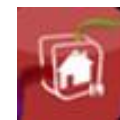


Releasing the Indoor Potential of Mobile Broadband

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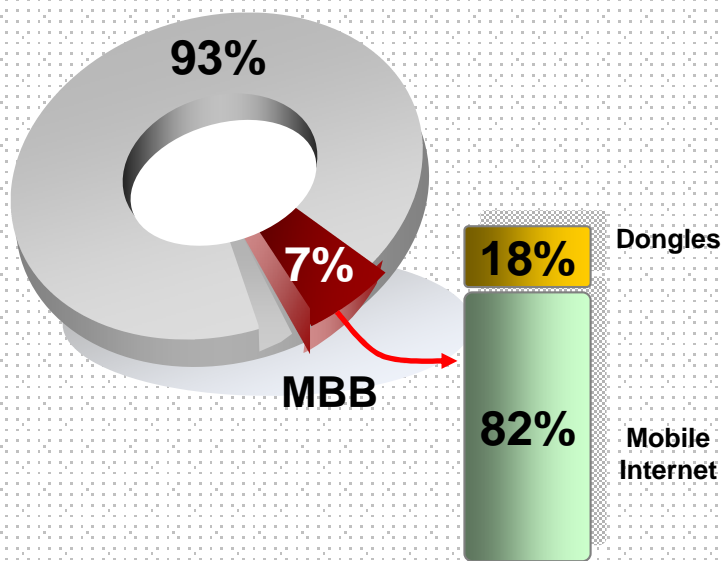
HUAWEI TECHNOLOGIES CO., LTD.

Femtocells World Summit 2010
June 22nd - 24th, London, UK

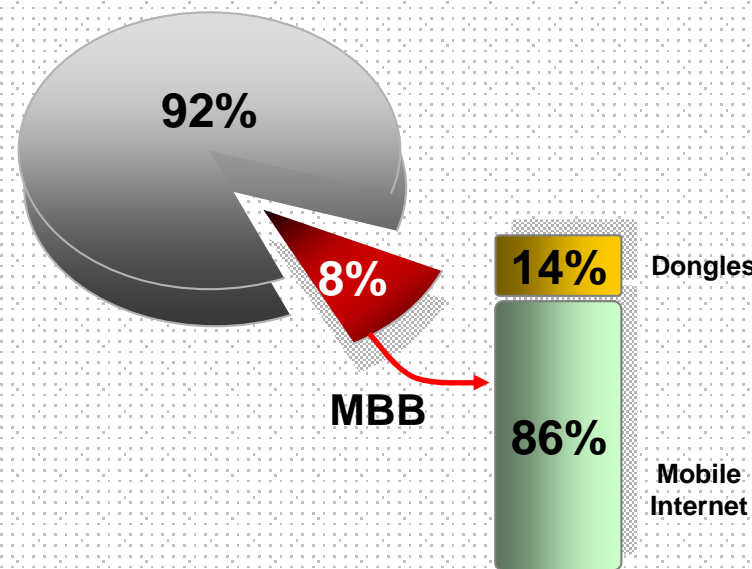


Are we really a Mobile Broadband World?

