



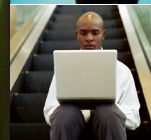
VOLUME TWO NUMBER NINE APRIL 2006

## FEATURES



### The Future At Your Fingertips

Imagine you are at the 2008 summer Olympics in Beijing. As the sprinters dash by you receive a call on your mobile. It's a video conference call from your...



### Easy Broadband in Difficult Spots

"At present, the 942 million people living in the world's developed economies enjoy five times better access to fixed and mobile phone services, nine times better...



### Cooperative Approach To Disruptive Technology

Around the globe, the demand for broadband-based fixed and mobile communications networks is growing. Service providers are ramping up to meet demand in...



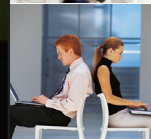
### Ultra-Broadband and IP Video Service Delivery Drive Rich Personalized Consumer Experiences

The day of the all-IP, all-digital household is getting closer. And while that provides huge opportunities for...



### Mobilizing WiMAX with the Ratification of 802.16e

It is official—WiMAX is one step closer to going mobile. Last December, the IEEE ratified 802.16e-2005, the amended version of the WiMAX wireless broadband...



### AXPT: What the Analysts are Saying

Keeping users in-network is the key to success for any mobile service provider. Taking an innovative step to help its customers achieve this goal, Motorola recently...



### Personalization without the Pain

There are certain things that today's customers demand from their service provider. They want to be reachable, but not always available. They want to be able to send...

# SOLUTIONS DELIVERING AT THE SPEED OF LIFE

The future is now for wireless network solutions.

## NEWS

Browse the latest news and get in the know.



## EVENTS

Check out what's coming up.



## CONTACT

Looking for more info? Here's how to reach your Motorola Representative.





Solutions Delivering at the Speed of Life

## The Future At Your Fingertips

**EV-DO Rev. A – High speed will create high expectations. Make it a reality.**

“Rev A’s higher and easy-to-prioritize bandwidth will allow you to increase your service offerings and give your customers the full benefits of next-generation handsets.”

Imagine you are at the 2008 summer Olympics in Beijing. As the sprinters dash by you receive a call on your mobile. It’s a video conference call from your friend asking what you are watching today. “Look for yourself,” you say, as you slowly pan your mobile device around the track just in time for your friend to see the runners crossing the finish line. The crowd roars—you and your friend have just witnessed a world record!

You don’t speak Mandarin but you do have your own personal interpreter—virtual though he may be. Standing at the taxi stand, downloading local music on your phone, you receive a call from “Mr. Zhang.” Your virtual interpreter is checking in, watching on video conference. When you ask the taxi driver for a receipt, Mr. Zhang interrupts to say that you’ve actually told the driver you were angry. So Mr. Zhang translates on your behalf.

Real-time video telephony is not far-fetched. Rev. A, the latest version of CDMA1x EV-DO, will become more widely available in 2007. Rev A’s higher and easy-to-prioritize bandwidth will allow you, the service provider, to increase your service offerings and give your customers the full benefits of next-generation handsets.

High-speed downlink and uplink will create new revenue generating opportunities that were previously unimaginable. For example, gaming moved from stand-alone, coin-operated video machines to home box systems and PC’s. The next step for PC gamers will be mobile games to go. Gamers can play in real time on the network with friends from any location and simultaneously download high-energy gaming music that gives the experience an edge.

### Don’t Forget the Voice

Video streaming and mobile gaming may tempt new users but we shouldn’t lose sight of the basics such as voice. Voice still dominates wireless communications. So how can an EV-DO Rev A solution help? Spectrum flexibility. If you currently have data only on your network, you may be experiencing the disproportion of low data traffic and high voice congestion on your 1x network. An EV-DO Rev A solution allows the service provider to offer high quality voice service where data only could not.

Migrating voice services, like Push-To-Talk over cellular (PoC) and Voice over IP (VoIP) to EV-DO Rev A, is an alternative that can help alleviate voice congestion on your 1x network, while allowing you the flexibility of moving data only.

If data really takes off because of the application Rev A enables, you’ll be in a prime position.

