

MOBILIS the First  Operator in Algeria

**by Dr. Fayçal TOUATI
3G Manager**



Outlines



- ✿ Introduction
 - ✿ Algerian market context
 - ✿ Telecommunication industry context
- ✿ MOBILIS
- ✿ 3G Customer perception
- ✿ 3G inside MOBILIS
 - ✿ Why?
 - ✿ Radio planning methodology
 - ✿ Interface with existing 2.5 G system
 - ✿ Interconnectivity
 - ✿ Getting used with 3G
- ✿ Applications



...et que chacun parle.



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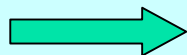


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Introduction: Algerian Market context



- Area (million km²): 2.4
- Population (million): 32
- GDP: 6.5%
- Urban pop. density: 58%
- Education rate: 70%



• Algeria is a big country with various opportunities and demands, especially in telecommunication services.



Introduction: Telecommunication Industry context



- ✿ Mobile density: 45% (Dec 2005)
 - ✿ Landline density: ~ 12%
 - ✿ Internet users: 1.900.000
 - ✿ Regular Internet users: 500.000
 - ✿ Low ADSL penetration
 - ✿ Mobile operators: 3
-
- ✿ MOBILIS awarded as the first Operator, with country-wide radio network coverage (ARPT 2005)
 - ✿ MOBILIS is the first and only one mobile operator in Algeria providing multimedia and voice services for more than 6 million subscribers



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MOBILIS

- ✿ "MOBILIS" is the trademark of Algerie Telecom Mobile, which is a subsidiary of "Algerie Telecom" since 2003.
 - ✿ "MOBILIS" is the first mobile operator in Algeria providing numerous services for voice, data and content (MMS, GPRS, Wap portal).
 - ✿ The network architecture of MOBILIS ensure a high QoS through different nodes from end to end.
 - ✿ The innovative policy of MOBILIS, makes technological evolution true and available for more than 6 million subscribers.
 - ✿ In December 2004, MOBILIS launched the first WCDMA trial network in Algeria... it is still the only one.
-
- ✿ "MOBILIS" is:
 - ✿ A country wide coverage network with 2900 RBS
 - ✿ 20 high capacity MSC's
 - ✿ 6.2 million subscribers
 - ✿ 3G/GPRS technology



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Let's talk about our  *experience...*



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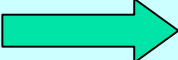


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3G User perception



- ✿ Let's talk about user's expectations:
 - ✿ Video calls
 - ✿ High speed access to multimedia services
 - ✿ New contents: video-on-demand, TV
 - ✿ Internet access with high speed browsing: ADSL-like
 - ✿ Connected while mobile
 - ✿ 3G handset with new facilities: email access, desktop synch, office tools  Mobile connected office



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3G User perception



**Show me how
you smile!**

**Unchain your
internet**



**Your thumb
is your TV
remote controller**





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3G Inside MOBILIS: Why?



- ✿ Let's talk about MOBILIS' 3G perception:
 - ✿ High-end market penetration
 - ✿ Make services and offers wider and more attractive
 - ✿ Compete with ADSL “fixed” providers thanks to “mobility”
 - ✿ Going over GPRS: Technological leap ahead
 - ✿ Natural and easy migration from 2G to 3G

More than voice, more than image: MOBILIS is Multimedia



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3G Inside MOBILIS: Radio planning methodology

