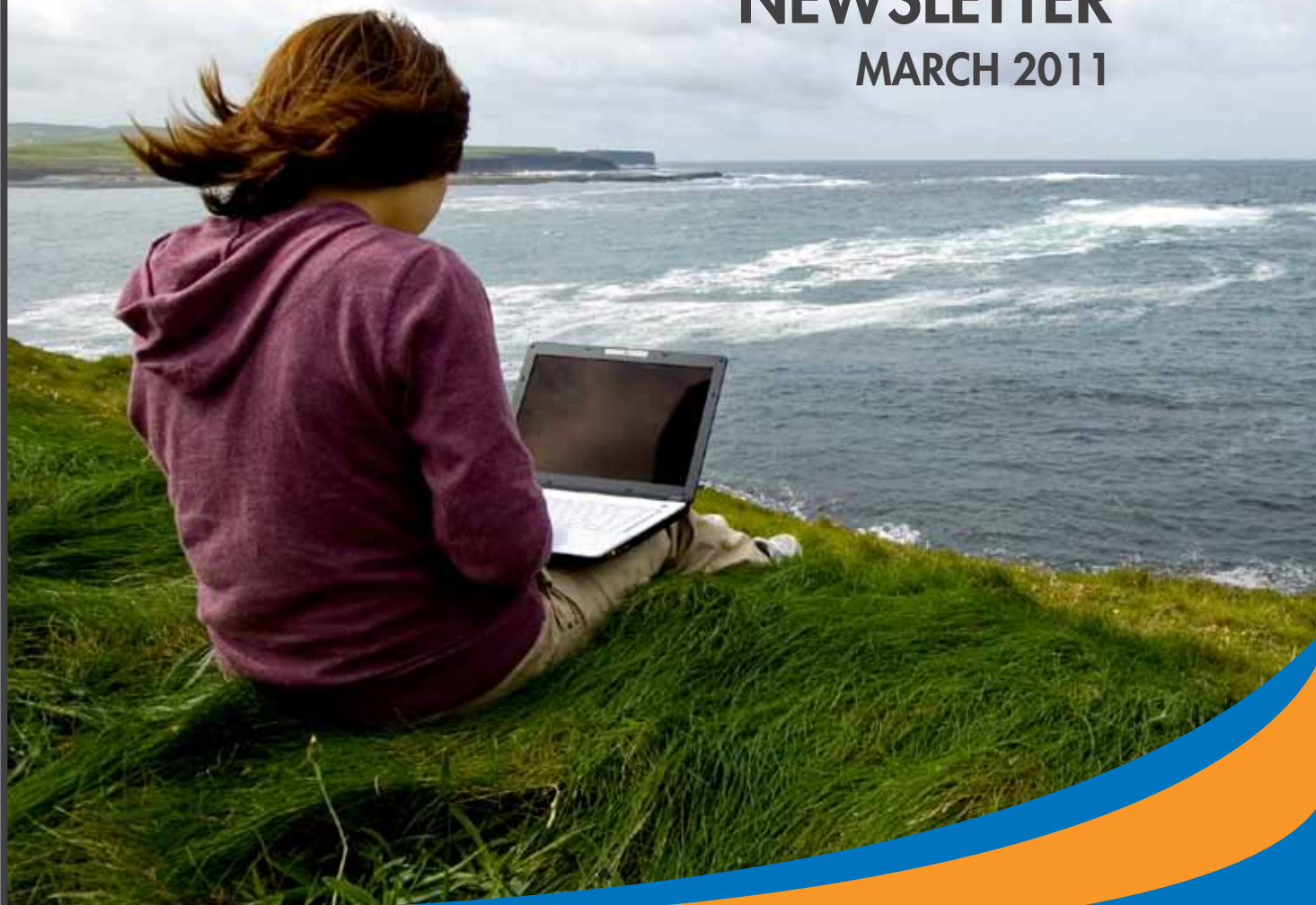




wiMAX FORUM®

NEWSLETTER

MARCH 2011



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## INTRODUCTION

WiMAX Forum ended the month of February with a major success: the WiMAX Network Deployment Workshop in New Delhi. This event, held February 22-23 at the request of WiMAX Forum member BSNL, drew a standing-room-only crowd of over 120 attendees. The event provided attendees with in-depth education on strategies for successfully launching WiMAX networks. WiMAX Forum made certain that there was a camera-crew filming the event, and recordings of the sessions will be made available to our membership soon. Other media was there as well, and the event garnered favorable press such as the following article by Maravedis: [Impressions from the WiMAX network deployment workshop in new Delhi-India](#).