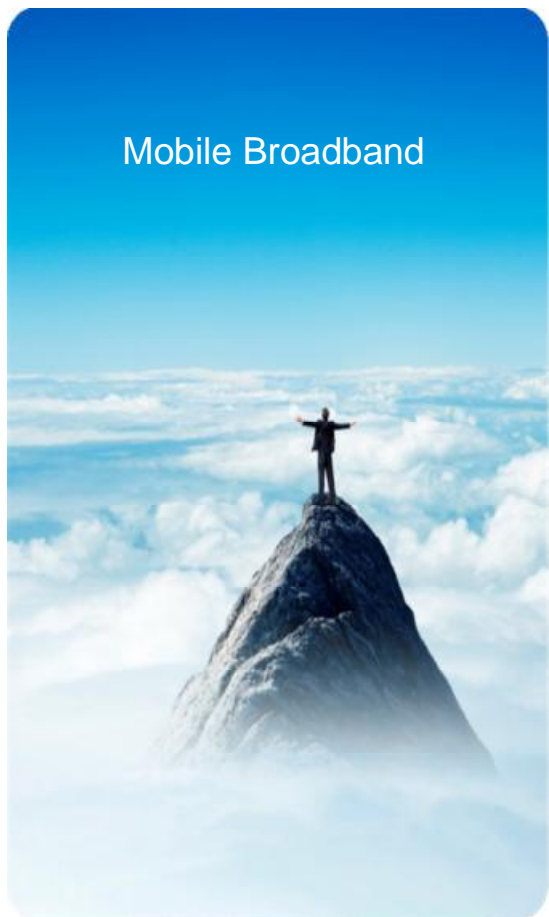
2009 MBB Users



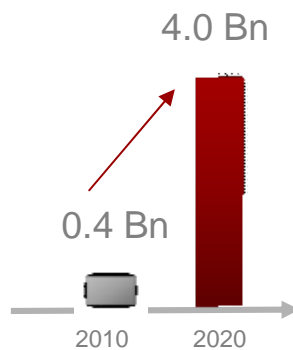
2009 MBB revenues



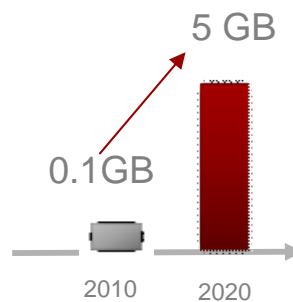
New Mobile Services' Capacity Demands will Increase Exponentially



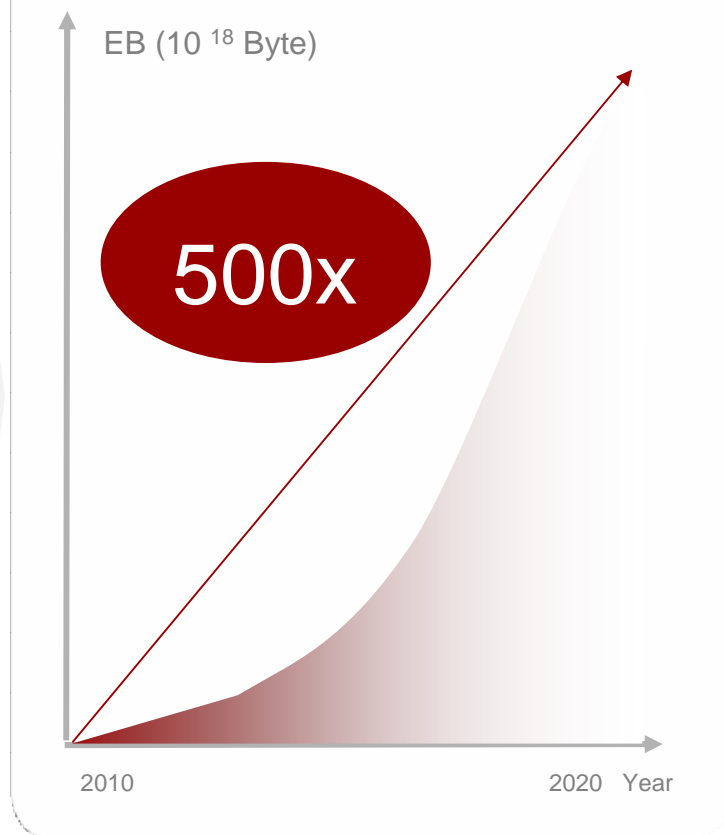
Worldwide mobile broadband subscriptions



