

TELECOM BUZZ !!!

"expanding telecom world horizon"

this issue

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Highlights for the Month

- MobileComm has now been registered with **NSN**, **Ericsson**, and **Alcatel Lucent** in Africa for multitude of services in RF domain.
- MobileComm has started working on drive test for **Safaricom** 3G Kenya network on behalf of NSN.
- NSN Bharti Pune 3/11 KPI based Optimization Project has been bagged by MobileComm.
- GBDT (Geography Based Drive Testing & Post Processing) for Tamil Nadu, Chennai, Maharashtra & Goa, MP & Chhattisgarh has been bagged by MobileComm.
- MobileComm is all set to expand its footprints with a new group office in Nigeria and Kenya

Words from the Project Manager

At MobileComm, We are continuously innovating, creating new lines of services and improving our pedagogy. Our skills, our specializations and our numerous partners are the proof. These days we are keeping ourselves focused on the future in pursuit of sustainable growth & market leadership. A meaningful change to improve further and to remain in the game we are continually reinventing ourselves. We will not make promises that we cannot keep as we understand that you, as our customer, also have customers depending on your services.

In close consultation with our clients we seek the best solutions in meeting their needs of end user. YOU are our priority and I heartily welcome you all to MobileComm.

- Jyoti Prakash

Upcoming Openings

- Project Engineer – TI – Maharashtra & Goa (1-3 years of relevant experience)
- Business Object Designing & Troubleshooting – Bangalore (3-5 years of relevant experience)
- Business Operations Report Development – Bangalore (3-5 years of relevant experience)



Now Google Wants to be in Your Wallet too !!!

In the past few decades, the way we pay has changed three times – from coins to paper money, to plastic cards. Now we are on the brink of the next big Shift- GOOGLE WALLET !

Already a dominant face in online search and slowly gaining pace in the smartphone OS race, IT giant Google now wants to take consumers purses and digitize it with the recent launch of new e-commerce service called Google Wallet. Announced in late May, Google Wallet is a mobile based payment system which uses NFC, a technology where two objects can exchange data when they are brought with a few inches of each other. Customers have to simply pull up the wallet app, tap their phone on the PayPass device, and payment info is automatically transmitted. Google Wallet has all the elements of the value chain : a mobile operator , a bank , a payment vendor, a technology and a handset (in this case, Google brought its Nexus 4G device). By setting a role for each player, Google is trying to address a key issue in mobile payments : more partners, means more fees. Google would benefit from providing users with coupons and deals, thus giving them another reason to choose its android platform over others and maintaining Google's position in the mobile space as leading search provider.

Google Wallet is getting thicker, with the addition of Visa, American Express and Discover to the search company's payment system, which aims to make cellphones the credit cards of tomorrow.

PRIVACY WITH GOOGLE WALLET

A big question that many would- be users are sure to have about Google Wallet is " does this mean Google knows what I buy." The answer, at least right now is no. Google does record local transactions on your phone, but these transactions are only identified by amount and location and are only viewable to you. This means if I look at my Google Wallet history, I only see a date, an amount and an approximate location. We appreciate the privacy but the biggest disadvantage right now is that the receipts are still printed. When we can have access to all of my receipts within the Google Wallet app, that will make the system much more useful.

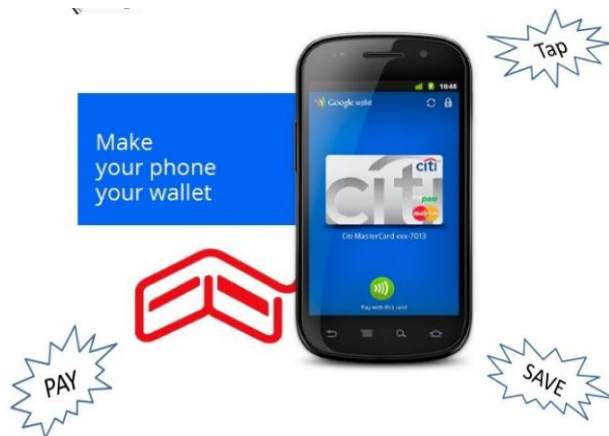
GOOGLE WALLET : A REALITY IN INDIA

Google wallet that has been a hit in the US will shortly become a reality in India as well. But, the company will offer the deal in India once it enrolls at least 50 million smartphone users with access to internet.

