



2ND – 3RD June 2009, RAI Convention Centre, Amsterdam
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FREE SEMINAR PROGRAMME: 'THE WiMAX ECOSYSTEM AT WORK'

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2nd June 2009

11.00 Mobile WiMAX Device and Chipset Performance Benchmark Results

- See "real world" performance capabilities of leading Mobile WiMAX chipset suppliers
- Discover which devices/chipsets deliver the top results in head-to-head competition
- Understand how throughput results can vary due to network conditions and tested scenarios
- Appreciate the true capabilities of a best-in-class Mobile WiMAX network

Mike Thelander, CEO, Signals Research (USA)

11.25 Fast Deployment of a CSN

- See how WiMAX can become a unique business development opportunity
- Discover how to become a WiMAX Virtual Network Operator keeping full control of customer life-cycle
- Understand how to fast deploy your own CSN without huge and intensive investments

Giuseppe Sini, VP Business Development & International, WiTech SpA (Italy)

11.45 Intelligent 4G Networks: Integrating line rate packet processing at the core of the network to deliver unparalleled network control and monetize the 4G opportunity

- Network optimizations that reduce backhaul costs and streamline traffic
- Peer-to-peer traffic management enabling fair allocation of bandwidth
- Monetizing the Internet through identifying unique applications and delivering differentiated QoS (smart pipes)
- Location based services, such as targeted ad insertion
- Providing tiered services to enhance overall revenue

Rehan Jali, President, Wichorus (USA)

12.10 A Day in the life of a Mobile WiMAX Device

- A light hearted introduction to several of the physical layer and protocol features provided by Mobile WiMAX – e.g. idle/sleep, security, handover, MIMO etc.

Mike Lawton, Product Planning Engineer, Agilent (USA)

12.35 Fast Track to WiMAX Revenues

“Most of the focus of the Service provider launching WiMAX based service will be on building out the radio access and backhaul networks. This requires a significant investment from the Service provider, and with this they often do not put in place the essential tools that can bring their new WiMAX network to revenue faster.

This session focuses on how using identity management and policy management can increase the speed and rate of revenues for WiMAX Service Providers, and allow new differentiating services.”

Bart Brinckman, Product Line Manager Identity & Policy, Juniper Networks

13.00 Lunch Break and Exhibition Visit

13.30 WiMAX for Public Transport

- Harnessing wireless broadband to get people to leave their car at home and reduce traffic
- Combining public access with safety and operational operations: better efficiency, increased returns, and better prospects for funding
- Developing the right partnerships between WiMAX operators and public transport agencies

Monica Paolini, Founder, Senza Fili Consulting (USA)

14.00 WiMAX Vendors Working Together – ‘Solutions at Speed’

10 WiMAX vendors will have 4 minutes each to present their solutions and demonstrate how they are working with operators and other vendors in the ecosystem towards the common goal of making WiMAX work!

Marko Fojkar, Senior Sales Manager, Globtel (Slovenia)

Yasir Rabbani, Product Manager, WiMAX, Forsk (USA)

Ehud Reshef, Director of WiMAX Product Marketing, Comsys (USA)

Stig Skaugvoll, COO & Co-Founder, GOIP International (Denmark)

Simon Altman, Director of Strategic Accounts, Mobileaccess (USA)

Rehan Jali, President, Wichorus (USA)

Giuseppe Sini, VP Business Development & International, WiTech SpA (Italy)

Mike Lawton, Product Planning Engineer, Agilent (USA)

14.35 Building Winning Business Cases For WiMAX Networks

- Process for developing a winning business case
- Key success factors for whether a business case will be profitable
- Impressing the investors

Randall Schwartz, Principal, WiMAX 20/20 (USA)

15.00 Alvarion’s 4Motion Mobile WiMAX: Transforming Technological Superiority Into A Compelling Business Case

Mobile Broadband operators today are interested in much more than their choice of technology – the real interest still lies in the bottom line, especially in the current economic climate. Operators need to understand how they can minimize their upfront investments, lower their long term operating expenses and maximize on their total investment throughout the useful lifetime of their chosen deployment, while still providing their end users with the required bandwidth, coverage, services and

applications. Alvarion confronts these challenges hand in hand with its operators by creating clear business benefits from its set of proven and differentiated technologies

Ofer Karp, VP & General Manager, WiND, Alvarion (Israel)

15.25 AIR System - Real Field Proven Triple Play Wireless Broadband Technology

- Capacity per user: over 200 TV channels, up to 50Mbps/15 Mbps and beyond data speed, VoIP
- Fast network deployment
- Fast ROI scheme in suburban, sub-rural and urban areas

Marko Fojkar, Senior Sales Manager, Globtel (Slovenia)

15.40 Expanding the market for VoIP with WiMAX: a brand new revenue stream or cannibalisation threat to existing services?

- Measuring performance – minimizing delays and dropped calls
- Comparing cost of delivering VoIP over WiMAX with VoIP over cellular

Stig Skaugvoll, COO & Co-Founder, GOIP International (Denmark)

16.05 Full mobile WiMAX devices and their impact on the WiMAX ecosystem

- Point of view of chipset vendor
- Taking unique WiMAX offering and building complete ecosystem around it
- Leveraging this ecosystem to create fully mobile integrated device
- How our ecosystem impacts the entire WiMAX ecosystem

Ehud Reshef, Director of WiMAX Product Marketing, Comsys (USA)

16.25 Leveraging Mobile WiMAX to generate revenue from In-door applications

- Data usage distribution: In-door/out-door
- Mobile WiMAX advantages over existing technologies in driving applications
- Infrastructure requirements for achieving data rate requirement supporting high data rate applications: SISO vs MIMO
- Deployment alternatives

Simon Altman, Director of Strategic Accounts, Mobileaccess (USA)

16.45 Finding the Right Technology Mix to Provide Reliable Wireless Broadband Services

- The evolution of connectivity
- Seamless connectivity for the unification of today's varied technology
- The ideal connection manager helps increase ARPU and save CAPEX

Kelvin Lee, Senior General Manager, Green Packet Berhad (Malaysia)

17.15 Close of Seminar Programme

3rd June 2009

A day of free taster modules based on the official WiMAX Forum Certified training program.

Sessions led by: Dave Bowler, Telecoms Academy Trainer, Informa Telecoms Academy

11.00 WiMAX – What's Behind The Hype?

This presentation looks at the facts behind the hype and the benefits that this wireless technology delivers to the operator and subscriber.

11.30 OFDMA for WiMAX

This presentation will introduce OFDMA and explain why it is ideally suited for providing higher data rate throughput in a multi-path environment.

12.30 WiMAX Radio Planning Issues

Propagation modelling for WiMAX utilises new research to more accurately predict path loss and therefore cell size for a given QoS design criteria. Advanced antenna techniques such as Adaptive Array and MIMO can significantly improve access network performance.

13.00 Lunch Break

14.30 WiMAX Service Delivery And QoS

Having a mixture of high and low data rate, real and non real time services dictates that complex QoS mechanisms are employed. QoS is an inherent feature of 802.16 standard.

15.00 WiMAX Architecture

This presentation looks at how this flexible architecture allows for diverse networks that support roaming, access network sharing and 3rd party application support.

15.30 Close of Seminar Programme