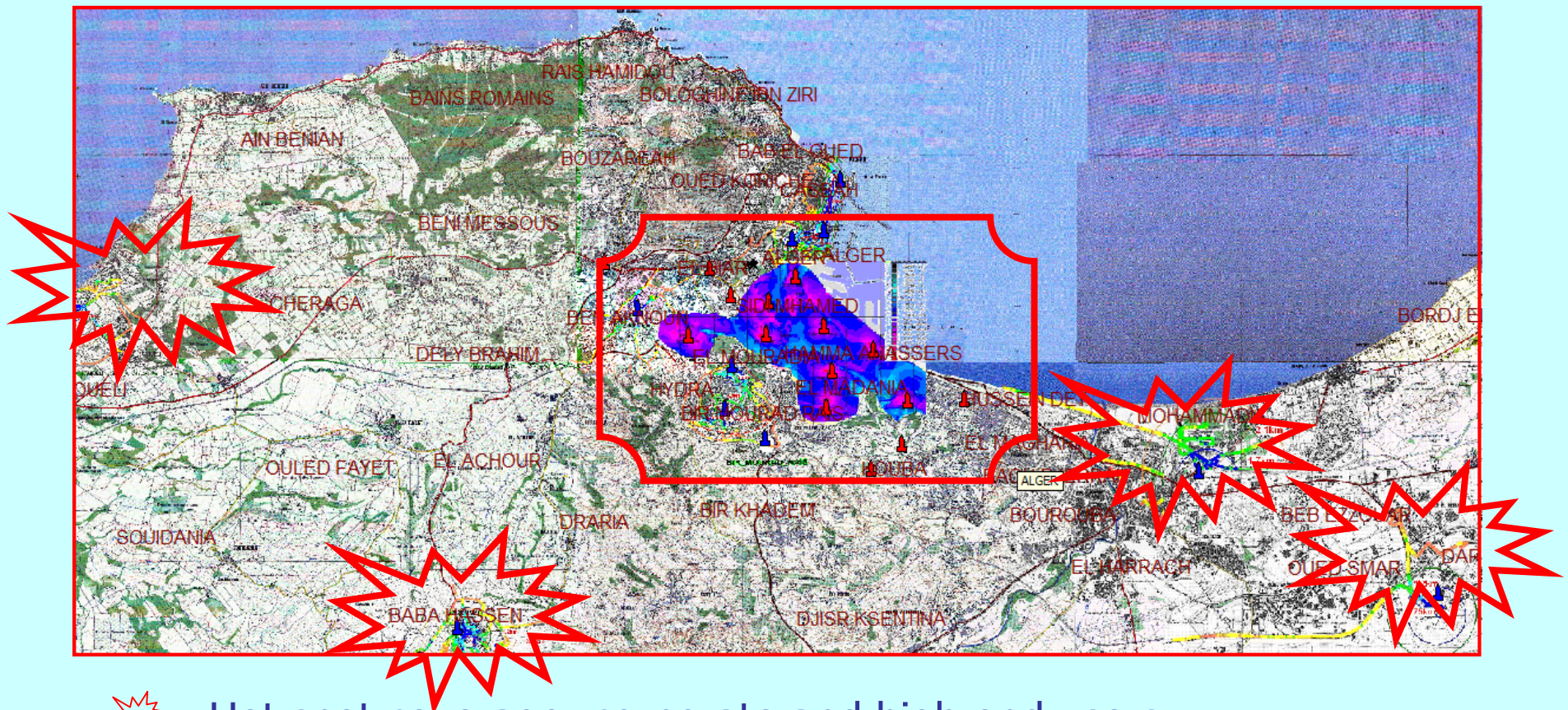


- ✿ Main idea: **GO** and **FIND** the High-End user!
 - ✿ Down town RF covering in big cities
 - ✿ Hot spot planning procedure
 - ✿ Making costs lower, thanks to a co-siting 2G/3G deployment policy



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3G Inside MOBILIS: Radio planning methodology



