



NEWSLETTER

JANUARY 2011



IN THIS ISSUE

Introduction from the President	2
Membership Services Update	3
Breaking News	5
Working Group Update.....	5
Events Update.....	6

INTRODUCTION

Welcome to 2011!

2010 was a challenging year for our industry. The economic downturn sharply impacted the raising of capital to build out infrastructure. In addition, now operators have more choices in technology which can lead to indecision. Do they build out with WiMAX now or do they wait potentially two to three years and deploy LTE? How does an operator under these conditions minimize risk and ensure the longevity of their investment?

In 2010 vendors worked to provide solutions to help operators get answers to these questions in order to commit to building out now with WiMAX and still safeguard their investment. As a result, infrastructure offered today protects the operator regardless of their technology migration path. We believe there is strong demand and opportunity for operators to continue to build out now with minimal risk and multiple choices for the way forward. At the WiMAX Forum in 2010, diligent work continued to deliver an evolutionary path from WiMAX Release 1 to WiMAX Release 2 (based upon IEEE 802.16m).

We encourage operators and vendors to commit to closing more business in 2011, while at the WiMAX Forum we plan to continue to promote WiMAX success, and improve on our programs with a specific focus on Certification and Global Roaming. We also will launch new programs such as the WiMAX Marketplace, which is a match-making web portal created to facilitate new business between operators and vendors.

I would like to recognize an important accomplishment in 2010, wherein the ITU effectively approved what will be WiMAX Release 2 by acknowledging WirelessMAN-Advanced, based on IEEE 802.16m, as an IMT-Advanced technology.

During the second half of 2010 the WiMAX Forum stepped up marketing activity conducting over 50 media interviews over three continents, and promoting WiMAX at numerous industry events including WiMAX India, 4G World, WiMAX Forum SEA Regional Focus, the WiMAX China Summit, India Telecom, and more. 2010 saw us begin to reach deeper into industry verticals such as Smart Grids and Aviation, with plans to develop a new Certification model for M2M as well as bring into the WiMAX Forum new members focused on M2M. Last November the WiMAX Forum hosted our first Smart Grid Summit in conjunction with our November Member Conference in Dallas, Texas. As a result of these marketing efforts the WiMAX Forum signed up over 40 new WiMAX Forum members during last half of 2010.

In 2011, our marketing objectives include an aggressive initiative to demonstrate the success of WiMAX, and to promote a co-existence story with LTE. We will continue to promote WiMAX technology's low-risk evolution path to Release 2. Infrastructure sold today by the majority of vendors is technology neutral, so the biggest incentive to deploy WiMAX remains strong as it can be deployed today at low cost and low risk.

In January the WiMAX Forum began the year with our first Global Operator Summit. The WiMAX Forum Global Operator Summit brought together operators and key vendors to discuss the revenue opportunities of WiMAX roaming. The meeting drew 60+ attendees including representatives from 16 WiMAX network operators, and consisted of productive working sessions.

One of our main goals for 2011 is to attract more operators to join our organization, and to drive more value for our members. The Global Operator Summits, of which you can expect to see more this year, are one way to do so. In addition to our summits, we are launching new initiatives such as the WiMAX Forum Marketplace. 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. The Marketplace will be a boon to both operator and vendor members. Through the Marketplace operator members can save money on products and services they use every day, while vendors can increase their business by focusing their sales efforts and offers.

With our goal of creating new programs and driving membership in 2011, it is clear that this will continue to be a busy year at WiMAX Forum. In addition, the WiMAX Forum has other important objectives to complete:

- The WiMAX Forum technical team is set to work with IEEE to support the completion of the publication of IEEE 802.16m and its inclusion in IMT-Advanced
- The WiMAX Forum technical team is also working to create and implement an updated certification program in line with ecosystem requirements
- The Marketing team is working to promote the M2M ecosystem, particularly in new verticals such as Smart Grid and Aviation
- The Marketing team has set an aggressive industry event schedule that you can read more about inside this issue

Finally I would like to remind you all that for many of our members this is renewal season! You will hear more from our Membership Services and Sales Director, Mike Hemstreet, later in this newsletter about the benefits of WiMAX Forum membership. If you have any questions for Mike, please reach out to him at Mike.Hemstreet@wimaxforum.org.

2011 will be an eventful year for WiMAX. We look forward to continuing our work for you.