### Simplifying Complexity, Increasing Efficiency

EV-DO Rev A makes possible an integrated IP environment, creating efficiencies and operational cost reductions. Applications designed for the latest devices will all be compatible with your all-IP network. They’ll work in harmony, and allow customers a synchronized experience that will help to generate revenue for you.





## The Future At Your Fingertips

**continued...**

Applications will race through an IP soft switching architecture. You'll be able to provide third-party applications faster than traditional methods and thereby offer a differentiated experience. The best part is knowing that all of the integration service experts are well informed with this end-to-end solution and feel accountable for the entire experience. End-to-end capabilities integration is the power and the experience of one.

*\*For a look beyond to EV-DO Rev B, please see the White Paper in the Rolling Views & News section of this Motozine!*

In April 2006 Motorola demonstrated the first glimpse of the power of EVDO Rev A at CTIA Convention in Las Vegas, Nevada. End-to-end solutions coming in 2007.





**Solutions Delivering at the Speed of Life**

## Easy Broadband in Difficult Spots

**Cellular Gateway delivers broadband services wherever, whenever.**

“Easy and quick to install and configure, Cellular Gateway provides 2.4 Mbps for the first time in many cases—a considerable improvement for customers who have been limping along at 28.8 Kbps.”

“At present, the 942 million people living in the world’s developed economies enjoy five times better access to fixed and mobile phone services, nine times better access to Internet services and own 13 times more PCs than the 85% of the world’s population living in [emerging economies],” according to the International Telecommunications Union.

Regardless of where your customers live, if there is no wireline access or the existing wireline access has limited bandwidth, then there is no way to close the digital divide. Business customers in remote areas, government customers with sporadic access needs—election time, for instance—and consumers with little or no way to connect to the Internet represent a vast and largely underserved market.

The market can now be served wherever CDMA cellular coverage is available with the new Cellular Gateway solution. Cellular Gateway combines CDMA 1X EV-DO or UMTS/HSDPA and 802.11b/g WLAN or Ethernet distribution within the home, SOHO (Small Office / Home Office) or hotspot environments. By leveraging an area’s existing cellular infrastructure and the solution’s plug and play nature, Cellular Gateway can provide broadband access to the end user within minutes of being deployed.

Easy and quick to install and configure, Cellular Gateway provides 2.4 Mbps for the first time in many cases—a considerable improvement for customers who have been limping along at 28.8 Kbps. The unit would give a construction foreman, for example, Wi-Fi coverage within an hour, ensuring connectivity and the services he needs to complete his project.

Cellular Gateway allows multiple users to connect simultaneously, making it a great solution for schools, libraries and cafés.

“As long as [the service provider] provides cellular coverage, you can use the Cellular Gateway to provide wireless broadband access to those same customers,” says Pepe Lastres, Senior Director, CDMA Marketing for Networks and Enterprise Business of Motorola. “It’s a great solution for nomadic coverage, which is what’s needed for construction sites, or temporary events like election polling stations.”

Your customers—residential consumers and business owners—are also potential users of Cellular Gateway’s security services. The solution provides firewall control, prevents eavesdropping and controls access to the gateway. It also enables the user to set up a DMZ and multiple tunnel VPNs.

NC800 means that subscribers can have access whether at home, at work or in public buildings, simply by bringing their computer and the Cellular Gateway with them.

“By bundling this product with new service options, mobile service providers have an opportunity to optimize network capacity and increase revenues,” says Eduardo Conrado, Vice President, Global Marketing, Networks and Enterprise Business of



## Easy Broadband in Difficult Spots

**continued...**

Motorola, "while building loyalty amongst their customers for providing innovation and convenience."

*To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.*





Solutions Delivering at the Speed of Life

## Cooperative Approach To Disruptive Technology

**MOTOwi4 powered by IMS leads to attractive migration for all.**

“The advantages of this migration may eventually become so compelling in the market that not having an IP core could become a disadvantage.”

Around the globe, the demand for broadband-based fixed and mobile communications networks is growing. Service providers are ramping up to meet demand in mature high uptake areas, while simultaneously trying to determine how to meet the needs of emerging areas that may be waiting for their first phone.