Hot spot coverage: corporate and high end users



Continuous coverage in down town for big cities



3G Inside MOBILIS: Interface with existing 2.5 G system

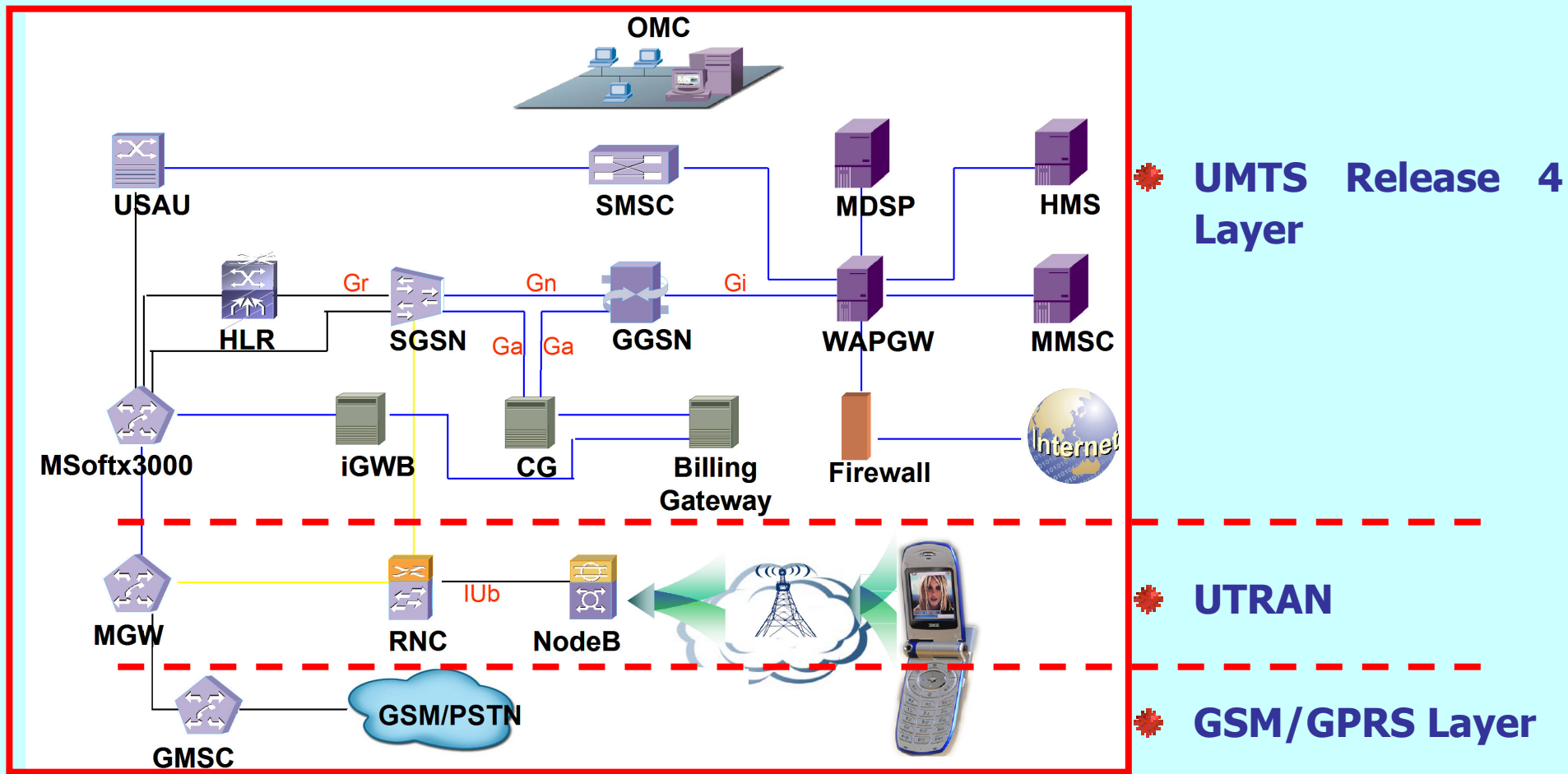


- ✿ Main idea: **Layered Architecture** over 2.5 G system
 - ✿ UMTS Release 4 new core network:
 - ✿ MSC Server
 - ✿ Media Gateway
 - ✿ GPRS Nodes: SGSN - GGSN
 - ✿ Platform for various services: Streaming, WAP portal, etc...
 - ✿ All nodes are HSDPA capable (Media Gateway, GPRS nodes, RNC, etc...)



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3G Inside MOBILIS: Interface with existing 2.5 G system





3G Inside MOBILIS: Interconnectivity



- ✿ Main idea: **Ensure** service **Continuity** between 3G system and 2.5 G, **Whatever** you are.
 - ✿ Seamless connection between GSM/GPRS and UMTS:
 - ✿ Inter-technology roaming, HO, for both CS and PS services
 - ✿ Number portability from 2.5 G subscription to 3G
 - ✿ All enjoyed services under 2.5 G system are available inside 3G
 - ✿ Outside a 3G cell, you may access all 3G services: Portal, messaging, browsing but with lower speed.



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3G Inside MOBILIS: Getting used with 3G



✿ Main idea: **Take** it **Easy** ... but:

- ✿ Software upgrade needed inside common 2G/3G nodes:
Provisioning system, billing, OTA, etc..
- ✿ New “sale” and “customer services” approaches needed
- ✿ Sales need a technological IT knowledge
- ✿ Customer education: 3G demos and exhibitions as many as possible
- ✿ New approach for communication and advertisement



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3G Inside MOBILIS: Applications



- ✿ Video calls
- ✿ Real time streaming: TV
- ✿ Video and Audio Streaming: Video-on-demand, music, etc
- ✿ WAP Portal: various information and content download
- ✿ High speed internet browsing, up 384 kbps with PCMCIA Data cards
- ✿ Multimedia messaging

... Let's experience it!



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MOBILIS the First  Operator in Algeria

Thank You!



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