

TELECOM BUZZ

“expanding telecom world horizon”

The Winner : VoIP or VoLTE ?



Facebook launches its new messenger, an Ultimate WhatsApp Competitor



Bharti Airtel launches Emergency Alert Service



VIDEOCON

Videocon to launch 4G LTE Services across six circles in 2013



From the Editor

Evolution never stops and so is the case with Technologies. Telecom Industry is all geared up to witness LTE or 4th Generation of Technology that brings with it a plethora of opportunities and opens up a new revenue stream for the operators. With 4G LTE service, operators will gain access to additional bandwidth and economies of scale that will reduce the delivery cost of data. However, support for carrier provided service and SMS services over LTE remains a challenge. There is therefore a need to support voice over LTE to at least the same standard as operators do in 2G/3G networks.

VoLTE combat this issue by using IP Multimedia system and new radio access network allowing operators to carry voice over mature LTE networks. This will help mobile operators compete against Over the top players or OTT service providers such as Google and Skype and offer the two most lucrative applications – voice and SMS across LTE Networks. Voice over LTE (VoLTE) users are expected to expand to over 60 million by 2016 from roughly 300,000 in 2012 according to firm Infonetics. This means the future is indeed bright for LTE !

In case of any suggestions or ideas , post us a note at newsletters@mcpsinc.com.

Job Buzz

- **LTE/3G Trainer – Gurgaon (5+ Years of Relevant Experience)**
- **3G RF Expert –Huawei/ZTE Systems – Kabul, Afghanistan (5+ Years of Relevant Experience)**

Mail your resumes to hr.india@mcpsinc.com

Key Company Highlights

- MobileComm Continues Global Expansion, Opens New Group Office in Australia
- Successful Workshop Conducted on 'Introduction to Telecom Technologies' at Bharti Vidyapeeth, New Delhi.
- MobileComm Launches a New Interactive Learning Website www.mmentor.com
- MobileComm announces the launch of Learning Application for Android that enables learning of wireless technologies on the go.



The Winner : VoIP or VoLTE ?

The technologies have become incredibly complex over the years. LTE networks are being launched in some countries, while others are gearing up for the spectrum allocation. One of the critical question facing operators today is how to offer voice services to their LTE Customers since LTE has been seen as completely IP cellular system for carrying data and do not include support for circuit switched voice calls. Undoubtedly Mobile Broadband has created a world of opportunities and opened up new revenue streams but voice still accounts for around 70% of operators annual revenue – about USD 650 billion globally – reports Ericsson. However advent of Voice over Internet Protocol (VoIP) services such as Google and Skype has let subscribers to choose from either OTT VoIP or traditional operator delivered voice services.

Options Available to Provide Voice over LTE

A) CSFB (Circuit Switched Fall Back)

Circuit-Switch Fallback (CSFB) enables circuit-switched voice and SMS services to be delivered to Long Term Evolution (LTE) devices. When an LTE handset makes or receives voice calls, the device "falls back" to the 3G or 2G network either the operator's own or someone else's if an LTE-only operator has an MVNO-type arrangement on a 3rd party's 2G/3G network. Supporting CSFB requires a handset software client and network switch upgrades and may also cause the LTE data connection to drop/downgrade.

B) VoLGA (Voice over LTE via Generic access)

VoLGA enable mobile operators to deliver voice and messaging services over upcoming LTE radio access networks using GSM Signaling over IP, connected to an existing legacy 2G/3G circuit code and Mobile Switching Centre (MSC). VoLGA Forum was formed in March 2009 by a group of companies in the wireless industry in an effort to define a set of specifications for enabling delivery of voice services over 3GPP LTE access networks.

C) Gateway Solutions

These solutions are proposed by NSN and Mavenir systems in collaboration with Acme packet by which an MSC can act as an "application server" for full-VoIP voice, without the need for an IMS deployment

D) VoLTE

The Voice over LTE, VoLTE scheme was devised as a result of operators seeking a standardized system for transferring voice traffic over LTE. VoLTE uses the IP Multimedia System (IMS) and new radio access network. It is only useful when there's a mature LTE network at place.