With the continued momentum of the WiMAX Forum Operator Summit Series, WiMAX Forum also recently announced that it will hold a WiMAX Forum Rural Operator Summit from April 26-27 in Spokane, Washington, USA. This summit will focus on the opportunities and challenges of building a rural WiMAX network, and in particular will have sessions focusing on how to leverage public funding to build rural networks. More information on this event can be found within this newsletter.

March 7-11 WiMAX Forum hosted its first member conference of 2011 in Xiamen, China. WiMAX Forum would like to extend a special thank you to Huawei for its support in organizing and sponsoring the event.

Our 2011 renewal campaign has continued throughout March at a steady rate, and we are excited about the services and programs planned for our members in 2011. There are currently 251 members of the WiMAX Forum in good standing, and our renewal effort will continue to bring members on board. If you have questions about your company's membership please contact: [membershiprenewal@wimaxforum.org](mailto:membershiprenewal@wimaxforum.org).

## WiMAX FORUM RURAL OPERATOR SUMMIT



The WiMAX Forum is pleased to announce the **WiMAX Forum Rural Operator Summit, to be held April 26 – 27, 2011 at the Northern Quest Resort and Casino in Spokane, Washington, USA**. The Rural Operator Summit will be an interactive workshop for rural WiMAX operators to gain a concrete understanding of the necessary steps involved in performing a new site survey and analysis, planning and provisioning a network, deploying and maintaining a network and learning about the best practices required for ensuring a successful and profitable network deployment. This is the third event in the WiMAX Forum's successful 2011 series of operator summits.

## WiMAX FORUM RURAL OPERATOR SUMMIT CONTINUED

In October of 2010, the WiMAX Forum congratulated the recipients of the US Department of Agriculture's RUS Fund round two grants and loans. The 40 awardees from 22 states received over \$504 million in grants and loans for use in the deployment of WiMAX networks. The WiMAX Forum estimates that for every dollar spent on a new network, a WiMAX operator can cover 10 to 20 times the number of homes and businesses with WiMAX service than can be covered with wireline options. These savings are passed along to the customer and, more importantly, mean more customers will have access to broadband services. Rural America is home to about 17 percent (50 million) of the nation's people and accounts for 75 percent of the nation's land, according to the United States Department of Agriculture. About 12 percent of U.S. households have no access to broadband service, placing the U.S. at 15th in broadband penetration worldwide. This is a large opportunity for rural WiMAX operators, and the WiMAX Forum is hosting this summit specifically to help rural operators take advantage.

Topics of discussion at the Rural Operator Summit include:

- Operator Roundtable: Operational Considerations for Greenfield WiMAX Networks
- Government Perspectives on the Need for Rural Broadband Networks
- Leveraging Public Funds to Build a Rural Broadband Network
- Backhaul Considerations
- Device and CPE Considerations
- Building a Greenfield WiMAX Network - Timing and Planning Considerations
- Roaming and The US Spectrum Landscape
- OSS and AAA Considerations for WiMAX Network Deployments
- Review of Key Success Areas After Deploying a WiMAX Network
- Money Matters – How to raise money, manage it well and develop a successful business for Cash Flow or Exit
- Operator Case Studies and more...

The Rural Operator Summit will be an interactive working event, and **there will be no registration fee.** This event is open to all WiMAX operators, and membership in the **WiMAX Forum is not a requirement for operators to attend.**

Immediately following the close of the Rural Operator Summit, the WiMAX Forum will offer a day of WiMAX certified training courses hosted by CelPlan. You can register for training at the following link: <http://www.celplan.com/>.

To register for the WiMAX Forum Rural Operator Summit, please register at the following link: <https://www.eiseverywhere.com/ereg/index.php?eventid=21849&>.

For any questions regarding the summit, please contact Jonathan Singer, WiMAX Forum Marketing Communications and Market Research Manager: [Jonathan.Singer@wimaxforum.org](mailto:Jonathan.Singer@wimaxforum.org).

We look forward to seeing you in Spokane!

## MEMBERSHIP SERVICES UPDATE:

Our 2011 renewal campaign is going strong. There are currently 251 members of the WiMAX Forum in good standing, and in addition to our renewal efforts we are bringing on new members as well. WiMAX Forum would like to extend a special welcome to the newest members of our organization:

- Access Telecom
- Direct on PC

There has never been a better time to be a WiMAX Forum Member. We are committed to delivering the value necessary for our members to get the most of their association with the WiMAX Forum and we are always happy to engage with individual members to discuss how WiMAX Forum can better serve its membership. If you have questions regarding your membership, please contact [membershiprenewal@wimaxforum.org](mailto:membershiprenewal@wimaxforum.org).

