

Challenges on the way to 3G success in Poland

Krzysztof Burzyński

Sub-Regional Seminar on IMT-2000
Warsaw, 2-4 October 2001

Is 3G good for the Society?

Although normally we are talking about end user benefits, I believe that It will grow the country economy even more than GSM has, and
That the whole industry will benefit, not only operators and suppliers.

However, there is a long way to go...

Today

- Voice is a basic service
- Limited GPRS/WAP applications
- Limited transaction services
- Lack of established partnership models
- Who needs 3G?

A delayed 3G launch

means an opportunity:

market will mature, business case will improve

and a challenge:

mobile applications have to be brought to the market based on 2.5G networks with relatively low bandwidth

To achieve a success we need more than technology...

- Create market awareness and change social behaviours into more „mobile”
- Sound business models for new revenue streams
- Established mobile commerce
- Many applications and application providers
- Successful launch of GPRS applications
- And good 3G business cases for operators

GPRS shows, how difficult it is

To achieve a success in the world of new applications.

However, GPRS is the only tool to ensure success of 3G business. GPRS can be used as a probe, if the milestones of new revenue streams, applications, partnerships, mobile commerce have been fulfilled.



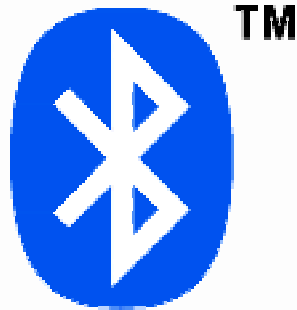
Create market awareness

- Only joint industry effort can help.
- Perhaps a special industry forum should be created.
- Publicity for new ways of communicating.
- Overcome legal obstacles for new business models.
- Promote partnerships and joint projects.
Even competing companies can partner to promote certain solutions.

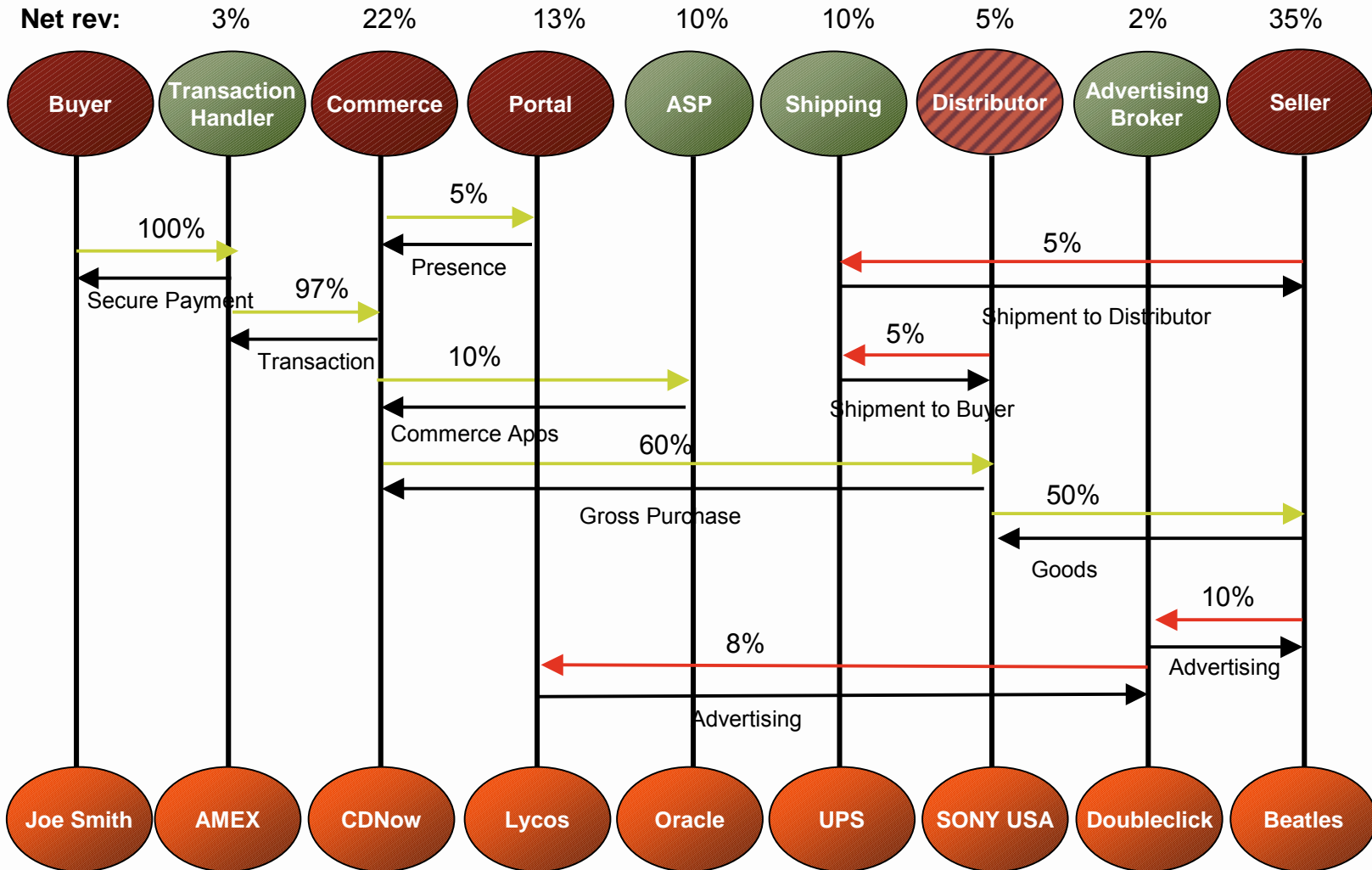


Bluetooth opportunities

- Bluetooth technology is an ideal tool to promote mobility and mobile applications, and can help changing our behaviours!
- Bluetooth gives a very good flavour of 3G applications
- Bluetooth enhances possibilities offered by today's GPRS technology



Partnerships: Revenue sharing



Mobile Commerce: why mobile operators?