Operator	Voice & Broadband from one device
Entrant with LTE Network Only	VoLTE or VoLGA; Gateway Solution; Skype or other VoIP service
Operator with 2G/3G and LTE Networks	CSFB or VoLTE or VoLGA; Gateway Solution; Skype or other VoIP Service.

Source : BMI Tech Knowledge

OTT VoIP Players - A threat to Operators?

With VoIP services allowing subscribers to make a voice call from and to anywhere in the world for free, the revenue from operator –delivered mobile voice service is under attack. Roll out of LTE has further intensified the threat since with better mobile broadband; OTT providers will be able to offer a better service quality.

What makes VoIP service appealing? Saving money is one of the main reasons what makes subscriber to use VoIP applications instead of other voice services. Moreover the added feature like HD voice and video further adds on to its advantage. Subscribers just need to have a data connection at place, to make calls anywhere in the world for free. ARCchart forecasts that OTT services will account for 8% of all voice traffic carried over mobile networks by 2016.

Operator's Voice Service is still the King

OTT players may have managed to gain a foothold in the international market but they have not yet become the preferred choice for making day-to-day voice calls. Till today, the vast majority of voice calls are still the mobile operator's voice calls. Let's take a sneak peek at the shortcomings of OTT VoIP services :

- a) For now at least, mobile broadband is inadequate for reliable voice with an acceptable quality, thus QoS can't be assured with VoIP.
- b) Despite the attraction of free calls, the operator's mobile voice services have distinguishing features like call divert, multi-party calling, voice mail that consumers find appealing.
- c) Most of the Operator's network are still voice optimized networks.

Today, VoIP is capturing an increasing proportion of mobile voice minutes, but in terms of value it is worth less than 0.5% of overall voice revenues. ARCchart's study of the global OTT market examines how operators have responded to the OTT challenge, from early attempts to block OTT services from running through the network, to offering large bundles of SMS and voice minutes at attractive prices. Some operators have even looked to partner with the OTT providers as a way of differentiating themselves.

Mobile voice over LTE, or VoLTE, and other wireless spending is expected to contribute to annual growth in the carrier VoIP and IMS equipment market for the first time in four years, according to Infonetics Research.

The carrier VoIP and IMS equipment market increased 8 percent in the third quarter of 2012 compared with the same quarter last year. Regionally, Asia Pacific and Latin America each

posted strong double-digit year-over-year growth. In an early report, co-authored by Myers, Infonetics predicted that the number of global VoLTE subscribers would reach 300,000 this year, even though the services were just launched.

Market Advancements

- a) VoLTE offering was launched by MetroPCS, using the LG Connect smartphone and initially offered in select stores across its Dallas/Fort Worth, Texas market. The carrier noted that all calls placed to and from the handset will use the VoLTE service regardless of the handset or network on the other end.
- b) South Korea's SK Telecom has also begun offering VoLTE services, dubbed HD Voice. The service is initially being offered through the Samsung Galaxy S3 smartphone.
- c) Verizon Wireless, which was one of the first carriers to jump on board in support of the VoLTE standard and completed its first test call in early 2011, has said it was still waiting for quality issues to be worked out before launching the service.
- d) AT&T Mobility has indicated it plans to offer VoLTE services across its respective LTE networks next year.
- c) Sprint Nextel has indicated plans to launch VoLTE in early 2013, and its partner Clearwire has said it will offer VoLTE when it launches its TD-LTE network by the middle of 2013

After all the discussion & brainstorming the questions that seek attention are :

Will the service providers become just Network providers? Will we see GSM and CDMA go away and the spectrum they occupied re-purposed for LTE? What are the differentiators the service provider will be able to offer to the end user ?



Thailand 3G Auction: A New Year Gift for South East Asian Telecom Industry ?

