

Home Sweet Home:

Guide to Femtocells



Fem•TÖ•cel,
noun:

Small, low-cost wireless access points that connect through broadband (like Cable or DSL) to provide enhanced wireless signals within the home or small business. Also known as a Home Node B.

Motorola's KeepMeConnected™ end-to-end HSPA and CDMA Femtocell solutions include Femtocell CPE, RAN gateways/concentrators, CPE management systems, and services.

Motorola's KeepMeConnected™ Femtocell Solutions leverage Motorola's deep expertise in home networking to enable the future of the digital home, delivering the best HSPA and CDMA coverage in the home while allowing service providers to reduce churn and lower costs. With Motorola Femtocells, the mobile handset becomes part of the connected home. It's just another way Motorola puts Media Mobility in the palm of your hand.

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People are accustomed to the convenience of a single mobile communication device. Many use their mobile phone as their primary phone – even when they have a fixed-line telephone. But in some cases, mobile coverage can be limited within a home or building. Just as Wi-Fi® changed the expectations for how and where people connect and access the Internet, femtocells have emerged to redefine the mobile experience in the home and small business. This is a guide to them.

The consumer experience

Every consumer of wireless voice services has had the experience of being on an important wireless phone call and losing their signal. With femtocells, subscribers can leverage their existing home broadband connections to enjoy seamless communications using their wireless mobile devices while indoors. In addition, consumers have enhanced flexibility and convenience with reduced in-home call charges and consolidated billing for voice and data services - all using their existing handset.

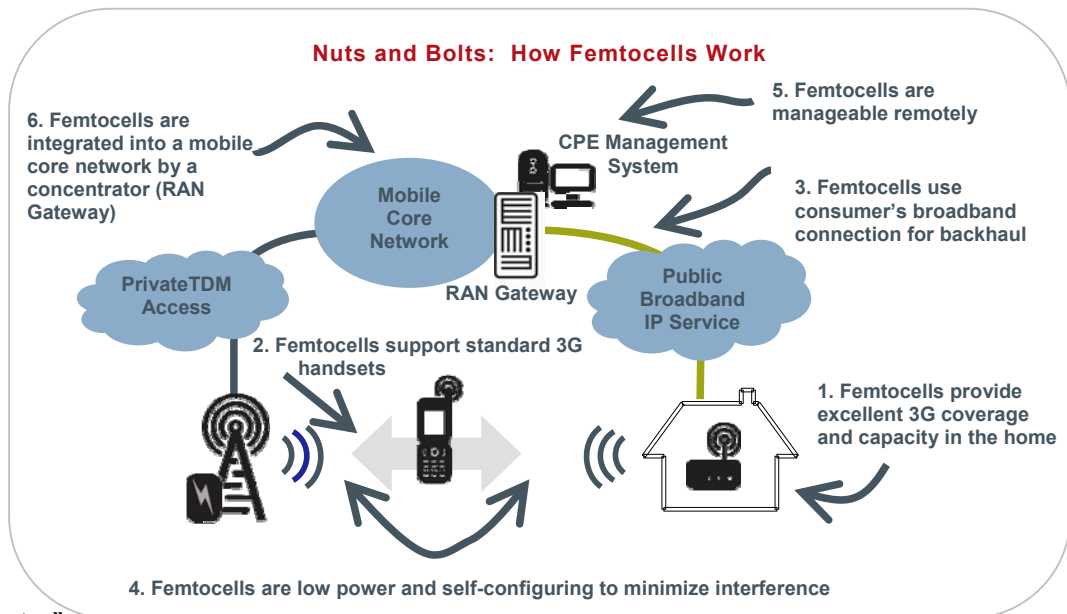
Taking advantage of existing infrastructure: the opportunity for operators

Allowing subscribers at home to connect to a wireless operator's mobile network over existing broadband infrastructure enables operators to provide high-quality, mobile, wireless voice and full-rate data services in the home while reducing operational costs by offloading call traffic from its existing cellular macro networks to a femtocell network. This also allows operators to 'fill' coverage gaps, reducing the number of dropped calls when subscribers move from outdoors to indoors, without deploying expensive macrocellular equipment. Femtocells enable integrated fixed and mobile operators to add mobile services to 'triple/quad play' home service packages to create long-term bonds with subscribers that minimize churn and provide new revenue opportunities.

Research firm IDC predicts that spending on femtocell-enabled services will grow to \$900 million by 2011.

What's next for femtocells?

Femtocells, which actually co-exist rather than compete with current Wi-Fi technology, will deliver home broadband communication like never before by enabling personal devices to perform seamlessly in and out of the home. Connected to the operator's mobile network over existing broadband connections in the home, femtocells have the potential to make indoor coverage for mobile communications truly pervasive while delivering additional benefits to both the operator and end-user.



www.motorola.com/femtocell

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