

## Broadband: Changing the Game

During the 90's, the Internet (dial-up and then broadband) became the #1 driver for more powerful processors and new PCs. Today, mobile broadband Internet is poised to become the #1 driver for whole new classes of mobile devices.

There is no doubt that wireless technologies had created an inflection point for voice calls. It is very obvious that traditional wire line voice minutes was growing till late 90s then started to decline when wireless started to pick up. We are expecting to see almost the same pattern with fixed broadband subscribers and then we expect another inflection point for broadband subscribers with wireless broadband picking up.

MENA Region is still in its early stage in Broadband and there is a massive need for all technologies to leverage broadband penetration in the region and to enhance end user experience.

Broadband is a key tool in ICT4D concept and can really help MENA region countries in enhancing the life of people and in introducing diversified set of applications that would help in the overall development of regional countries.

During our keynote we will be highlighting the following:

- The need for Broadband
- Broadband Drivers & Facts
- Regional Broadband Status & Opportunities
- Intel Center of Excellence for wireless applications, An Intel initiative to drive broadband in the region