This is a challenge that current technology has struggled to overcome. To serve all markets and economies is cost prohibitive, so service providers must serve where the technology leads them: the more lucrative markets. As a result, there is a divide between the “haves” and the “have-nots.” The former may have access to video streaming, while the latter may be left high and dry.

### A Way Out and a Way In

Enter a new breed of wireless broadband access technologies. The commitment is to offer solutions robust enough to meet the needs of mature, high demand areas, while remaining efficient and cost-effective enough to enter more under-served markets that need services to modernize their communities.

A current example of this technology is Motorola’s MOTOwi4 portfolio, offering solutions including Canopy™, Mesh and WiMAX technologies.

Early adopters can provide the following experiences:

1. E-learning initiatives in places like Indonesia and South Africa, where a single teacher can interactively educate students in multiple classrooms in different schools or at separate locations.
2. An installation of wireless broadband infrastructure solutions for a large medical assistance network in Brazil, providing advanced care to remote locations and increasing bandwidth to remote clinics.

Going forward, MOTOwi4 will offer the additional benefit of mobility. Rich personalized and interactive multimedia will be available to high end users “on the go,” allowing a stock trader, for instance, to walk away from the trading floor without losing access to the content he needs.

The possibilities are limitless—and the momentum generated by initial experiences demonstrates that MOTOwi4 is poised to take off.

### Advantage of a WiMAX Network: “Simplicity”

Conventional cellular network architectures are hierarchical, with many layers of control and connection. However, Motorola has developed a WiMAX Access Network that is simpler in structure and more cost-effective because it collapses wireless technology-specific functionality from other network elements into the WiMAX Access Point. Motorola’s Carrier Access Point architecture provides full cellular capability (mobile data and voice communications) for small to large





## Cooperative Approach To Disruptive Technology *continued...*

implementations, while preserving standard air interfaces and mobile-compatibility benefits. The result is a simplified network that is aligned with typical IP solutions.

WiMAX technology can be plugged directly into an IP network in a manner similar to 802.11 Wi-Fi Access Points and service providers don't have to rely on centralized mobile signal boxes. Additionally, they gain options for new transport networks, such as metro Ethernet for backhaul, and will count fewer service-latency problems because they require fewer signal boxes.

### WiMAX Powered by IMS Pushes Performance

The solution—based on 802.16e WiMAX and IP Multimedia Subsystem (IMS) platforms—addresses market demands with regard to technical performance, time to market, cost-effectiveness and several niche business requirements. While adding another access technology (IMS) into the mix may appear to be a challenge, looking at WiMAX running on IMS can be the initial step in having an all-IP core network. The advantages of this migration may eventually become so compelling in the market that not having an IP core could become a disadvantage.

A WiMAX and IMS solution allows service providers to eventually serve all of their access networks on a common core. Network management becomes more streamlined. Managing your cellular and WiMAX networks on a common platform can allow ease of consolidated billing and care for MOTOwi4, cellular and wire-line services to the home, work or out in the world.

Call control across technologies handling your subscribers through WiMAX, cellular, wireline and Wi-Fi hotspots ensures a quality of service that is in line with the options that are most economical for your network. You may think you are just enabling better control and cost structures but what you have really accomplished is Seamless Mobility. Your customers effortlessly and transparently transition across your networks and your solutions are in play regardless of your

customers' location.

The lucrative communications space is a time to market business. Whoever can push the hottest applications and devices to offer truly differentiated services to the consumer first wins. IMS solutions thrive in this type of environment because applications can be trialed and integrated across your network faster than your non-IP competitors.