Best Regards,



Ronald J. Resnick

MEMBERSHIP SERVICES UPDATE: The First WiMAX Forum Global Operator Summit

The WiMAX Forum concluded the Global Operator Summit January 10 -12, 2011 at the Grand Hotel in Taipei, Taiwan. The Summit focused on how operators can generate high-margin revenue through post- and pre-paid Global Roaming. The event was open to all operators and a select list of vendors and included representatives from Sprint Nextel, Packet One Networks, UQ Communications, wi-tribe, and ITRI of Taiwan.



According to our attendees, the Summit was a success. Feedback from operator participants indicated that they were able to gain a concrete understanding of the opportunity for roaming, and how to construct a best practice framework for execution. New data roaming pricing models and new technologies to transform the roaming market were discussed, and the participants felt that the agenda topics and discussions provided valuable insights for overcoming negative market perceptions (i.e. insufficient roaming agreements, inadequate billing arrangements and subpar revenue sharing schemes) around data roaming.

In addition to the progress realized around data roaming, Summit attendees were also introduced to other programs and topics to help operators grow revenue and reduce expenses. This included the introduction of two new initiatives: the WiMAX Forum Marketplace, and the WiMAX Buyer's Cooperative. Both programs, designed to harness the power of the combined global WiMAX operator ecosystem, were successfully received by the Summit attendees. The Marketplace is a web portal from which operators can source services and products at best pricing to build out and maintain their networks and operations. The WiMAX Buyer's Co-op is a model under which operators can collaborate to purchase multi-band roaming-capable devices at best prices without a large volume commitment from each participating operator. Both programs received positive support and feedback from operator's and vendors alike.



The Marketplace is targeted for an end of Q1 2011 launch. If you have any questions regarding either of these initiatives, please contact me at: Mike.Hemstreet@WiMAXForum.org.

All the Summit attendees left the event expressing their appreciation and collective support for our initiatives, and are looking forward to future Operator Summits.

The WiMAX Forum would like to take this opportunity to thank everyone involved for your participation. We would especially like to thank ITRI, Packet One Networks, and Sprint Nextel for aiding in the planning and organization of this event.

On another note, the WiMAX Forum has new members! As the Membership Services and Sales Director, I would like to extend a special welcome to our new members:

- Cablevision SA
- Fanoos Telecom
- Open Wireless Platform LLC
- PT. First Media.Tbk
- QMax Communications

RENEWAL SEASON

The start of the 2011 calendar year signals the renewal season for many of our WiMAX Forum members. Our renewal campaign is already in full force, and we are excited about the services and programs planned for our members in 2011. The WiMAX Marketplace and the Buyer's Co-op are only two examples of the new and exciting developments at the Forum. 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 would be happy to engage with individual members to discuss participation in both of these exciting initiatives. And of course, as always, the WiMAX Forum is the best place for our members to access, leverage, network and influence the growth and development of the WiMAX technology. So be a leader in WiMAX and step up to get involved today!

WiMAX MARKETPLACE

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

Benefits for Operators:

- Reduce Expenses
- Save Time and Effort
- Simplify and Consolidate Sourcing

Benefits for Vendors:

- Low cost targeted online marketing opportunity
- WiMAX Marketplace portal drives operators to vendors' custom sites

The WiMAX Forum currently has 294 members in good standing. Together they represent the entire mobile Internet ecosystem from silicon to content. The table to the right breaks our members down by company type:

Company Type	Members
Application Service Provider	22
CE or Device Manufacturer	19
Component Manufacturer	16
Content Owner	8
Equipment Manufacturer	50
Network Operator	116
Other	41
Semi-Conductor Manufacturer	19
System Integrator	10
Test Equipment Manufacturers	18

BREAKING NEWS

- **4G Wireless Evolution - Roaming Agreements Drafted at WiMAX Forum Global Operator Summit; January 17, 2011; TMCNet**
- **Next gen WiMAX standard slated for final approval; January 13, 2011; Fierce BroadbandWireless**
- **India big market for Broadband: WiMax; January 17, 2011; The Economic Times**
- **Foxconn, Cheng Uei Poised to Explore WiMAX Phone Market; January 21, 2011; CENS**
- **UQ deploys WiMAX pico base stations designed by ZTE, Hitachi; January 14, 2011; TeleGeography**
- **RIM Unveils BlackBerry 4G PlayBook Tablet for Sprint; January 6, 2011; DailyTech**
- **Umniah expands WiMAX services in Jordan; January 5, 2011; ITP.net**

