



# 3G Provides Mobile Broadband Today

## *Key Takeaways*

*January, 2008*

- **3G technologies are well positioned to dominate mobile broadband services because:**
  - **3G's ecosystem is mature and proven**
    - **3G's time-to-market advantage over 16e-WiMAX has resulted in a very large installed base of subscribers**
  - **3G has excellent network and device economics**
    - **3G's scale and performance advantages result in lower device and network costs**
    - **3G enables a full portfolio of broadband data and voice services today**
  - **3G has a strong evolution path**
    - **3G protects operator investment, because the technologies are backward compatible, and interoperable with future evolutions**
    - **802.16m is still early in the definition stage, and clearly behind UMB and LTE**
  - **In similar deployments, 3G systems perform better than 16e WiMAX today and 3G evolutions will continue to do so**

- **3G's ecosystem is mature and proven**
  - **The 3G ecosystem comprises of many successful operators, vendors, and developers, all motivated by the prospects of achieving significant scale**
  - **Over 200 operators offer services to ~100 million subscribers over high-performance EV-DO and HSPA mobile broadband networks**
  - **More than 1000 3G devices are available today to enable operators to differentiate themselves**
  
- **The WiMAX ecosystem is not yet proven or mature**
  - **It takes time to bring products to market, and to establish new processes and a track record of success, for any new technology**
  - **The WiMAX ecosystem will need to evolve and mature over time**

- **3G Has Excellent Performance, and Network and Device Economics**
  - **3G systems perform (capacity and coverage) better than WiMAX today and will continue to do so with class-leading OFDMA & MIMO solutions**
  - **3G's device scale provides considerable cost and diversity advantages over WiMAX, enabling more low-cost devices**
  - **3G network costs are lower than WiMAX**
    - **Network expenses are dominated by the number of sites**
    - **3G requires fewer cell sites than WiMAX**
  - **3G provides operators more flexibility to generate revenue: many already offer a wide range of affordable voice & data services today**

## 3G Technologies Have Strong Mobile Broadband Evolution Paths