"Today there are only around 1 million smartphone users in India. Once it reaches at least 50 million, then Google wallet would be interesting in India," managing director of Google India told to Financial Chronicle. Without giving any specific time frame, he said smartphones market in India could reach upto 50 million users anytime soon, which could be even six months or year. " Definitely between now and 2015, Google Wallet will be launched in India," he added.

Google had released ' Google Wallet' application on September 19,2011 that was available only for Sprint Nexus S 4G phone. The company is now working on developing the application for more phones. Companies that partnered with Google for this application such as MasterCard PayPass, American Eagle outfitters, The Container Store, Guess, Jamba Juice, Macy's, OfficeMax and Toys R Us accept payment through 'Google Wallet' in US. No one expects the wallet to become extinct anytime soon. But while consumers have long been able to use mobile apps to buy things online with a phone as they would on a desktop computer, new proximity technologies like NFC will soon allow the phone to step into the role of credit or debit card.

So are you ready to Tap, Pay and Save with Google Wallet ???



Who is Smarter Among the Two

iPhone 4 vs. iPhone 4S

Over the past couple of days, I ran some comparisons with old iPhone 4 and new iPhone 4S. I have decided who is more smarter, but you can be the judge. Though the iPhone 4S might not look at all that different from the iPhone 4, there are number of changes under the hood. To help you out, I have put together this handy comparison chart of iPhone 4 and iPhone 4S

Characteristics	iPhone 4S	iPhone 4
PROCESSOR	Dual Core, Apple A5	Single Core, Apple A4
MEMORY	1 GB RAM (rumored)	512 MB RAM
MOBILE OS	iOS 5 + Siri	iOS 5
STORAGE	16GB/32GB/64GB	16GB/32GB
CAMERA	8 Megapixels	5 Megapixels
BATTERY LIFE	Upto 8 Hrs 3G talk time	Upto 7 Hrs 3G talk time
DISPLAY	3.5 inch,960X640 px, LCD	3.5 inch, 960X640 px, LCD
BLUETOOTH	4	2.1
FEATURES	Auto Focus, Touch to focus, Image stabilizer, Video Stabilizer, Face Detection, Geo-Tagging	Auto Focus, Touch to Focus, Digital Zoom, Geo-Tagging

iPhone 4S to launch on Nov 25 in India

The much-awaited Apple's iPhone 4S is landing in India on November 25. Aircel, one of the carriers in India, has announced that it will bring the iPhone 4S. Aircel will start pre-booking for the iPhone 4S from November 18, with the launch happening on November 25. People would be able to buy iPhone 4S as soon as clock strikes 00:01 on November 25

Techno FACTS !



- The first computer mouse was invented by '**Doug Engelbart**' in around 1964 and was made of wood.
- **Zynga** – The maker of Farmville, Mafia Wars, and other FB Games boosts an annual revenue of more than \$ 200 million.

- Google's Chrome web browser is now into **version 7**. As promised Google sends out a new version every 6 weeks.

Key developments across India

■ Govt. to Make Public New Telecom Policy in Jan 2012 - Report

India is likely to make public the new telecom policy in January, according to telecom secretary R Chandrasekhar. The country will let cellular carriers share airwaves and allow for consolidation in a crowded industry. According to Reuters, It is in the process of issuing notices to 35 licence holders for not meeting rollout obligations, Chandrasekhar added.

The telecoms regulator has recommended to the government that it cancel 38 licences for failing to meet rollout obligations and 31 others, but only after legal examination. Telecoms minister Kapil Sibal has said there are a total 119 licensees that did not meet rollout obligations.