Average data traffic per subscriber

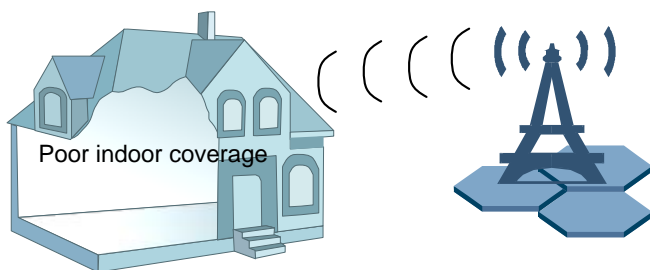


Global Total Mobile Traffic Forecast

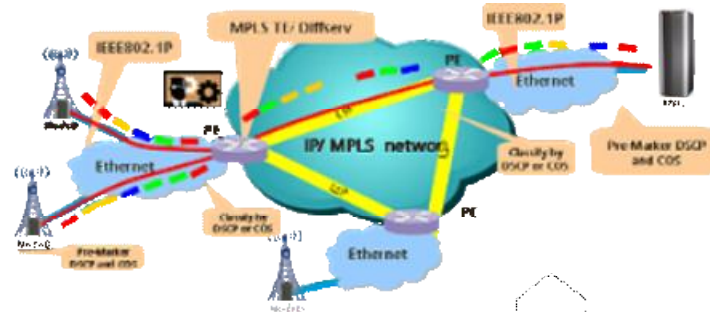


...but operators must resolve key challenges

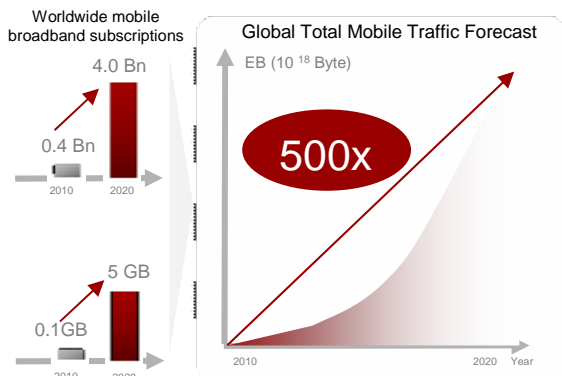
1 Deep indoor coverage is a challenge