WORKING GROUP UPDATE: Global Roaming Working Group (GRWG)

The Global Roaming Working Group (GRWG) recently helped to plan and execute the first WiMAX Global Operator Summit, in which we hosted sixteen operators for an in-depth working session on Global Roaming. The Summit was a great success, and several operators that developed relationships at the Summit are now planning roaming implementations. A follow-up conference call with operators interested in WiMAX roaming will be scheduled for the first week of February. A follow-up Summit on roaming is tentatively planned to align with the July WiMAX Forum Member Conference in San Francisco.

Other recent items of interest from GRWG are:

- GRWG partnered with SPWG and jointly committed to continue work on the best practices for Home Operator Daypass global roaming
- GRWG is active in the NWG Work Item for roaming that aims to make hotlining attributes mandatory and optimize network discovery and system selection
- GRWG is planning to aggregate and maintain a list of roaming partner network information to help operators launch roaming services
- GRWG is seeking additional participation from operators and currently has an Officer position available

EVENTS UPDATE

In 2011, WiMAX Forum plans to hold the following Member Conferences and Face-to-Face Meetings:

- March 7-11, Xiamen, China: WiMAX Forum Member Conference
- May 9-13, San Diego, United States: WiMAX Forum Working Group Face-to-Face
- July 25-29, San Francisco, United States: WiMAX Forum Member Conference
- September 14-17, Location TBD: WiMAX Forum Working Group Face-to-Face
- October 31 – November 4, Miami, United States: WiMAX Forum Member Conference
- Convergence India, March 24-26, New Delhi, India – WiMAX Forum will send staff to participate
- Russia and CIS WiMAX Conference, April 14, 2011, Moscow, Russia – WiMAX Forum will send staff to participate
- UTC Telecom, May 10-13, 2011, Long Beach, CA – WiMAX Forum invites its member companies to participate in a member pavilion on the expo floor. Please let Julia Rueb on Staff know if you would like to participate.
- CommunicAsia, June 21-24, Singapore – WiMAX Forum plans to participate in the program and host its annual Analyst Summit. Please contact Jonathan Singer if you are interested in participating – jonathan.singer@wimaxforum.org.

The WiMAX Forum Marketing team recently submitted its proposed 2011 industry events participation plan to the Marketing Working Group. Here is a summary of the proposal:

- PWA Utility Telecom Forum: Smart Grid – At the Intersection of Utility and Telecom, January 26-28, 2011, Hershey, PA – WiMAX Forum will send staff to participate
- DistribuTECH, February 1-3, 2011, San Diego, CA – WiMAX Forum will send staff to participate
- 4G Wireless Evolution, February 2-4, 2011, Miami, FL – WiMAX Forum will send staff to participate
- Mobile World Congress, February 14-17 in Barcelona, Spain – WiMAX Forum invites all exhibiting member companies to join in the Walk of WiMAX
- 5th WiMAX Brazil Conference and Expo, March 15 in Sao Paulo, Brazil – WiMAX Forum will send staff to participate. This event is to-be-confirmed and requires a concrete expression of interest by the Membership. Please let Julia Rueb on the Staff know if you would like to participate – Julia.rueb@wimaxforum.org.
- CTIA Wireless, March 22-24, Orlando, FL – WiMAX Forum invites its member companies to participate in a member pavilion on the expo floor. Please let Julia Rueb on Staff know if you would like to participate.
- WiMAX Forum Global Conference & Expo 2011, Tentatively Scheduled for September, 2011 in Singapore. More details soon!
- Gitex, October, 9-13, Dubai, UAE – WiMAX Forum invites its member companies to participate in a member pavilion on the expo floor. Please let Julia Rueb on Staff know if you are interested in participating.
- 4G World, October 24-27, 2011, Chicago, IL – WiMAX Forum will send staff to participate
- India Telecom, December 2011, New Delhi, India – WiMAX Forum will sponsor this event, have a presence on the show floor, and participate in the program

WiMAX Forum will engage in media activities at each of these events, and will always offer member companies the opportunity to participate in joint media activities with WiMAX Forum spokespeople.

If you have any questions regarding any of these events, please contact WiMAX Forum Event Manager Julia Rueb: Julia.Rueb@wimaxforum.org.