The WiMAX Forum is the best place for our members to access, leverage and influence the growth and development of the WiMAX industry. So be a leader in WiMAX and step up to get involved today!

## EVENTS UPDATE

In February, the WiMAX Forum welcomed 123 attendees to the WiMAX Network Deployment Workshop in New Delhi, India. In March, the WiMAX Forum held a successful Member Conference in Xiamen, China with 126 members in attendance. The WiMAX Forum would like to thank Huawei Technologies for their continued support and a great job as China Member Conference host. The WiMAX Forum also sent representatives to convergence India and CTIA wireless.

We are looking forward to seeing members of CWG, NWG and TWG in San Diego at CWG/NWG/TWG Face-to-Face event.

## WiMAX FORUM NEWS

In February of 2011, WiMAX Forum, in partnership with Multiview, launched its weekly WiMAX Newsbrief. This weekly summary of news from around the WiMAX ecosystem is intended as a benefit to our members. If you do not yet receive the Newsbrief and wish to do so, please sign up here: <http://www.wimaxforum.org/wimax-forum-weekly-newsbriefs>.

Below is a summary of the month of March:

- **Intel exec: WiMAX survived Japan quake**
- **KT achieves national coverage with WiBro**
- **WiMAX to go nationwide via E-net and Imagine fiber deal**

## WiMAX FORUM NEWS CONTINUED

- Sprint's rumored CTIA announcements: EVO 3D, EVO Flyer, Motorola Xoom, more!
- YTL Comms to launch Android phones in June
- Craig Wireless announces commercial launch of WiMAX network in California
- Samsung given nod for EasyCall's mobile WiMAX trial
- Alvarion scores deal with India's BSNL for rural WiMAX network
- Samsung launches Google Nexus S 4G with WiMAX for Sprint
- Sprint's CEO says every option includes WiMAX and Clearwire
- Sequans powers HTC EVO WiMAX smartphone for KDDI
- Impressions from the WiMAX network deployment workshop in new Delhi-India
- Sprint calls up T-Mobile
- Rumor mill: Sprint to unwrap Nexus S 4G, other devices at CTIA
- What does 4G mean for tablets?
- CVC conducting inquiry into BSNL WiMAX franchisee tender in India
- Nepal considers using digital dividend for 4G services
- VueCube 4GTV arrives in Singapore
- Nashua Mobile set to launch WiMAX, wireless service
- Smart to deploy 800 WiMAX sites
- Greenpacket inks WiMAX deal with optics trading in Africa
- WiMAX equipment market jumped 85 percent in 2010 to reach \$1.7 billion
- WiMAX goes Kenyan
- YTL seeks WiMAX license in Sabah and Sarawak
- S. Korea's KT launches nationwide mobile WiMAX network
- 4G infrastructure market to hit \$16 billion in 5 years
- KDDI launches WiMAX smartphone in Japan
- Report: 'Significant' new tablet to launch at CTIA



# WiMAX MARKETPLACE

Creating Value for WiMAX Forum Operator Members by Saving Time & Money  
to Acquire Products and Services!

**The WiMAX Marketplace is a match making web-portal connecting operators with vendors to easily identify and source products and services with special incentives for WiMAX Forum Members.**

Enhancing the value of WiMAX Forum Membership by providing a Marketplace that Benefits all member Participants ...

- Operator Members Can Save Money on Products and Services they use everyday
- Vendor Members Can Increase Their Business by focusing their Sales efforts and offers

The offers available are specially selected and presented for the WiMAX Forum Member Community in support of the WiMAX business.

## **WiMAX Marketplace Leverages the Power of Membership to Enable Operators to...**

### **Reduce Expenses:**

Special offers for products, services and content from vendors to help reduce both Capital and Operating Expenses.

### **Save Time and Effort:**

Convenient and quicker time to source products, services and content as compared to each operator seeking to identify vendors on their own.

### **Simplify and Consolidate Sourcing:**

Provides access to a comprehensive list of vendors outside of the normal everyday contacts. Categorized products, services and content make it easy to search and find vendors.

## **WiMAX Marketplace Benefits Vendors With...**

### **Low cost targeted online marketing opportunity**

- WiMAX Forum will market and promote the WiMAX Marketplace to the hundreds of operators who have or plan to deploy WiMAX
- Vendors reach out and engage with those targeted operator customers
- Vendors create web-based marketing or advertising efforts on the specific WiMAX opportunities

### **WiMAX Marketplace portal drives operators to vendor's site**

- Vendors showcase product, service, and content offerings on their own web sites
  - All transactions are handled according to the vendor's site preferences

**To join the Marketplace contact: Mike Wolleben at [mike.wolleben@wimaxforum.org](mailto:mike.wolleben@wimaxforum.org)**

