

Motorola HSUPA — Responsive Multimedia

Motorola's Next Leap Forward in Communications Technology



MOTOROLA HSUPA – RESPONSIVE MULTIMEDIA

More than 35 years ago, Motorola technology enabled millions of people around the globe to hear astronaut Neil Armstrong speak as he made “one giant leap for mankind.” Now, Motorola delivers yet another dramatic leap in communications technology ...



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UMTS is very much a reality, with over 100 commercial networks and subscriber numbers currently growing at a rate of about two million every month.* However, UMTS is more than just a step up in terms of the data rates delivered by GPRS and EDGE. It is the enabler for High Speed Downlink Packet Access (HSDPA) and now High Speed Uplink Packet Access (HSUPA), both of which provide jumps in the capabilities of high-speed communications to the service provider and subscriber alike.

Raising the bar: HSDPA – Mobile Broadband

From its first concepts, Motorola has been a driving force in HSDPA – Mobile Broadband; first demonstrating it on commercial equipment back in 2003. Since then Mobile Broadband with its high data rate capabilities and reduced latency has continued to create excitement. The benefits HSDPA brings are now well known, however its capabilities are constrained to the downlink. Now, Motorola brings you the compliment to HSDPA; Motorola High Speed Uplink Packet Access – Responsive Multimedia.

The next jump: Motorola HSUPA – Responsive Multimedia

The combination of HSDPA, capable of delivering peak data rates of up to 14.4Mbps in the downlink and Motorola HSUPA capable of delivering peak data rates of up to 5.8Mbps in the uplink will deliver a complete Responsive Multimedia experience. Motorola HSUPA will enable the everyday mobile use of subscriber applications whose potential in the mobile environment has until now been restricted to 384kbps.

Subscriber applications, enterprise and consumer, such as corporate network access, email, web-conferencing, file-sharing and interactive gaming now become a decidedly more usable, engaging and enjoyable experience. Motorola HSUPA – Responsive Multimedia provides the next jump in network performance in a world where the bar just keeps getting higher.

As more and more subscribers realize the benefits of data on the move, there is ever more demand for bandwidth and higher data rates. To meet these demands, service providers continue to seek cost-effective ways to increase capacity.

*Source: GSA.COM (October 2005)

Not for spectators

Responsive Multimedia provides a whole new high-speed mobile experience. Gone is the "spectator-like" feeling; two-way high-speed data communications just became interactive and engaging. Imagine not only being able to download content in a fraction of a second but also being able to send and share it almost as quickly.

The ability to share video of your child's first footsteps, first birthday or first day at school in an instant, from on the spot has to be a wonderful thing. Similarly, gone are the days when business travel meant an email overflow on your return to the office or inefficient meetings because you were unable to readily share information. Responsive Multimedia makes communication as easy and enjoyable as child's play and as efficient as you want it to be.

The satisfaction of competing

The commercial benefits of HSDPA are now well documented and recognized by service providers. But the pressure on service providers does not cease with the advent on a new technology. Realizing every revenue opportunity is critical to success. Responsive Multimedia maximizes the subscriber experience and all that goes with it.

The benefits of Motorola HSUPA are clear — mobility, much higher uplink data rates, reduced latency, throughput capacity increases and quality of service characteristics waiting to be exploited. Furthermore Motorola HSUPA has the added advantage of increasing HSDPA data rates.

While we have already referred to existing subscriber applications, the advent of Motorola HSUPA will undoubtedly spur content providers to develop new and exciting applications, in turn making this technology development a commercial success. Motorola HSUPA is part of 3GPP Release 6 (R6) and, like HSDPA, uses existing UMTS spectrum, a critical consideration in any network strategy.

Clearing the bar: Motorola's Responsive Multimedia experience

Motorola's "over the air" HSUPA demonstrator, which uses Motorola's commercial infrastructure equipment, delivers an outstanding net throughput of up to 4Mbps dependent on application and cell conditions. Once again Motorola has delivered the technology and with it the ability to clear the bar.

However, these are laboratory results. Out in the world, subscribers will ultimately enjoy peak data rates in the uplink of around 1.5Mbps.

Take the jump and talk to Motorola. Responsive Multimedia is fast; Responsive Multimedia is agile.



Motorola, Inc.

www.motorola.com/networkoperators

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