

MOBILE BROADBAND

Motorola's High Speed Downlink Packet Access (HSDPA) Solution

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The wireless data race is on. The challenge for operators is how to unlock the vast potential of the wireless data market.

- How do I grow the available market?
- How do I grow my share of subscribers' wallet?
- How do I create "Stickiness" with my subscribers?

DELIVERING MOBILE BROADBAND TO THE MASSES

Motorola's Mobile Broadband solution can provide your subscribers with a mobile data experience similar to that of fixed line broadband. Imagine the market opportunities now possible for your services. Imagine the leverage this provides in gaining increased share of your customers' communications spending. Imagine rapid market entry in 2005 with the opportunity to win market share and gain customer loyalty.

WHY MOBILE BROADBAND?

Fixed line broadband has dramatically enhanced end user experiences of data applications in both the home and business environments. This step change in performance has stimulated widespread demand, driven rapid adoption and raised consumer expectations for data services.

To compete for part of this rapidly expanding market, operators must provide mobile data services of equivalent performance to those offered on fixed line broadband. Put simply, operators must provide 'Mobile Broadband' via HSDPA.

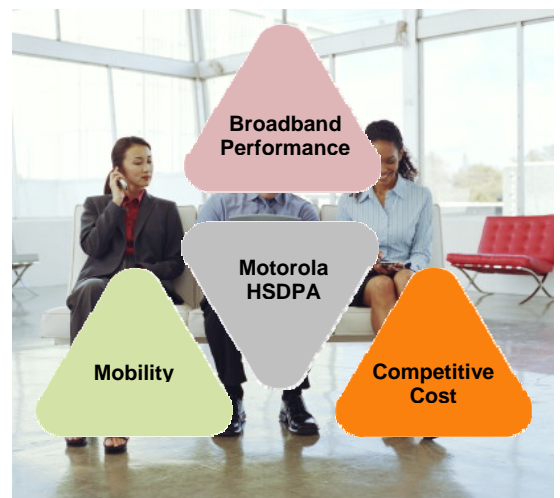
Enabled with this new capability you could promote new high value services to the consumer and enterprise markets whilst simultaneously reducing the cost of data delivery, making the profitable growth of wireless data a reality.

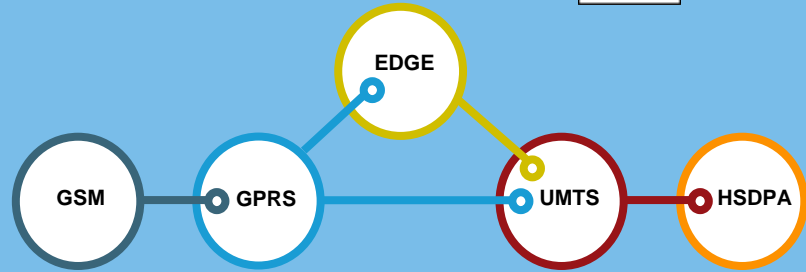
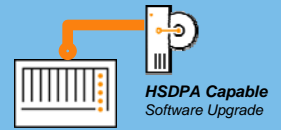
Motorola can help you achieve Mobile Broadband via our leading HSDPA solution.

WHAT IS HSDPA?

High Speed Downlink Packet Access (HSDPA) is a 3GPP Release 5 standards compliant modification to the UMTS air interface that provides significant performance benefits and reduced costs:

- Faster downloads – higher throughput speeds
- Peak network speeds of up to 14.4 Mbps
- Typically, a three-fold increase in sector throughput and even greater gains in user throughput compared to UMTS Rel-99
- Increased users at higher speeds – higher capacity
- Increased responsiveness – lower latency
- Reduced data delivery cost per bit – frees up UMTS capacity to carry voice traffic





WHY MOTOROLA FOR MOBILE BROADBAND?

Motorola offers an end-to-end solution to allow accelerated entry into the Mobile Broadband market:

HSDPA Ready

Motorola is committed to Mobile Broadband and is among the leading providers of the technology. Motorola's UMTS network solution is prepared for HSDPA and allows operators to provide Mobile Broadband services via a simple software upgrade.

A Leader in Standards and Development

Motorola has been actively engaged in the proposal and development of HSDPA within the 3GPP standards body since March 2000. Motorola continues to leverage this knowledge into our network and handset solution development.

Leading Commercialization

Motorola's advanced product portfolio provides Mobile Broadband at the highest possible data rates, enabling you to lead in delivering the best possible end-user experience.

Demonstrating Today

As one of the first companies to demonstrate HSDPA on commercial infrastructure with multiple HSDPA devices, Motorola can offer the very latest developments in this technology today. Please talk to your Motorola representative.

To learn more about Mobile Broadband via HSDPA and our full portfolio of wireless network solutions, call your Motorola representative or visit our website: www.motorola.com/serviceproviders

Why Motorola?

15 codes – 14.4 Mbps

Time to market advantages

Complete product portfolio

Solutions available for outdoor and indoor coverage



Motorola, Inc.
www.motorola.com/serviceproviders

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