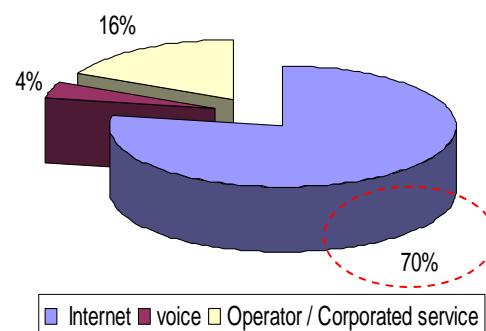
3 Transmission cost is a challenge



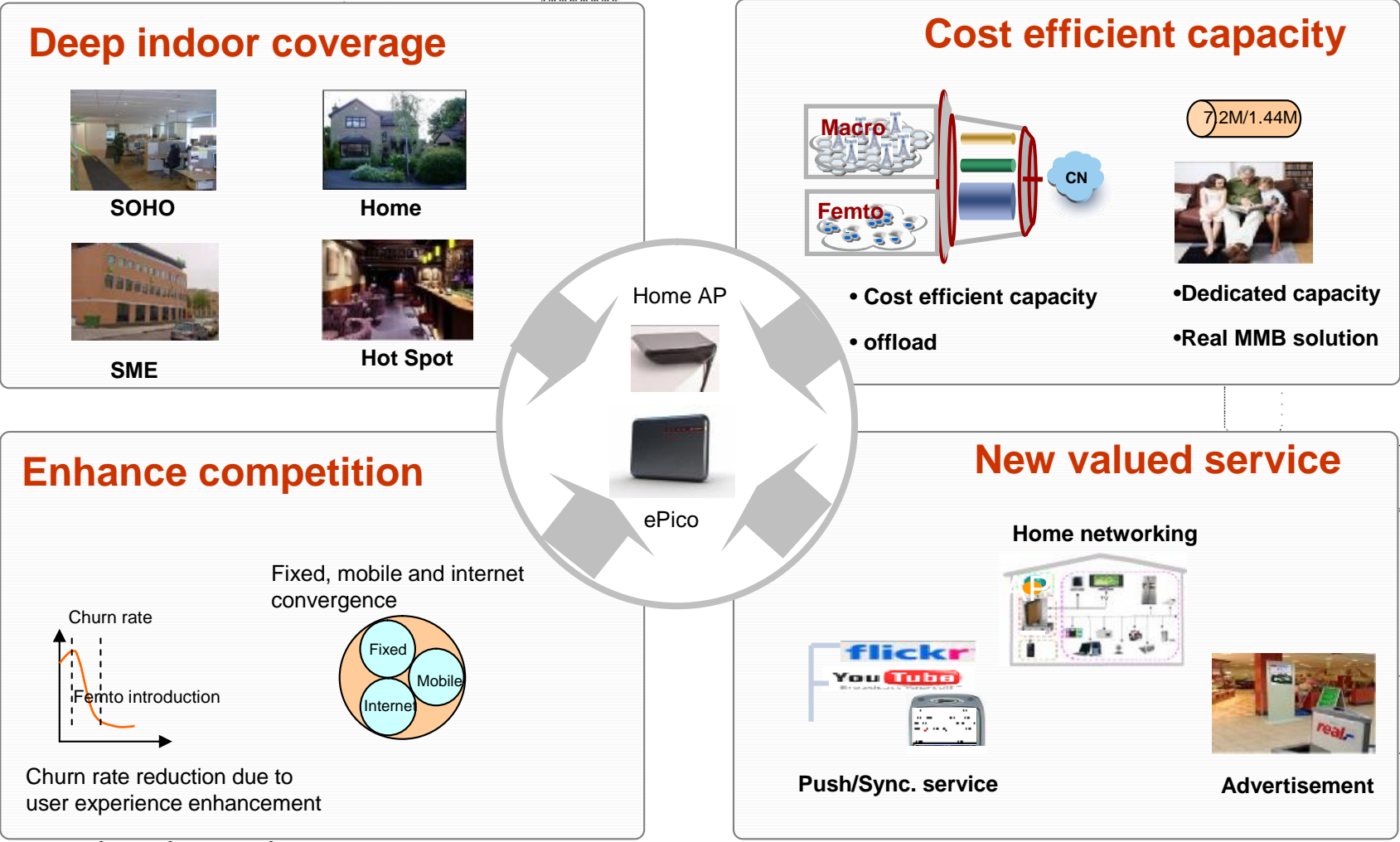
2 500x capacity increase through current architecture



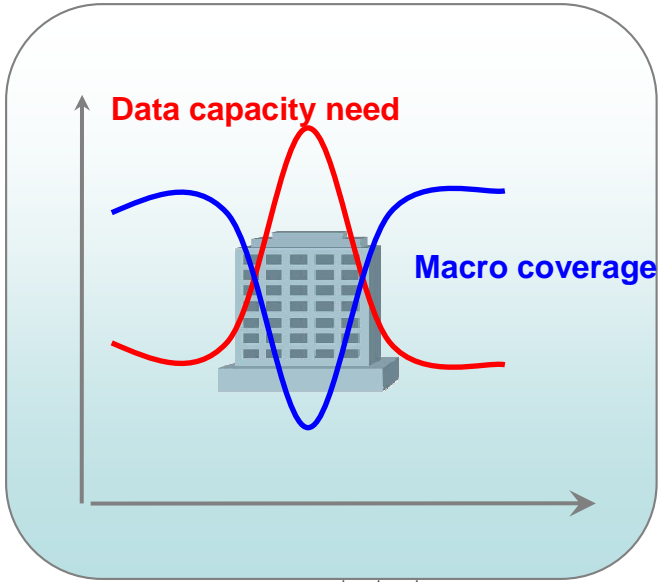
4 Most of the traffic has limited/no revenue contribution.



