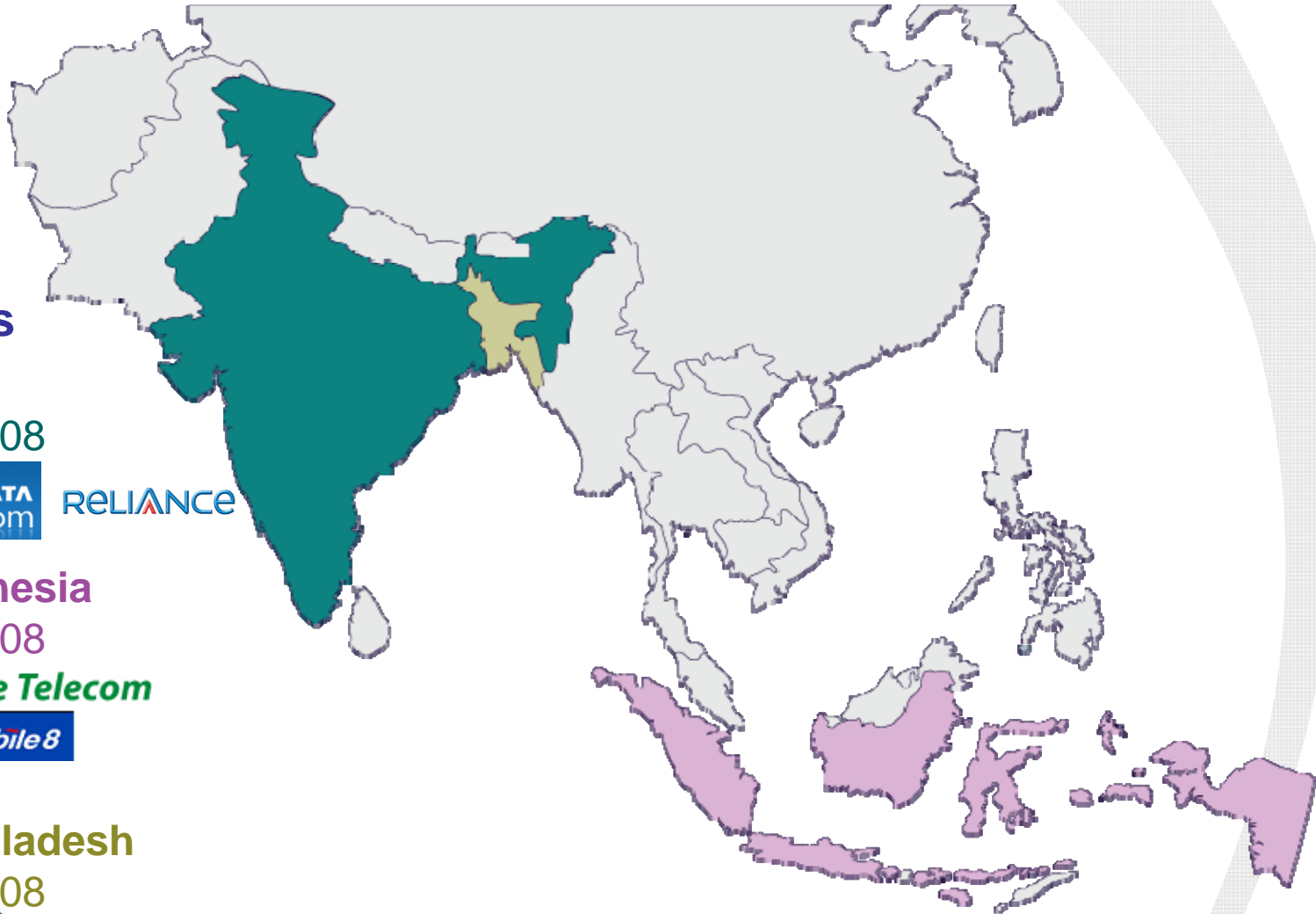
2Q2008

Bakrie Telecom



Bangladesh

3Q2008



In Conclusion

- Open Market Handsets enable the CDMA ecosystem
 - **Increase handset variety and subscriber ARPU**
 - **Lower inventory costs**
 - **Expand economies of scale**
- Specifications are complete; certification is ongoing
- Trials completed in Asia
- Global deployment in 2009

Call to Action

- Learn more about Open Market Handsets
<http://www.cdg.org/OMH>
- Participate in future CDG OMH (SIG) meetings
- Certify your OMH devices
<http://www.globalccf.org>
- Invite colleagues to download this Webcast archive
<http://www.cdg.org/news/events/webcast/080917/index.asp>
- Contact us and/or join our mailing list
OMHinfo@cdg.org