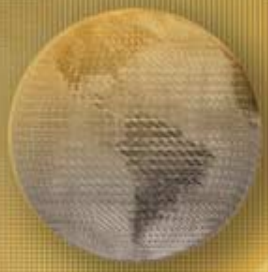


**Association  
Overview  
2003**

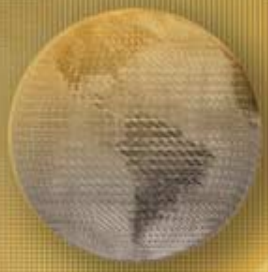


**3G Americas is a wireless industry association dedicated to the promotion and facilitation of the seamless deployment of GSM, GPRS, EDGE and UMTS throughout the Americas.**



## **3G Americas will unify the Americas to:**

- **Serve as a single, authoritative source for information for the benefit of telecom and financial analysts, the press, government and regulatory officials, operators and competitive stakeholders**
- **Support the Third Generation migration strategy GSM/GPRS/EDGE and UMTS adopted by many operators in the Western Hemisphere**
- **Engage strategies to provide economies of scale for operators and vendors alike – resulting in better value for digital cellular customers**
- **Advocate the issues and opportunities for next generation wireless technologies in the Americas**



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3G Americas unites wireless operators and manufacturers in the Americas to provide a single voice to represent the GSM family of wireless technologies.





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# Executive Management



Chris Pearson,  
Executive Vice President



Erasmo Rojas,  
Director, Latin America &  
Caribbean



Vicki Livingston,  
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Nokia expects operators to generate about 30 percent of their revenue from data services by 2007 as multimedia messaging and other new services grow. (June 2003)

**What's New**  
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[Close to the EDGE](#) (Reprinted from Global Mobile)  
[EDGE Front and Center](#) (on the Wireless Review Web site)  
[GSM's Rise to Preeminence in the Latin American and Caribbean Mobile Marketplace](#) (in PDF Format - 343 KB)  
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[mpirical: Glossary of telecoms terms](#)

**Features**  
[New 3G Americas' white paper](#)  
**GSM for Rural and Regional Mobile Operators**  
By Chris Pearson, 3G Americas (June 2003)  
Rural and regional operators in the Americas need to cost effectively evolve their networks to enable 3G data services. This paper explains how GSM can be transitioned into an operator's network and why GSM is the best opportunity for future revenue and customer growth.

**Headlines**  
06.16.03: [Erasmio Rojas Joins 3G Americas as Director of Latin America and the Caribbean](#)

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**Thank you for your attention!**

**Chris Pearson**  
**Executive Vice President**

[Chris.pearson@3gamericas.org](mailto:Chris.pearson@3gamericas.org)

**1756 114<sup>th</sup> Ave SE Suite 100**  
**Bellevue, WA 98004**

**Phone: +1 425 372 8925**  
**Mobile: 206 310 0030**