■ iPhone 4S to sell for Rs 44,500

Apple iPhone 4S prices are out: Airtel will be selling the iPhone 4S base model (16 GB) at Rs 44,500 whereas the top-end 64 GB model will cost Rs 57,500. The 32 GB model will be sold for Rs 50,900.

Apple will be launching the three models of iPhone 4S in India on November 25. The prices of existing models of iPhone 4 and 3GS too have been revised upwards. The handsets to be sold in India are, however, the fully unlocked ones. Bharti Airtel has already started taking pre-orders for the 16 and 32 GB variants of the iPhone 4S on its online store at the above mentioned prices.

■ Airtel to disconnect users inactive for 60 days

Bharti Airtel reportedly plans to begin disconnecting subscribers who do not use their phones for more than 60 days at a stretch. This is being carried out on grounds of a shortage in phone numbers after the Department of Telecommunications (DoT) made the allocation criteria more stringent. After deactivating inactive subscribers, Bharti Airtel plans to recycle the freed up numbers for new users.

Subscribers who have opted for lifetime validity prepaid cards will be the most impacted as they are currently required to recharge their accounts only once in six months. However, now they will have to recharge their connection every two months. It will also impact users who have multiple SIM cards as they have been found to use the second and third connections very sparingly.

■ Govt. to provide countrywide Optical Fibre Broadband

Government has decided to own and operate a countrywide broadband network with an optical fibre base through which different operators could provide a range of services, said union minister of state for communications and IT, Milind Deora on Friday. "Keeping future users of this network in mind this will to be a non-discriminatory access to all types of information and services," Deora said.

Key developments Across Globe

■ Sprint undercuts AT&T, Verizon with cheaper mobile broadband plans.

Sprint Nextel unveiled new mobile broadband rate plans that offer more data for a cheaper price than comparable plans from AT&T Mobility and Verizon Wireless. Both new and existing customers can switch to one of the new rate plans below, which are available for mobile broadband devices including tablets, dedicated mobile hotspots, USB modems, netbooks and notebooks:

\$50 per month for 6 GB of combined EV-DO and mobile WiMax data.

\$80 per month for 12 GB of combined EV-DO and mobile WiMax.

Sprint also will launch a 3 GB/\$35 per month plan for tablets and mobile hotspots and a 1 GB/\$20 per month plan for tablets. The new rate plans replace all of Sprint's previous mobile broadband plans.

■ Motorola Mobility shareholders endorse merger with Google

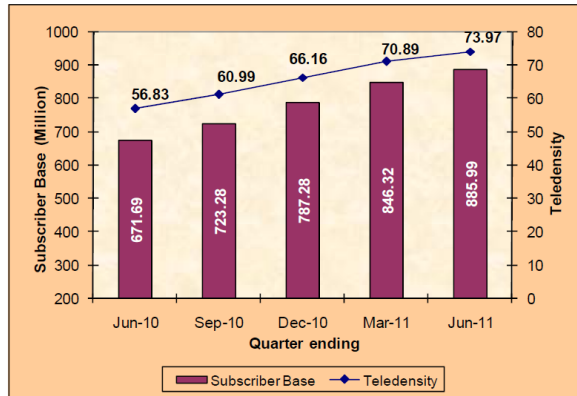
Shareholders of Motorola Mobility Holdings Inc have approved the USD 12.5 billion acquisition of the company by the internet giant Google Inc. In August, Google said it will buy Motorola Mobility for USD 12.5 billion -- making it the biggest ever takeover by the internet giant so far.



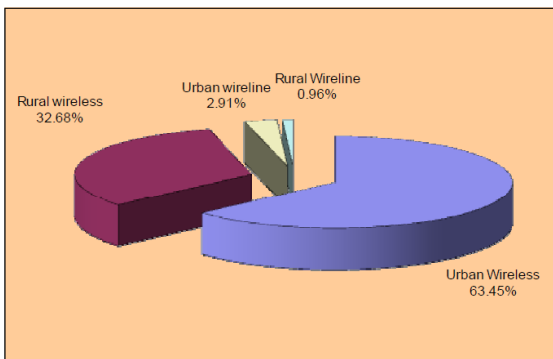
“Indian Telecom Services Performance Indicator Report” for the Quarter ending June 2011.

