

NGMN Conference at CeBIT 2008

March 6th 2008 from 10:00 – 13:00 in Room 13/14 at Convention Center (CC)

The Future of Mobile Broadband Communications

What does the new generation of mobile broadband communications offer?
What does it require? How will it be positioned in the upcoming decade?

Answers are given to these and other questions by Top Managers from the mobile communications industry.

Only at CeBIT. Presented by NGMN.

Conference Agenda

(moderated by Michael Lange, Head of Corporate Communications, T-Mobile International AG)

10.00 Mobile Broadband – An economic growth engine

- Mobile data is growing rapidly and becoming mainstream
- The cost-performance of mobile data will improve drastically in the coming years
- Mobile broadband will have a major socio-economic impact for both developed and developing countries
- Role of NGMN in realizing the future potential of mobile broadband
- Next steps and key success factors

Speaker: **Hamid Akhavan**,
CEO T-Mobile International AG
Chairman of the Board NGMN Ltd.

10.30 Making mobile broadband networks a success – Operator requirements

- Where we are today
- Efficient Integration in existing network infrastructure is crucial
- Energy efficiency for Terminals and Network Nodes is essential
- A fair IPR regime is key for success

Speaker: **Hartmut Kremling**, CTO Vodafone D2

11.00 Future network infrastructure for a world connected

- 5 billion people connected by 2015
- Network infrastructure becomes flat and fast
- Operators preparing their individual migration plans to LTE
- LTE Trial Initiative – window to industry progress
- Encouraging LTE outdoor measurements

Speaker: **Matthias Reiß**, Head of
LTE Radio Nokia Siemens Networks

11.30 What customers can expect from future mobile broadband devices and services

- Key differentiators for future mobile broadband devices
- Killer applications and services for future mobile broadband
- The emergence of open mobile platforms
- Exploring new user experiences

Speaker: **Jin-Sung Choi**, Vice President
Mobile Comms Tech LG Electronics

12.00 What “Silicon” can do for NGMN Devices

- OFDM is an enabler to next generation wireless networks
- Through advanced applications processors the SC industry is prepared to deliver incredible user experiences
- Advanced semiconductor technologies will be needed to meet the challenges of next generation networks

Speaker: **Bill Krenik**, CTO Texas Instruments

12.30 Panel session with Q&A

- Which benefits does next generation mobile broadband provide to the End-User?
- What constitutes the killer experience from an end-user perspective?
- What are the typical devices for mobile broadband (at launch in 2010)?
- Which technologies and standards are favorable from an Ecosystem point of view?
- How can Network Infrastructure End-User Devices and Service Offerings support an attractive cost performance proposition?

Participants: All Speakers

Attention:

Please note that registration is not necessary. Due to a limited seating contingent we recommend that you confirm your participation in advance by sending an e-mail to office@ngmn.org. To arrange meetings with NGMN representatives in our Lounge 126 in Hall 12 please contact office@ngmn.org as well

About the Speaker:

Hamid Akhavan

CEO T-Mobile International AG
Chairman of the Board NGMN Ltd.

Hamid Akhavan has been the Member of the Board of Management of Deutsche Telekom responsible for the Mobile Communication business area since December 5, 2006, and is also Chairman of the Board of Management of T-Mobile International AG. Furthermore Hamid Akhavan is Board Chairman of the Next Generation Mobile Networks (NGMN) Alliance since 2006 of which T-Mobile is one of the founding members. Hamid Akhavan was previously Chief Technology and Information Officer (CTO) on the Board of Management of T-Mobile International. Akhavan has been working at T-Mobile International since September 2001 and was appointed to the Board of Management in December 2002. Before that, he was Chief Technical Officer and Chief Information Officer at Teligent Inc. Hamid Akhavan graduated from the California Institute of Technology (CALTECH) with a Bachelor of Science degree in Electrical Engineering and Computer Science. He received a Master's degree from the Massachusetts Institute of Technology (MIT) in the same fields.



Jin-Sung Choi Ph.D.

Vice President Mobile Comms Tech
LG Electronics

After the graduation of Seoul National University, Seoul Korea, he joined LG Information & Communication., Ltd in 1987. He worked for the development of Electronic Switching System during 1987 -1988. Then he pursued his Ph.D at University of Southern California USA. After Ph.D, he rejoined LG Electronics where now became Senior Vice President and the Head of Mobile Communication Research Center. His research interests are mobile networks, IP QoS, IMT-2000, All IP mobile networks, mobile Internet, 4G and many others. One of his major achievements was UMTS Access system development in 2001. In addition, he has been actively participated in IMT-2000 & 4G global standardization activity. He regularly attends 3GPP and 3GPP2 standard meetings as a head representative of LG Electronics. He is also a member of TTA, the official standard development organization in Korea. He has been chairing IMT-2000 & 4G Project Group in TTA since 2002.



Hartmut Kremling

CTO Vodafone D2

Hartmut Kremling is one of Germany's mobile telecommunications pioneers. From as early as 1990, he held a number of positions at Vodafone D2 over a period of ten years. He was responsible for the Vodafone network in the German Region Sachsen, Thüringen and Sachsen-Anhalt. He was also Head of the Main Department Operations which included Vodafone call centres in Ratingen, Hanover, Stuttgart, Stahnsdorf and Bautzen. In May 2000, Mr Kremling transferred to Austria and became Chairman of the Board of Management at the former Vodafone subsidiary tele.ring, which offers a combination of fixed network, Internet and mobile telecommunications solutions. Hartmut Kremling has been a Board Member with Arcor in Germany since January 2002, where he was responsible for the „Technology and Operations“ area. In October 2004 he joined Vodafone D2 again and became Chief Technical Officer and member of the Executive Committee. In his role as CTO he is responsible for development, implementation and operation of network and IT including service platforms.



Dr. Bill Krenik

CTO Texas Instruments

As Chief Technical Officer, Dr. Bill Krenik is Head of TI's advanced wireless research team. In this position, he oversees the study and review of emerging wireless technologies and system architectures, as well as the impact they will have on the future of wireless communications. He also defines and launches new research initiatives, and supports advanced wireless product developments. Krenik has played an instrumental role in the design of TI's silicon and software architectures, keeping in mind the critical technology requirements of mobile handset manufacturers and mobile operators. Krenik serves on several academic and professional boards and was elected a Fellow of the Institute of Electrical and Electronics Engineers (IEEE) in 2005. He is a registered professional engineer in the state of Texas and holds more than 35 U.S. patents.



Matthias Reiß

Head of LTE Radio at Nokia Siemens Networks

Matthias Reiß is responsible to manage the entire end-to-end activities of the LTE Business Program within Nokia Siemens Networks comprising radio, core and network management entities. Specifically Matthias leads all LTE product related activities within the Radio Access Business Unit. Prior to that, he has been Senior Vice President and Head of Radio Access Networks of Siemens Mobile Networks responsible for cellular radio systems including GSM, UMTS, LTE and Wimax. He joined Siemens in 1989, and has held several senior positions in R&D, product and business management and customer support within the fixed, mobile and enterprise networks area. He was born in 1962, in Germany and holds a degree in Electrical Engineering from Technical University of Munich in Germany. Matthias is married and has two children.



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