Last but not the least, after all the delay, suspense and controversy Thailand completed a much-awaited auction of licenses for the 2.1 gigahertz spectrum bandwidth this October allowing it to catch up to its more advanced neighbors. Thailand is said to be among one of the last in Southeast Asia to fully deploy advanced wireless technology, with neighboring Singapore moving on to 4G Long Term Evolution services in recent months. After years of delay, it was finally on Oct 16th that Thailand had its licence auction for the 2.1-gigahertz spectrum. Thailand has been promoting 3G since 2003, but a combination of politics and legal challenges has held things up.

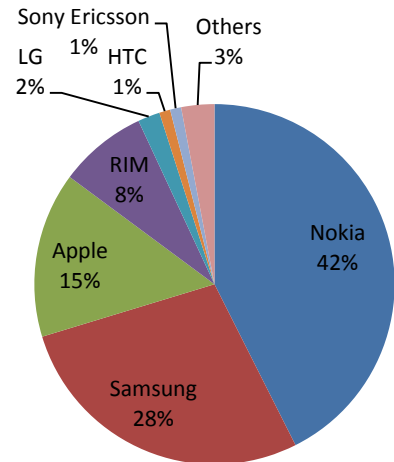
Advanced Info Service (AIS), Total Access Communication (Dtac) and True Move--managed to secure 3G licenses with AIS submitting the highest bid at 14.6 billion baht (US\$475 million) for three slots of 5 megahertz (MHz) bandwidth. The other two operators each submitted the minimum bid of 13.5 billion baht (US\$439 million) for the three slots of bandwidth.

Talking about the tariff rules, Thai regulator NBTC has revealed plans to introduce an interim price ceiling on 3G services by mid-December. Bangkok Post quotes NBTC secretary-general Takorn Tantasisit as saying the tariff rules will apply to the nation's three private operators – which each secured 2.1-GHz spectrum in a recent spectrum auction – as well as state-owned TOT and CAT. Draft pricing benchmarks and cap will be determined by the real operating costs submitted by Private Players AIS, DTAC and True Move.

Thailand Handset Market Share :

Thai people have fallen in love with their mobile phones as many feel they are a must-have device. Looking at the handset market share in Thailand:

Thailand Manufacturer's Share of Impression



Source : InMobi

Smartphones and tablets are becoming increasingly popular, complementing laptops and desktops with remote internet access. The proliferation of the smart devices means new applications, devices and markets for products and services. But the irony is that current technologies cannot support the exponentially increasing streams of data demand. However, the advent of new technology in Thailand is certainly going to create new opportunities for consumers and telecom players alike that should be able to utilize the platforms to enhance their creativity and innovation. The introduction of the advanced technology should also bring about new players in the market and it is undeniable that foreign players have potential to help upgrade technology in Thailand, thanks to their capital and know-how.

Having said that foreign players play an indispensable role in upgrading Thailand's 3G technology, the question arises that who would make the most of this opportunity. Who is going to grab this new year gift. Let's wait and watch !



- **Facebook announces the launch of its Messenger, an ultimate WhatsApp competitor**

Facebook has recently rolled out its new messenger app, allowing mobile phone users without an account to sign up the service with a phone number. With the launch of this new app, Facebook is aiming to get mobile users off SMS and onto the social network's own messaging service. The update potentially allows Facebook to challenge platforms like WhatsApp, Apple's iMessage and BlackBerry-maker RIM's BBM, which allow free messaging between devices over data connections.

- **Bharti Airtel introduces Emergency Alert Service**

Bharti Airtel launched an 'emergency alert service' enabling its subscribers to send alert message with location details to 10 mobile numbers. "During an emergency, Airtel mobile customers can now send an alert with their geographic location to their closest 10 loved ones simultaneously with just a call, facilitating an access to easy and quick help," Airtel said in a statement

- **Videocon to launch 4G LTE services in newly acquired six circles in 2013**

Videocon Mobile Services is planning to roll out complete 4G products and services across the newly won circles namely Haryana, Madhya Pradesh-Chhattisgarh, Gujarat Uttar Pradesh West, Uttar Pradesh East, Bihar and Jharkhand in 2013. The spectrum won by Videocon in the recent auction is paired and liberalised, i.e., the spectrum can be used to roll out Next Generation Networks and Services by adapting a highly efficient 4G technology FDD LTE.