This Report provides a broad perspective of the Telecom Services and presents the key parameters and growth trends for the Telecom Services as well as Cable TV, DTH & Radio Broadcasting services in India for the period covering April to June 2011, and is compiled on the basis of information furnished by the Service Providers.

Trends in Telephone subscribers and Teledensity in India



Composition of Telephone Subscribers

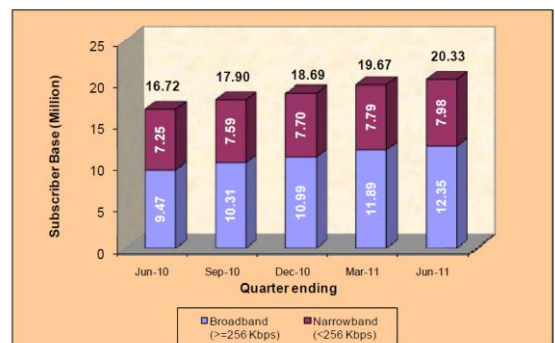


Subscription in Urban Areas grew from 564.08 million at the end of Mar-11 to 587.94 million at the end of Jun-11, taking the Urban Teledensity from 157.32 to 163.13. Rural subscription increased from 282.23 million to 298.05 million, and the Rural Teledensity increased from 33.79 to 35.60. The share of Rural subscribers has further increased to 33.64% in total subscription from 33.35% at the end of Mar-11.

Number of Broadband subscribers increased from 11.89 million at the end of Mar-11 to 12.35 million at the end of Jun-11, registering a quarterly growth of 3.89% and Y-O-Y growth of 30.37%.

Share of Broadband subscription in total Internet subscription increased from 60.4% in Mar-11 to 60.7% at the end of Jun-11. 85.72% of the Broadband subscribers are using Digital Subscriber Line (DSL) technology.

Trends in Internet/Broadband subscription



MobileComm Family Extends a Warm Welcome to Mr. Shrinivas Dashrath – Head IBS

It gives us great pleasure to inform you that Mr. Shrinivas Dashrath has joined as Head – IBS for MobileComm India .

He started his career with Nokia India Pvt.Ltd, and subsequently joined Idea Cellular Ltd. as Sr. Executive - Network. His last assignment was with Microqual Techno Ltd as Head- IBS Business.

Shrinivas comes to MobileComm with rich experience of over 9 years in IBS & Infra. His experience runs across various domains in IBS & Infra. He has handled major projects in IBS Services, Innovative coverage solutions & Infrastructure.

He has successfully rolled out 100 IBS infrastructure i.e. (Build Own Operate Lease) sites Nationally.

His vast experience will certainly help making MobileComm a “Great Place to work”.



MOVERS & SHAKERS OF THE MONTH

No matter what size the organization is and how much we expect to grow in the coming years, having good employees in the company who are highly productive, self motivated, meet deadlines and charge the remaining workforce with their enthusiasm is essential for the success.

TOKEN OF APPRECIATION FOR OUR ‘ROB MAXIS’ TEAM

The management is pleased to congratulate the entire team for their contribution through out the project. The Engineers in the ‘ROB Maxis’ Team include :

- Balveer Jat
- Nikita Singh
- Renu Lavania

It is indeed pleasure to have you in our organization. Your leadership skills and team building abilities have resulted in successful completion of several projects. You have a great power of inhaling the Pressure and Converting them to best Output The management is really happy with your performance and contribution to the company. We hope that your innovative thinking and leadership will motivate others in the organization.