### “How To” WiMAX with IMS

The WiMAX IMS network solution encompasses four distinct elements:

1. The Radio Access Network—A modular and physically small network based on 802.16e based WiMAX access-point solutions. Integrated antennas and innovative design features provide easy installation and maintenance.
2. Consumer Premises Equipment—Compelling and affordable end-user devices that benefit from a growing market and commoditized components. Desktop and nomadic modems for outdoor and indoor use will be available from the start. Portable and mobile devices will follow close behind.
3. VoIP IMS Core (CORE)—CORE enables seamless mobility between different access environments, allowing for continuity of communications for consumer and commercial/enterprise users. In VoIP, Motorola IMS provides call control functionality—like traditional circuit switching but in the cellular environment—and includes interfaces between cellular and other circuit-based telephony networks. In addition to devices available through Motorola, MOTOwi4 will support compliant third-party equipment.
4. Deployment, System Integration and Managed Service—As broadband wireless technology evolves, service providers carry the financial burden of recruiting, training and retaining technically skilled staff to operate and maintain their networks.



## Cooperative Approach To Disruptive Technology

**continued...**

Outsourcing network management allows vendors to leverage economies of scale by servicing multiple service providers and reducing the operating expenses of the individual service provider. In light of this emerging model, Motorola has invested in multi-vendor tools and services, and engineering excellence to provide the right level of maintenance and support across the network for all service providers, large and small. Customers receive service when and where it is needed, in an efficient and cost-effective manner.

*To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.*







**Solutions Delivering at the Speed of Life**

## Ultra-Broadband and IP Video Service Delivery Drive Rich Personalized Consumer Experiences

**Service capacity demands to reach 50+MB – GPON delivers the advantage.**

“So how will service providers evolve their networks to handle service capacity demand? One solution is Gigabit Ethernet Passive Optical Networking (GPON).”

The day of the all-IP, all digital household is getting closer. And while that provides huge opportunities for broadband service providers, it also provides challenges.

As consumers become more comfortable with the array of network-driven digital lifestyle services—from entertainment options to seamless mobile communications—service providers must be prepared to enable ubiquitous digital solutions and services. Convergence of wireline and wireless technologies, along with IP Video and its on-demand applications, will quickly

establish a new level of broadband capacity that service providers will typically allocate to households.

With consumer behavior changing and the adoption of high-definition television (HDTV) and digital video recording or time-shifted television rising, consumers will soon watch this week’s big sporting event, play multi-player games or view box-office smashes when and where their lifestyle permits. These changes in consumer viewing behavior will drive access network bandwidth to increase—dramatically—to the tune of 50 MB-plus.

Service Providers eager to push 20MBs of bandwidth to subscribers’ homes today may be investing in an access network that is headed towards obsolescence. The new Internet is all about symmetrical uploading and downloading, featuring the transmittal of gigabyte applications far in excess of the 20MBs of bandwidth typically allocated to today’s homes.

So how will service providers evolve their networks to handle service capacity demand? One solution is Gigabit Ethernet Passive Optical Networking (GPON). Essentially, GPON is an intelligent optical channel designed to drive hundreds of megabits of symmetrical throughput in the support of ultra-broadband services and applications delivered to the home.

“GPON is truly an ultra-broadband access technology,” says Floyd Wagoner, Senior Marketing Manager of Wireline Access Networks, Motorola. “Given the inherent capability of GPON to support very high throughput and symmetrical service delivery, multi-stream HDTV, peer-to-peer video delivery, gaming and ‘everything’ on-demand can become differentiated service offerings over service providers using less capable, lower throughput access networks.”

As consumer behavior continues to evolve, the access network will need to be a cost-effective, scalable optical solution with the inherent capability to grow service capacity to meet the demands of the consumer it serves. Globally, ultra-broadband networks seem to be the solution service providers are looking for to answer the



## Ultra-Broadband and IP Video Service Delivery Drive Rich Personalized Consumer Experiences

[continued...](#)

demand for an ever-increasing number of broadband services and applications. Time will tell if the 20 MB bet will work. The best approach may be to hedge your bet by looking into the advantages of the ultra-broadband symmetrical service delivery advantages of GPON.

*To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.*





Solutions Delivering at the Speed of Life

## Mobilizing WiMAX with the Ratification of 802.16e

**Latest standard revision adds mobile capabilities as well as key new functionality to WiMAX architecture.**

“[802.16e] is going to become the real WiMAX standard,” says Bob Larribeau, principal analyst at TelecomView. “d is interim until e is available.”