- **Broadcom to compete with Qualcomm; eyes entry into the LTE Chipset Market**

Broadcom plans to begin issuing 4G LTE sample chips to its partners next year in an effort to enter the LTE market in order to catch up with the industry leader and rival Qualcomm. Broadcom Chief Executive Scott McGregor would not provide an estimate for the timing of the production of commercial smartphones using its LTE chips, but he included LTE in a list of "signposts" investors should look for in the next year. "We need to be there. We're not there today," McGregor said.

- **NSN climbs LTE Vendor ranking in Q3 2012 – Infonetics Research**

Nokia Siemens Networks jumped from the No. 4 to No. 2 position in the LTE equipment market after more than doubling its LTE revenue in the third quarter of this year, according to a new study from Infonetics Research. The performance allowed NSN to significantly close the gap with market leader Ericsson and pass Alcatel-Lucent and Huawei. NSN's strongest market was Asia Pacific, which overtook North America as the world's leading LTE region in the recent quarter by generating 41% of global LTE RAN revenues.

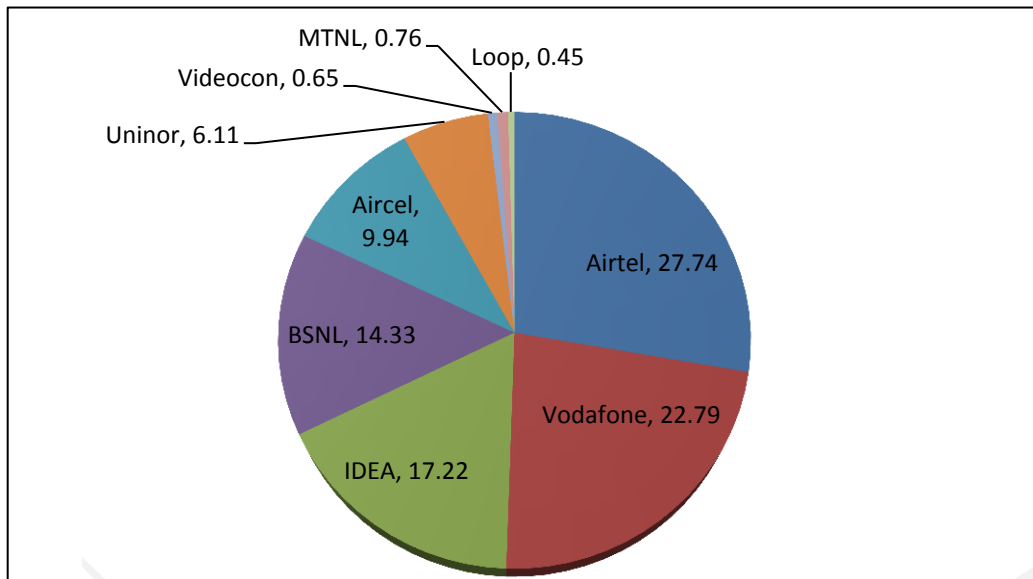
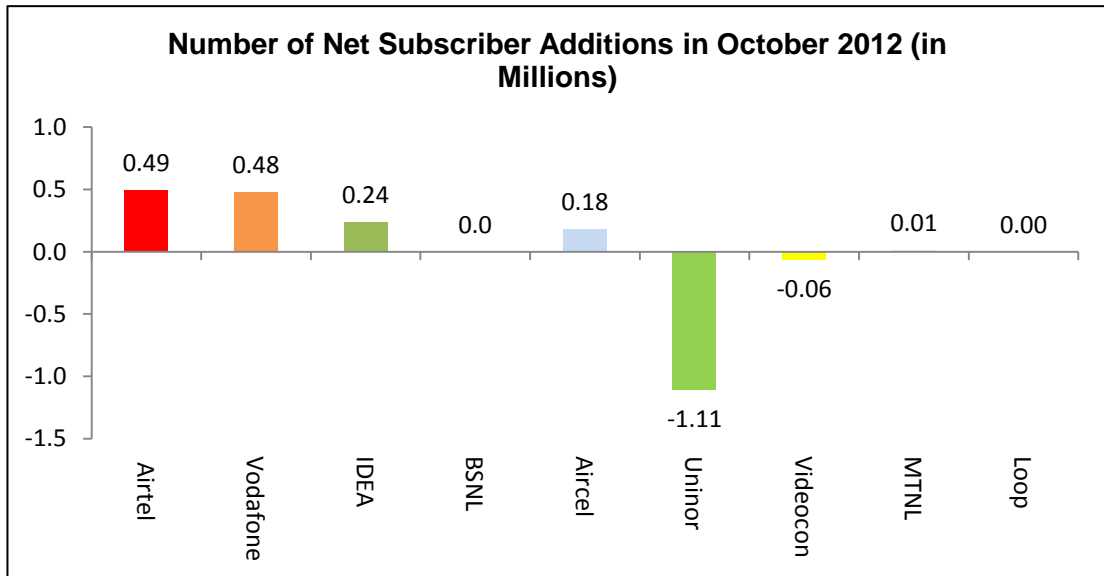
- **T Mobile will begin selling Apple products in 2013**