Event Review

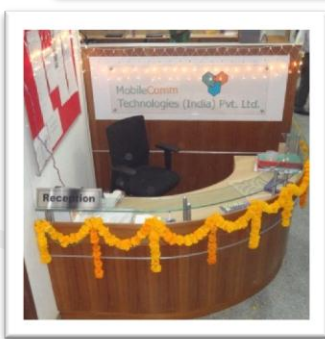
LTE ASIA SUMMIT, 2011 held on 19th Oct, 2011 @ Hotel Shangri-La, New Delhi

Recently MobileComm participated in LTE Asia Summit, 2011 organized by 'Virtue Insight' at Hotel Shangri-La, New Delhi. This event served as an extensive platform between the leading influencers and decision makers to strategize a strong vision for the future of mobile broadband. Lets have a sneak peek into the event through this newsletter.



Diwali Celebrations @ MobileComm

In the midst of today's busy lifestyle, Diwali gives us an opportunity to pause and be grateful for what we have, to make special memories with friends, family & colleagues, to laugh and enjoy what life offers us. Let the photos give you a glimpse of it.





Tips for 'Out Of The Box' Thinking

Wondering what exactly is 'out of the box thinking'? The meaning of the term as agreed by Wikipedia is '....to think differently, unconventionally or from a new perspective'. Basically it is about smart thinking which will make you stand apart from the crowd. Naturally, an out of box thinker will be an asset to the company. S/he will surely belong to the core employee group which companies want to retain.

We're told to "think outside the box" all the time, but how exactly do we do that? How do we develop the ability to confront problems in ways other than the ways we normally confront problems? How do we cultivate the ability to look at things differently from the way we typically look at things? Here are the ways to beef up your out-of-the-box thinking skills.

- **Being open to ideas.** Only a fool thinks that s/he knows it all. The learning process of a human only dies with her/him. The learning process not only means gaining knowledge but also developing our minds with it. We need to broaden our mindset and become more recipient to new ideas/ways of life.
- **Try Something New.** Try out new ways to deal with a problem. Your style of handling works/problems may be flawless but it is still crucial to adopt new ways. Only when you tread unknown paths will you find opportunities to stumble upon something inventive.
- **Get the urge to go for it.** Doing things half-heartedly is equal to not doing it at all. Focus on your efforts and do not call it quits midway. Understand the value of finding new ideas and acting on them. Push yourself to achieve these and you will see the difference soon.

An out of the box thinker knows the efforts which need to go in for becoming an asset to the company.



- **Be a Good Listener.** Listening is an integral part of being a smart thinker. Your colleagues are your greatest source and inspiration to your creative thinking process. Listen to them in discussion and meetings and try to absorb what they say. Analyze whether your idea can be further enhanced by their suggestions.
- **Dig deeper into questions.** By asking questions to get deeper into something, you are getting closer to the root. Especially with problem solving or trying to understand why a key employee is leaving, this tool will help you get out of the assumptions box and into an area of truth.
- **Free flow.** Allow your mind to flow with thoughts, here the key ideas will emerge. Think in metaphors. Write out your thoughts. Allow your mind to expand.
- **Get to know yourself.** Learn about who you are, what you want, what you are committed to, what you need, etc. This knowledge will empower you and show others your identity. Express yourself in all that you do, and people will know that you mean what you say.
- **Attitude.** Your attitude goes a long way in making you who you are. Do not outright dismiss opinions belonging to others. Remember every human brain is a potent hub for breeding new ideas. Instead ask for views around you and support new ideas even if they are not perfect. Encourage your colleagues to keep up their efforts.



Advertise with us

Doing business without advertising is like winking at a girl in the dark. You know what you're doing but nobody else does. It was an American advertising consultant who said that. But there is some truth in it. Advertising – if you get it right – can work. And sometimes it can work wonders. If you would like to advertise your business in Business Update or online, we'd be happy to provide you with a media pack.

Email at : india.sales@mcpsinc.com

News

Business is not boring. We know that, as do you. So if you have a business story that might be worth sharing with our readers, do get in touch. You can contact us on +91-124-4682626 or email : chhavi.miglani@mcpsinc.com Connect with MobileComm Network on : For More Information Visit : www.mcpsinc.com

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