It is official—WiMAX is one step closer to going mobile. Last December, the IEEE ratified 802.16e-2005, the amended version of the WiMAX wireless broadband standard that supports the full spectrum of fixed, nomadic, portable and mobile solutions.

In addition to supporting full mobility, the 802.16e WiMAX standard offers several advantages compared to the already ratified version of the WiMAX standard, 802.16-2004 —commonly referred to as 802.16d—which only supports fixed WiMAX operations.

First, 802.16e better defines how smart antenna technology can be used within a WiMAX system, which allows service providers to more easily cover a much

larger service area using a single cell.

It also provides more subchannelization flexibility, which allows service providers to better manage network performance and to more efficiently address specific coverage and capacity requirements. It also allows service providers to better scale system bandwidth and to use more advanced coding options to increase capacity.

“[802.16e] is going to become the real WiMAX standard,” says Bob Larribeau, principal analyst at TelecomView. “d is interim until e is available.”

### WiMAX on the Move: Opening New Avenues for Growth

The addition of mobility adds a whole new dimension to the concept of WiMAX, bringing it to the level of a potentially disruptive technology. One key factor that will contribute to its success is the fact that big chip manufacturers have committed themselves to building 802.16e capabilities into their chipsets. This means that mobile WiMAX support will automatically be included in many end user devices.

Given that much of the demand for any new technology is dictated by the cost of the end user devices, the widespread availability of devices that already contain 802.16e chips—often referred to as the “zero-cost CPE” factor—will help drive demand for WiMAX and thus economies of scale.

This is something that service providers—even those that limit offerings to fixed broadband services—should consider when trying to decide between deploying 802.16d and 802.16e equipment.

“Even if you are a service provider that only wants to do a fixed service, one can make a strong case for deploying 802.16e based on the chipset cost advantages alone,” says Shamik Mukherjee, Marketing Manager for Networks and Enterprise Business of Motorola.

### A Much More Attractive Cost Structure

According to TelecomView’s Larribeau, WiMAX’s all-IP architecture already offers





## Mobilizing WiMAX with the Ratification of 802.16e

**continued...**

big economic advantages—as high as 66 percent cost savings—over alternative technologies, many of which are based on a hybrid approach of both IP and circuit-switched technology.

“This creates opportunities for wireline service providers to get into the wireless market,” he says. But Larribeau also stresses the complementary nature of WiMAX, suggesting that even 3G wireless service providers might find it cost-effective to use WiMAX to expand capacity where subscriber uptake is high.

### Solving Old Problems with New Technologies

Pre-WiMAX solutions already offer a highly cost-effective backhaul technology in Wi-Fi-based Mesh networks, where systems, such as Motorola’s pre-WiMAX Canopy™ network, are being used to offload oversubscribed traffic off the Mesh today.

“There are definitely cost benefits delivered by WiMAX technologies when you look at the cost of serving a bit and the overall spectral efficiency,” says Mukherjee. “But if you are an existing cellular service provider, the incremental investment needed to update your network to 3G technology offers a very strong business case. With that said, wireless service providers may still look at WiMAX to offload data in heavy consumption regions.”

And some wireless service providers may even choose to surpass 3G and go directly to WiMAX. The bottom line is that the right wireless network solution is different for every service provider. That’s why it is critical to work with an equipment provider that offers a wide variety of access solutions. This allows service providers to create a customized strategy that fits their distinct needs—both today and in the future.

*To learn more about Motorola’s portfolio of end-to-end solutions, please contact your Motorola representative.*





Solutions Delivering at the Speed of Life

## AXPT: What the Analysts are Saying

Industry experts weigh in on new mobile broadband technology.

“It costs less to deploy on site than traditional cellular infrastructure and enables large scale deployments of Access Points in a manner similar to Wi-Fi deployment.”

Keeping users in-network is the key to success for any mobile service provider. Taking an innovative step to help its customers achieve this goal, Motorola recently introduced the Motorola AXPT (High Speed Access Point). Deployed at the Enterprise level, Motorola AXPT greatly enhances the end user's ability to use mobile broadband access indoors.