Bloomberg reports, T-Mobile USA Inc. will begin offering Apple Inc. iPhone next year, becoming the last of the four largest U.S. carriers to offer the best-selling device. The iPhone, once offered exclusively by AT&T in the U.S., has evolved into one of the most widely available handsets in the country. Adding Apple's device may help T-Mobile lure more customers to long-term contracts and hold on to more subscribers. The iPhone is the No. 1 smartphone in the U.S., outselling all handsets using Google Inc.'s Android software combined in the 12 weeks through Oct. 28, according to Kantar Worldpane ComTec.

India Reverses Shrinking GSM Connections After Two Months

GSM subscriber base increases by 0.24 mn in October

- Total No. of GSM subscribers as of October 2012 : 671.91 million
- The GSM Subs increased by 0.24 million in October 2012 (0.04% increase from previous month)
- Maximum GSM Subs addition in the month of October by - Airtel- 0.49 million
- Maximum GSM Subs addition in the month of October in - Maharashtra- 0.33 million



Group Company wise % market share (Subscribers) as of October 2012

Note: RCOM & TTSL GSM Figures are not included



MobileComm Continues Global Expansion, Opens New Group Office in Australia

MobileComm, a leading provider of wireless engineering solutions, has opened a new office in Australia enabling them to offer their full service range to the Australian market. MobileComm has an extensive experience in working with the leading Indian OEMs and service providers and MobileComm Australia is a critical step to grow its international footprints.

Australia office will be led by Ms. Surjeet Kaur, who would be handling business development activities for MobileComm in Australia and New Zealand (ANZ) region. To her new role as Business Development Head of Australia Operations, Surjeet brings a wealth of experience in Business Development, Sales and Project Management.

The new office is located in Sydney, New South Wales and will be the central location for activities covering the Australia and New Zealand region.

MobileComm Australia Office address:

MobileComm Technologies PTY Ltd.

3, Avril Court, Glenwood

Sydney NSW 2768, Australia

For more information on MobileComm's suite of wireless solutions, visit www.mcpsinc.com.

MobileComm continues its endeavor towards aligning fresh talents for Telecom Industry



MobileComm team recently organized a successful workshop on 'Introduction to Telecom Technologies' as part of its learning initiative at Bharti Vidyapeeth College of Engineering, New Delhi. The workshop was conceptualized by Mr. Deepak Bajaj, a certified Trainer with expertise on technologies like GSM, GPRS, EDGE & UMTS, and EDGE. The comprehensive One day workshop included, among various topics a basic technical explanation on various telecom technologies and happenings in the Indian Telecom Industry. Participants had the opportunity to receive corrective feedback and professional tips from the Instructor. Attendees found the workshop useful and numerous students out of the 80, who registered, were keen to attend future workshops organized by MobileComm.



