

Emerging Markets: Leaving Limits Behind with WiMAX

As the global economic crisis continues, the world's communications infrastructure is becoming increasingly important. Wireless broadband in particular is helping businesses and people in emerging markets cope with the crisis.

Even without such pressing economic issues, the growing requirement for broadband connectivity in countries that lack a developed wired infrastructure is fueling demand for wireless alternatives that enable emerging markets to bridge the digital divide. Broadband wireless solutions empower these countries and enable them to achieve their economic development strategies, improve their social well being and increase their personal communications capabilities.

Affordability, availability, mobility and ease-of-use favor the adoption of turnkey WiMAX solutions by service providers looking to quickly provide high-quality voice, video and data services to a waiting world. Currently deployed around the globe, WiMAX is the preferred solution because it offers operators serving emerging markets the most cost-effective and highest-performance method to deliver true broadband.

WiMAX's winning business case in emerging markets hinges on three important elements.

- **Low Cost** - Because WiMAX is wire-free, operators don't have to pay expensive leasing fees, which in turn lowers their initial cost of providing service.
- **Fast Deployment** - Installation is quick because all-outdoor WiMAX network elements and CPE devices are easy-to-install and self-provisioning, which also lowers service costs.
- **High Quality, High Performance** - These proven WiMAX networks offer service providers and their subscribers the highest quality, capacity and coverage available.

Empower Yourself

WiMAX enables emerging markets to leave the limits of the past behind and embrace next-generation broadband infrastructure. This is especially true in countries where nationwide WiMAX networks brighten economies by providing long-awaited and much-needed Internet broadband access, IP-based voice and other value-added services such as videoconferencing and online banking.

For example, three of the many operators that have empowered their local economies, businesses and social care agencies in emerging markets by installing Alvarion's WiMAX solution include:

Botswana

With a population nearing two million people, Botswana has one of the lowest Internet penetration rates in the world, at just above 4%. **Orange Botswana** is using WiMAX in the 2.5 GHz frequency band to offer its Livebox service, which includes Internet access at speeds of up to 1 Mbps. The service is offered to businesses and homes in two of the country's largest cities: Gaborone, Botswana's capital and one of the fastest-growing cities in Africa and Francistown, an important center for industry and commerce.



Italy

Founded in 2001 with the mission to provide broadband connectivity services through wireless technologies, **Linkem Spa**, Italy's leading wireless broadband service provider and nationwide WiMAX license holder, is deploying Mobile WiMAX across Italy in the 3.5 GHz frequency band. When the deployment, which began in 2008, is completed, Linkem aims to provide voice and data services to residences, SOHO, businesses and vertical markets to 80% of Italy's entire population in urban and rural settings by 2013.

Russia

Comstar-United TeleSystems, the largest operator of integrated telecommunications services in Russia and CIS, provides voice, data, Internet, pay-TV and other value added services to more than 400,000 residential and corporate Internet subscribers in Moscow alone and provides services in 69 other cities in five Russian regions, including Armenia and the Ukraine. Fully launched in May, Comstar-UTS's mobile WiMAX network is providing subscribers with mobile Internet service with data transmission rates of up to 2 Mbps in Moscow.

In addition to their impact on local and regional economies, WiMAX networks deployed in emerging markets such as those described above also empower social care efforts and offer residents and local businesses an improved quality of life. For example, WiMAX makes possible e-health, e-learning and education programs, as well as increased security applications such as remote video surveillance.

Proven Technology

There is growing pressure in emerging markets for a wireless solution, but operators also understand the importance of getting the job done right and cost-effectively the first time.

With a strong presence in emerging markets worldwide, Alvarion offers operators already providing service in, or looking to build new networks in, emerging markets unmatched experience and expertise along with its OPEN WiMAX all-IP solution. Alvarion has more than 60 commercial WiMAX deployments in Africa and more than 40 commercial WiMAX deployments in Latin America.

Alvarion's market leading approach offers its customers several advantages:

- Tailored solutions to meet specific market needs
- Enhanced VoIP solutions
- Commercially available 3rd party CPE
- Pre-paid capability
- Easy integration with existing core and back office systems
- Complete turnkey end-to-end solutions with professional services

Alvarion's extensive customer deployments have greatly enhanced the offerings that the company is able to offer to customers and customize to meet their many different business cases.

No Limits

With a strong presence in emerging markets worldwide, Alvarion offers operators an unmatched WiMAX experience and expertise along with its OPEN WiMAX all-IP solution.

For more information go to www.alvarion.com.