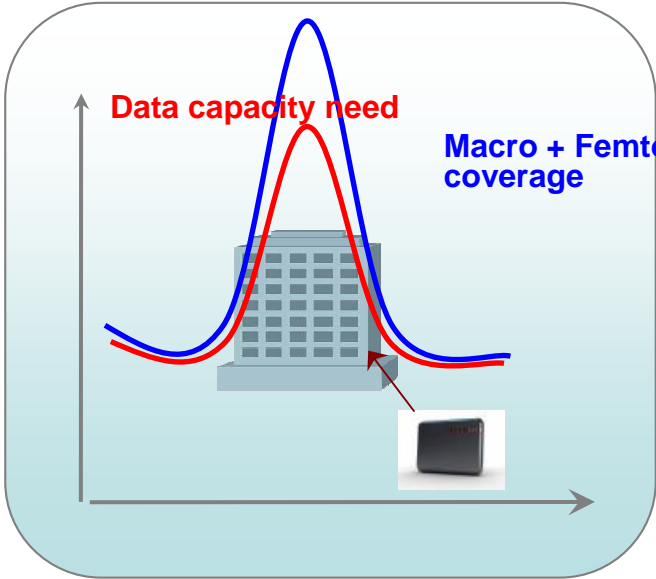
Driving Femtocells to tackle those challenges



Coverage and capacity are basic drivers



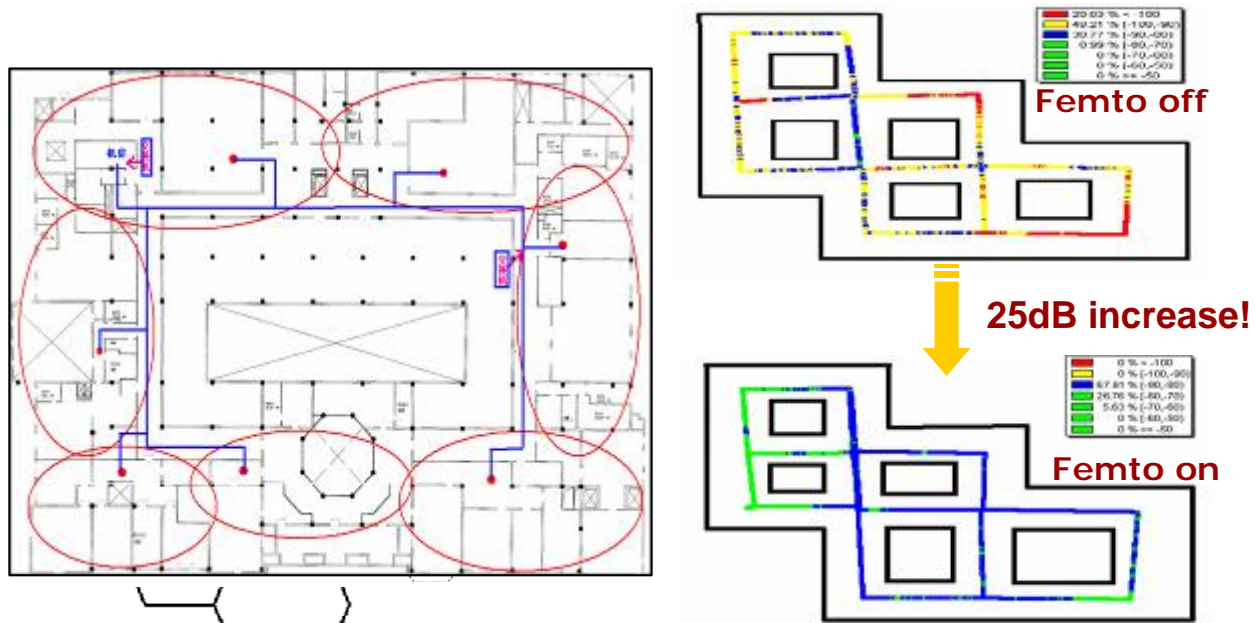
Without Femtocell



With Femtocell

Femto Delivers Full Coverage

- **Overcoming building challenges:**
 - › Difficult to deploy DAS
 - › Macro signal weak/lost
- **Improving user experience**