Are You As Busy As You Think ?

- Laura Vanderkam

There was a time, not so long ago, when I was busy, busy, busy. At least I thought I was.

I told people I worked 60 hours a week. I claimed to sleep six hours a night. As I lamented to anyone stuck next to me at parties, I was basically too busy to breathe. Me time? Ha!

Now I work 45 hours a week and sleep close to eight hours a night. But I'm not getting any less done. My secret? I started keeping track of how I spent my time, logging how many hours and minutes I devoted to different activities such as work, sleep and chores. I soon realized I'd been lying to myself about where the time was going. I spent long stretches of time lost on the Internet or puttering around the house, unsure exactly what I was doing.



I'm not alone in this time fog. If you believe results from the American Time Use Survey, done by the Bureau of Labor Statistics, and other studies, plenty of Americans have faulty impressions of how they spend time in our "too-rushed-to-breathe" world. Being "busy" and "starved for time" is a way to show we matter. Put another way, it makes us feel important. But if you think about it, complaining about a lengthy to-do list is not only boring, it's a sad hook for one's self-esteem. Owning up to how we spend our hours gives us more control of our time, and ultimately, of our lives.

Here's how to do it:

Keep a time log.

If you've ever tried to lose weight, you may have tried keeping a food journal. Sure, you're eating grilled chicken for dinner, but the eight M&Ms you grab from the receptionist's candy jar add up, too.

Like tracking meals, tracking time keeps us from spending it mindlessly or lying to ourselves about what we do with it. Write down what you're doing as often as you remember for at least a week. Add up the totals. Checking Facebook five times a day at six minutes a pop adds up to two-and-a-half hours in a workweek -- curiously, the exact amount of time the Centers for Disease Control and Prevention recommends we exercise.

Be honest. Ask yourself what you'd like to do with your time. Claiming to be busy relieves us of the burden of choice. But if you're working 50 hours a week, and sleeping eight hours a night (56 per week) that leaves 62 hours for other things. That's plenty of hours for a family life and a personal life -- exercising, volunteering, sitting on the porch with the paper, plus watching TV if you like. Set goals -- maybe three hours of exercise and swapping out two hours of TV for reading -- and see where in your 168 hours you could make that happen.

Change your language. Instead of saying "I don't have time" try saying "it's not a priority," and see how that feels. Often, that's a perfectly adequate explanation. Try it: "I'm not going to edit your résumé, sweetie, because it's not a priority." "I don't go to the doctor because my health is not a priority." If these phrases don't sit well, that's the point. Changing our language reminds us that time is a choice. If we don't like how we're spending an hour, we can choose differently.



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 : newsletters@mcpsinc.com . For More Information Visit : www.mcpsinc.com

[About Us](#)

[Subscribe](#)

[Services](#)

[Advertise](#)

OUR GLOBAL PRESENCE

MobileComm Professionals, Inc.

465 W President George Bush Hwy,
Suite 200
Richardson, TX, 75080
Tel: (214) 575-4500
Fax: (214) 575-4502

MobileComm Technologies Canada Inc

151 Checkerberry Cres., Brampton
Ontario, Canada – L6R 2S6
Tel : +1 (647) 407-7705

MobileComm do Brasil S/A

Av. Barão Homem de Melo,
4500 – Cj. 318 Estoril, Belo Horizonte,
MG, CEP: 30450-250
Belo Horizonte : +55(31) 3515-5333
São Paulo : +55(11) 3014-2333

MobileComm Technologies (I) Pvt. Ltd.

774, Udyog Vihar Phase 5
Gurgaon, 122016, Haryana, India
Tel : +91 124 4682630 4682631
Fax: + 91 124 4262757

MobileComm Technologies LLC (ME)

PO Box 1058 PC-112 Ruwi,
Sultanate of OMAN
Tel : +968-24590507/24593427

MobileComm Technologies Pty Ltd.

3, Avril Court, Glenwood
Sydney, New South Wales 2768
Australia