- Established customer relations
- Established billing and customer care mechanisms
- Databases of customer's behaviour information
- Secure infrastructure
- Ability to handle micro-payments
- Ability to bring e-commerce to another market niche (no PC required)

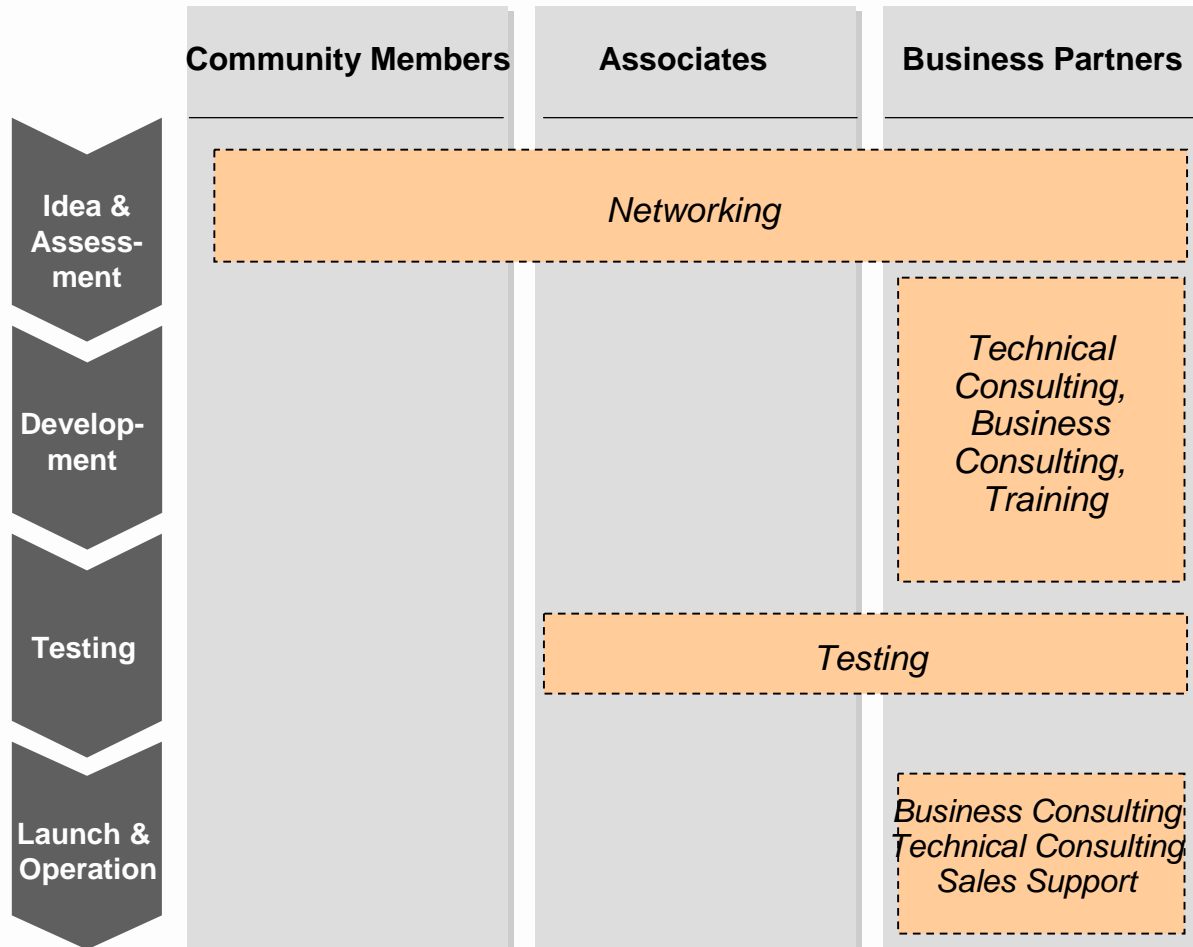


Position wireless operators as:

- trusted parties in both m- and e-commerce
- the largest both m- and e-commerce players on the market
 - the most flexible transaction acquirer for the customers
 - partner and service provider for merchants
 - agent for banks and credit card companies

Application World

To foster the development of new Mobile Internet and Broadband Internet applications



Application test environment



Application server



GATE testing tool



Terminal equipment

Existing applications examples

- Car monitoring (GPS/GPRS)
- Pharmacy – medicine ordering management (GPRS)
- Building security monitoring (video/GPRS)
- Remote monitoring of IT servers (GPRS)



Live UMTS Application System

8 kbps Voice telephony

384 kbps Circuit Switched - video conferencing

472 kbps Packet Switched - audio/video streaming,
Intranet and Internet Access



The UMTS experimental system is connected to corporate LANs, to the Internet, to a project internal developed Intranet, to the PSTN/ISDN and to a GSM system.

The significantly higher bandwidth, the ability of routed data transfer, create a whole new set of possibilities for end-user applications.



Demonstrated applications



***Video Conference
Network Games
Internet/Intranet Access
City Guide
Streaming Video
Electronic Postcard***



Network sharing can improve operator's business case for 3G

Scenarios

- Common Shared Network
- Geographically Split Network
- Shared UTRAN
- Site Sharing

Requirements

- **Business Case**
- Partnerships
- Regulations
- Technology



Summary: What we need

- Create end-user awareness and „mobility culture”
- Promote development of applications
- Involve partners
- Good legal environment
- GPRS success
- Mobile commerce

Together we will make 3G fly!



ERICSSON