Mobile service providers can use the AXPT to enhance indoor coverage of any existing UMTS signal. In particular, the solution helps carriers address specific capacity challenges they face when delivering HSDPA mobile broadband within the Enterprise space.

One challenge specific to HSDPA in the Enterprise is the fact that a stronger signal is required to deliver broadband speeds at the high 3G frequencies. In addition,

service providers must increase the capacity of these networks in order to avoid congestion of existing networks, while attempting to satisfy office-based broadband usage.

The Motorola AXPT takes a novel approach to solving these problems by adopting the Wi-Fi model. Deploying Motorola AXPT throughout the Enterprise enables mobile service providers to deliver cost savings to the Enterprise and allows end users to retain the benefits of using the cellular network. In turn, the solution helps mobile service providers retain and grow broadband usage on their cellular network by reducing the need for users to switch to alternative fixed broadband or wireless broadband services when they are at the office. End users benefit from the convenience of staying on one network regardless of whether they're in the office or away.

The Motorola AXPT, which mounts discreetly on the wall, combines traditional network functionality, such as SIM authentication; circuit switched voice and roaming with IP backhaul. It costs less to deploy on site than traditional cellular infrastructure and enables large scale deployments of Access Points in a manner similar to Wi-Fi deployment. Typically, the Motorola AXPT's capacity is comparable to existing wide area cellular base stations. This means it can handle the large volume of traffic generated by Enterprise users.

*Motozine* contacted several analysts to get their opinion on the concept and the product itself.

**Sal Yazbeck, Ph.D. – Partner  
Communications One Group  
[www.ComOneGroup.com](http://www.ComOneGroup.com)**

“Motorola has released its AXPT, a communications product that it says will fill-in the patchy indoor coverage that is likely to occur over third-generation cellular wireless technology, or 3G. Moreover, Motorola says this product will support 3G's High Speed Downlink Data Packet Access (HSDPA) upgrade to UMTS which can create coverage that is often patchy indoors.”



## AXPT: What the Analysts are Saying

**continued...**

"The Motorola AXPT solution will likely be sold to Enterprise customers through their cellular service provider. Traditional indoor repeater solutions have tended to be costly and complex to deploy. Motorola seems to have addressed these issues with a simpler product design and a push for a high data transfer capability."

"Products for indoor 3G services will be more expensive than a WLAN setup. But the convenience of seamless handover, network security and application support may well give carriers a boost in convenience factor and, in turn, in their profit margins because the AXPT model supports both voice and broadband data services."

"It could very well be the solution that hotels and airports, for example, welcome because their clientele often are in need of both indoor voice and data services." The convenience of having a single solution that tailors to both needs and conveniently provides seamless coverage through network handoff and roaming capabilities may pay off. In turn Motorola's new solution may spur new application development for handheld devices which may further increase network usage and subscriber base if a trend towards such indoor solutions takes off.

**Philip Marshall, PhD – Vice President**  
**Yankee Group**  
**[www.yankeegroup.com](http://www.yankeegroup.com)**

"The AXPT is certainly an interesting solution that integrates Node B and RNC functionality into the same box. Indicative price points would be similar to a 'carrier grade' Wi-Fi solution. The solution does make sense so long as it is sufficiently cost-effective and easy to install/manage."

"It is fair to say that the wireless industry has matured, and there has been an increased demand for improved indoor coverage which works in favor of this type of solution."

**Peter Rysavy – President**  
**Rysavy Research**  
**[www.rysavy.com](http://www.rysavy.com)**

"Motorola's AXPT is an excellent approach as, for most users, it is simpler to stay on the same network, whether working away or working in the Enterprise, than alternate approaches that require switching between networks."

"HSDPA offers uncompromised networking performance more than sufficient for many Enterprise applications, and so having HSDPA always available will translate to productive and satisfying job operation."

*To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.*





Solutions Delivering at the Speed of Life

## Personalization without the Pain

**Customers want it all now you can give it to them: Personalization. Flexibility. Control.**

“The idea is that it uses open architecture, giving service providers more flexibility and the ability to leverage existing network assets and investments.”