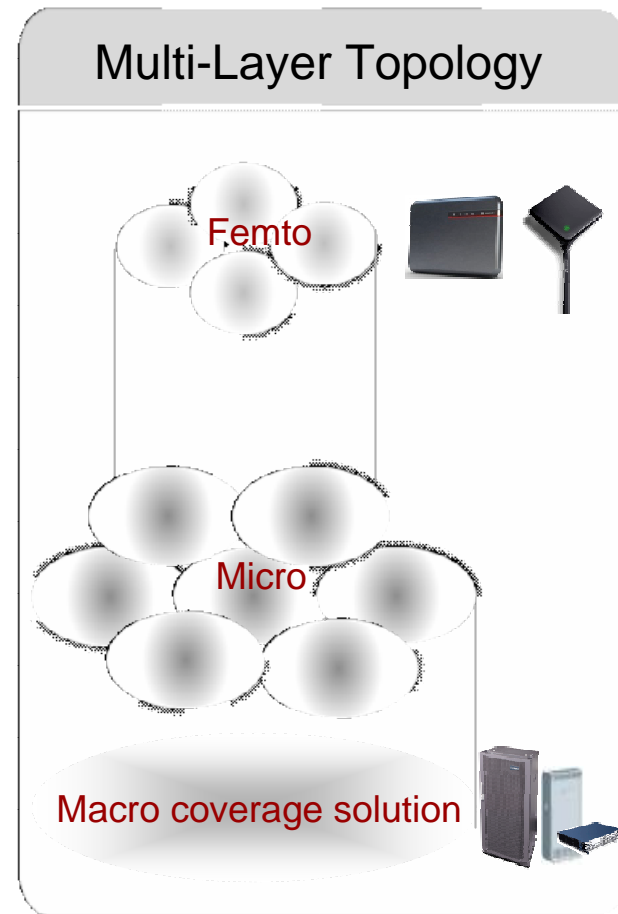
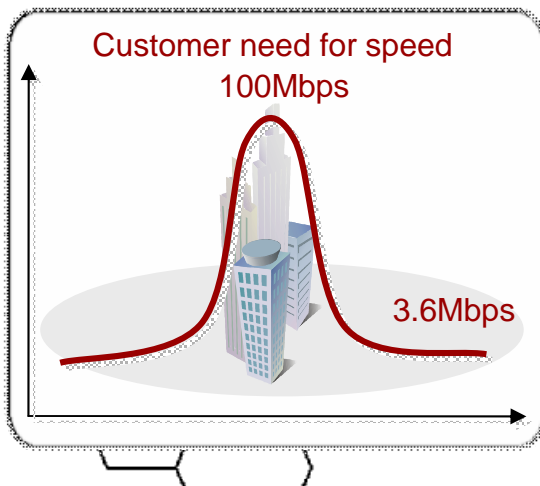
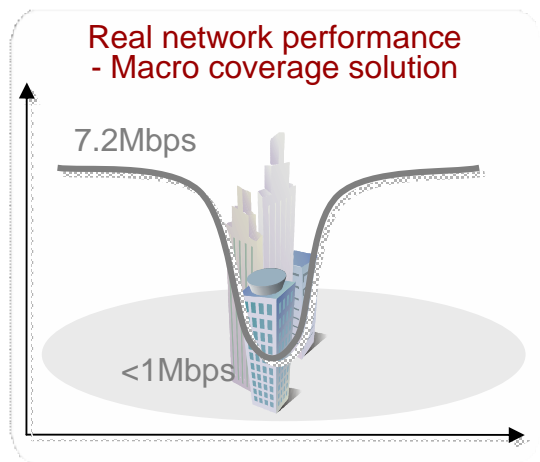
Improvements:

