

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

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 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 cold. 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 generates revenue for you.

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.



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