There are certain things that today's customers demand from their service provider. They want to be reachable, but not always available. They want to be able to send messages any time and from anywhere and in any format. But they want to screen incoming communications and they want things to be more intelligent. They've got multiple phones, multiple devices and although they feel more connected, they're feeling less in control, even overwhelmed.

Meet Mr. Jon Stuart, a businessman, husband and father with a passion for fishing with his college friends. Jon is many things to many people and is learning that, in a world where technology is supposed to make life easier, his life is becoming more complicated. Jon has two cell phones (one for business and one for personal use), two home lines and multiple email addresses—all contributing a flow of information that makes him want to go fishing and escape it all. The volume of

communication is there but the ability to make it work for Jon's personal needs is not.

Jon may not realize it, but he is seeking a service that exists. He is seeking personalized control that will allow him to focus more on his life as opposed to how to manage it. Jon is seeking consistent and relevant communication every time, regardless of whether he is closing the books for the quarter or taking his children to a game. He is seeking simplicity within technology.

Traditionally, making this possible for customers has been a challenge for service providers. That is changing, however, as more service providers have access to Seamless Session Services (S3).

S3 is a key solution in the Services Layer. It enables the delivery of dynamic telephony, messaging, video and multimedia services to multiple devices (fixed or mobile), allowing the devices to be addressed as a single entity in any environment.

Jon can receive the communications he wants when and where he designates and on the device that is most convenient for him. Seamless Session Services gives Jon his calls, no matter what number is dialed—mobile, home, work. And he can decide which calls ring through. He doesn't want office calls during his son's graduation so they are routed to voice mail. Mrs. Stuart's calls are routed to the home phone during the graduation, but calls from her mother ring through to her mobile.

Later that evening, Jon can check on the day's business from his home phone but, when a call from his boss takes longer than expected, he can pull the call from his home phone to his mobile. And the whole family can head out for a celebratory dinner.

### The Value of S3

S3 is an application server that can interface with a feature server via a session-initiate protocol (SIP) interface. The idea is that it uses open architecture, giving



## Personalization Without the Pain

**continued...**

service providers more flexibility and the ability to leverage existing network assets and investments.

This allows customers to use more advanced, more complex technologies, with more simplicity. Consumers have more options, more flexibility and more control. This means greater satisfaction and less churn. Chances are Jon does not want to change service providers when he can manage his life roles so easily and seamlessly.

Service providers gain flexibility from S3 as well. The solution is delivered by Motorola's services team. The features deployed by a provider are unique to the provider, completely customizable. With Seamless Session Services, you can customize plans that appeal to families or to traveling professionals to better meet the needs of your customer segments. It allows you to get closer to your customers and what they actually want—and are willing to pay for—and engenders loyalty in a heretofore price-driven market. It allows you to promise the service customers want and actually deliver it.

*\*See the Motorola White Paper on this topic in the Rolling Views & News Section of this Motozine!*

*To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.*





**Solutions Delivering at the Speed of Life**

## NEWS

Please visit the Motorola Media Center to view recent news stories at <http://www.motorola.com/mediacenter>





## Solutions Delivering at the Speed of Life

# EVENTS

Marcus Evans: 2nd Annual Fixed-Mobile Convergence Forum –  
*Radisson Marlborough, London, England*

April 3-5, 2006

Motorola - Silver Plus Sponsor

CHAIRMAN: Steve Plunkett

TOPIC: CORE

WEBSITE: [www.marcusevans.com/events/CFEventinfo.asp?EventID=10272](http://www.marcusevans.com/events/CFEventinfo.asp?EventID=10272)

Marcus Evans: 2nd Annual Fixed-Mobile Convergence Forum –  
*Radisson Marlborough, London, England*

April 3-5, 2006

Motorola - Silver Plus Sponsor

SPEAKER: Tom Mockridge

TOPIC: The Value of Convergence for Operators and Consumers in Real Terms

WEBSITE: [www.marcusevans.com/events/CFEventinfo.asp?EventID=10272](http://www.marcusevans.com/events/CFEventinfo.asp?EventID=10272)

W2i Digital City Convention – *Rio de Janeiro, Brazil*

April 4-6, 2006

Motorola - Corporate Host

PANELIST: Joeval Martins

PANEL TOPIC: Leapfrogging the Infrastructure in Latin America

WEBSITE: <http://www.w2idigitalcitiesconvention.com/04042006/index.html>

IEEE Wireless Communications & Networking – (Co-located with CTIA) –  
*Las Vegas, NV*

April 6, 2006

MODERATOR: Dan Coombes

PANEL TOPIC: WiMAX & 3G: Competitors or Complements?