- | 100% Coverage
- | Full Bitrate

Absorbing capacity to Offload Macro Network

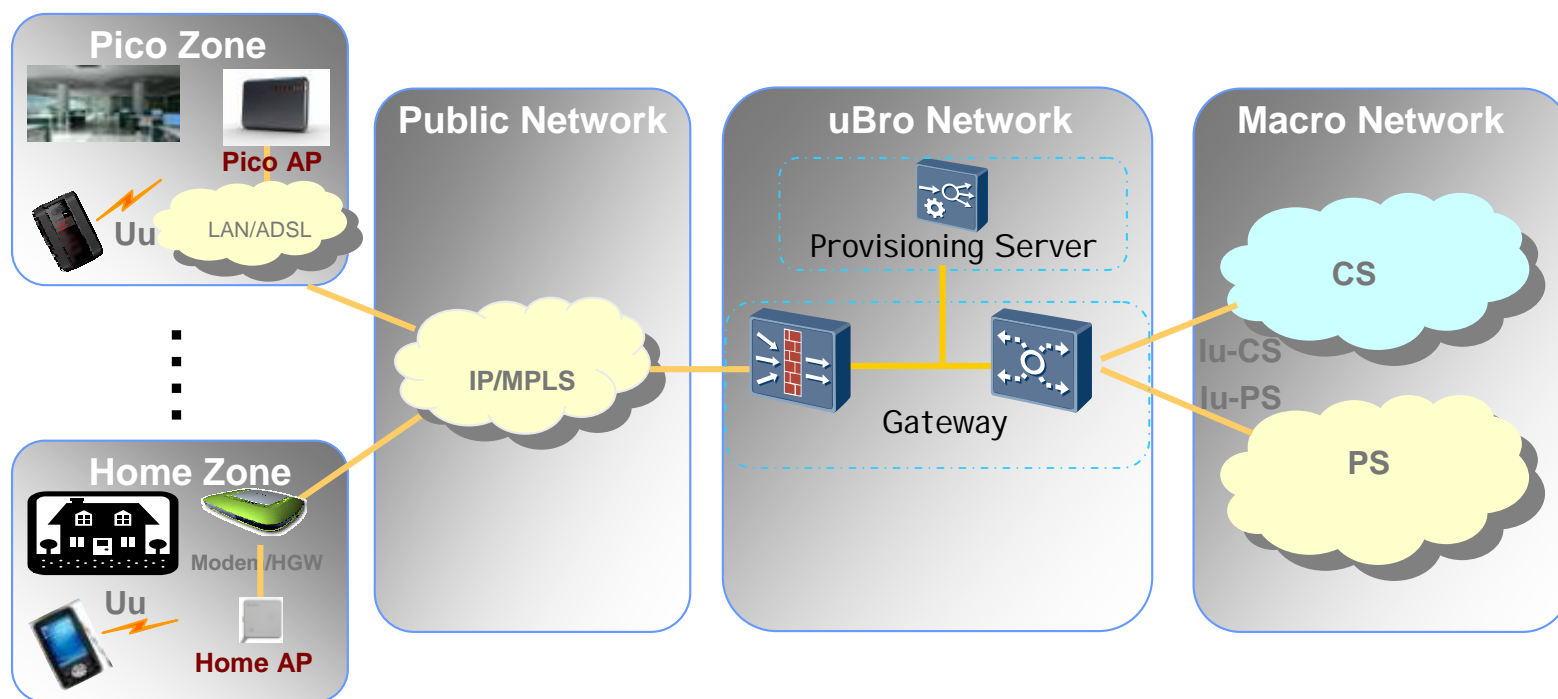


Multi-Layer Topology: Femto Offload for Capacity & Coverage



And a Single Architecture for all Femto Zones

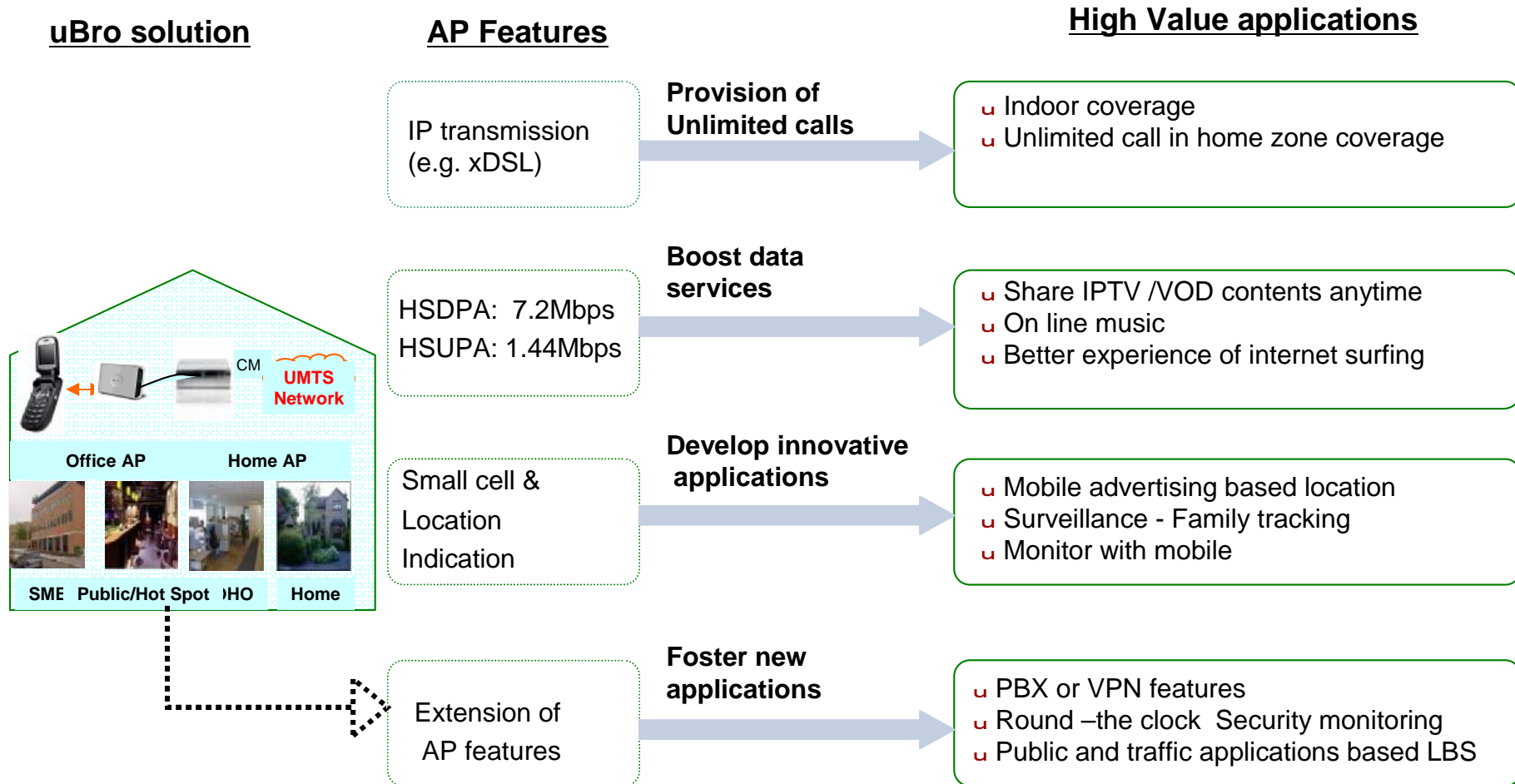
Flat-architecture, future-oriented, no impact to legacy core network



And best product selection for all Femto Zones

		Home AP	Pico AP
Service	Coverage	~30m	~100m
	Users	4	16
Features	Full Mobility	Yes	Yes
	Plug & Play	Yes	Yes
Operation	Performance Monitoring	Simplified	Powerful
	Configuration	Automatic	Automatic and Manual(Offline)

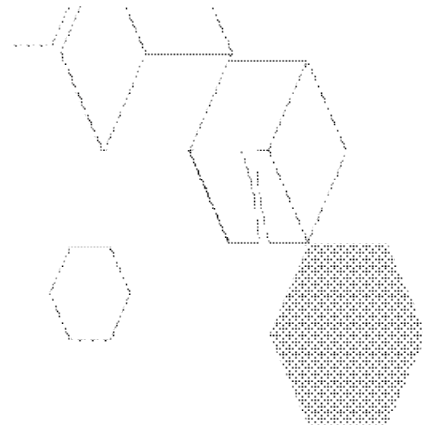
Application based on Femto cell features



In a nutshell....

- | **Mobile Broadband is coming**
- | **Cost-effective Coverage and Capacity are Key Issues**
- | **Femtocell as a tool for:**
 - Coverage
 - Capacity absorption
 - New services introduction

Femtocell releases the Indoor MBB potential!



Thank you

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