WEBSITE: <http://www.ieee.org/organizations/society/bt/MultimediaCFP3.pdf>

VoIP Mobility Conference @ CTIA – *Las Vegas, NV*

April 4, 2006

PANELIST: Dan Coombes

TOPIC: Landline Substitution

WEBSITE: [http://www.ctiawireless.com/general/voip\\_mobility.cfm](http://www.ctiawireless.com/general/voip_mobility.cfm)

CTIA (Cellular Telecommunications & Internet) – *Las Vegas, NV*

April 5-7, 2006

CTO PLENARY PANELIST: Padmasree Warrior

PLENARY TOPIC: Defining the Future of the Network

WEBSITE: <http://www.ctiawireless.com/>

WiMAX Conference Brazil – *São Paulo, Brazil*

April 18-19, 2006

PANELIST: Joeval Martins

PANEL TOPIC: WiMAX – Services & Applications

WEBSITE: <http://www.iqpc.com.br/cgi-bin/templates/genevent.html?topic=703&event=9421&>

Wireless China – *Shenzhen, China*

April 25-26, 2006

Motorola – BWA Track Sponsor

SPEAKER: Dennis Stipati

TOPIC: TBD

WEBSITE: <http://www.wirelesschina-roadshow.com/>



## EVENTS

**continued...**

### *Upperside Wireless WiFi Convergence – Paris, France*

May 18, 2006

SPEAKER: Jacques Rames

TOPIC: Lessons Learnt from over 10 Unlicensed Mobile Access Trials

WEBSITE: <http://www.upperside.fr/wirelessconvergence2006/wwconvergence2006intro.htm>

### *Upperside: WiFi Wireless Convergence – Paris, France*

May 16-19, 2006

SPEAKER: Malcolm Latham

WORKSHOP TOPIC: Marketing UMA Services to Consumers

WEBSITE: <http://www.upperside.fr/wirelessconvergence2006/wwconvergence2006intro.htm>

### *WiMAX World Conference and Expo/Europe – Vienna, Austria*

May 23, 2006

Motorola – Corporate Sponsor

KEYNOTE SPEAKER: Dan Coombes

TOPIC: WiMAX - Rolling Out the Reality of Seamless Mobility

WEBSITE: <http://www.wimaxworldeurope.com/>

### *WiMAX World Conference and Expo/Europe – Vienna, Austria*

May 23, 2006

Motorola – Corporate Sponsor

SPEAKER: Andy McKinnon

EXECUTIVE ROUNDTABLE TOPIC: WiMAX and the Future of Mobile Broadband

WEBSITE: <http://www.wimaxworldeurope.com/>

### *WiMAX World Conference and Expo/Europe – Vienna, Austria*

May 23, 2006

Motorola – Corporate Sponsor

SPEAKER: Stephane Cohen

PANEL TOPIC: Network Planning – The Key Issues for WiMAX

WEBSITE: <http://www.wimaxworldeurope.com/>

### *Globalcomm – McCormick Place – Chicago, IL*

June 4-8, 2006

WEBSITE: <http://www.globalcomm2006.com/>



**Solutions Delivering at the Speed of Life**

## CONTACTS

Contact Us:

[networkoperators@motorola.com](mailto:networkoperators@motorola.com)

Please indicate "Motorola Networks News" in the subject line.

[www.motorola.com/motozine](http://www.motorola.com/motozine)

[Privacy Policy](#)

[Terms of Use](#)

[Subscription Information](#)

ADDITIONAL SUBSCRIPTIONS:

If you would like to share Motorola Networks News with a colleague, please contact your Motorola account representative to request an additional subscription.