TELECOM BUZZ!!!

"expanding telecom world horizon"

'Smart Cars' to bring Telecom on Wheels

Mobile Gaming: A Billion Dollar Opportunity

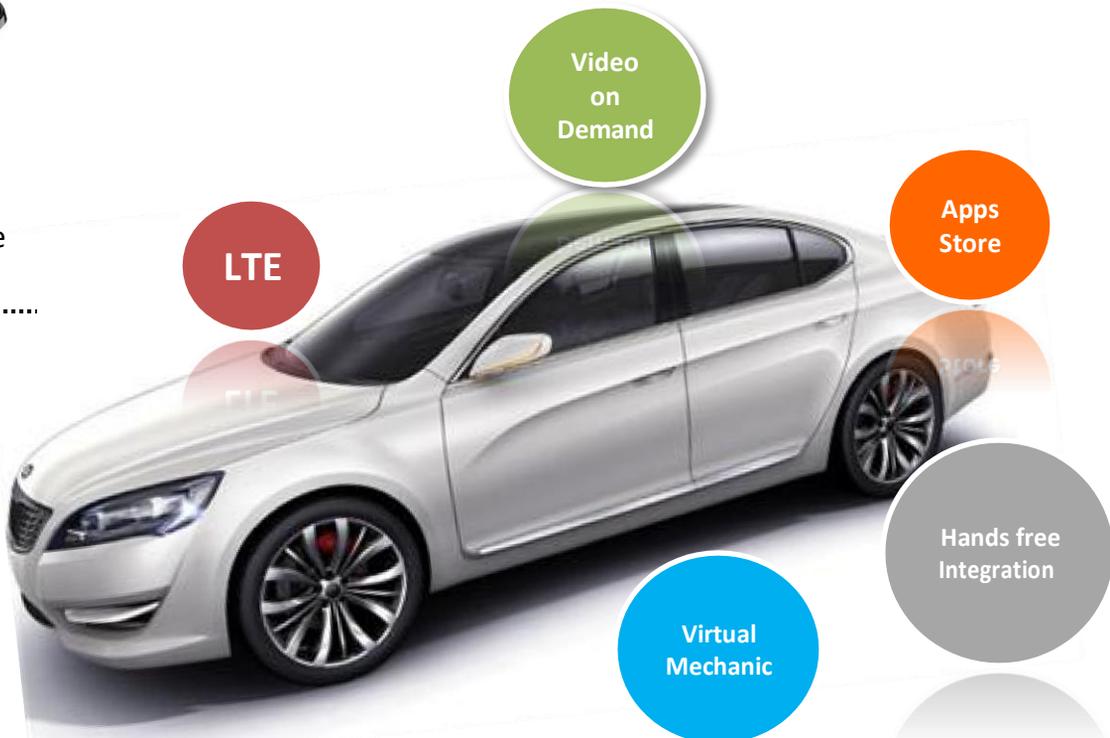...

Global LTE Phone Shipments Will Surge Tenfold in 2012

....

CTIA
The Wireless Association®

May 07th -08th ,2012
New Orleans, USA

Video on Demand

LTE

Apps Store

Hands free Integration

Virtual Mechanic

From the Editor

Slowly and steadily we are reaching the era of smart environment. Smart homes and all of its appliances, smart cars which will integrate with all of our devices from GPS to iPad, Android, Facebook, twitter. It is expected that with 4G in place, the future of cars will be talking cars i.e. the cars can communicate wirelessly, sharing data.

Smart cars are simply automobiles that have some degree of artificial intelligence functionality that in turn can reduce the number of accidents apart from providing easy to use integrated features. Safety plays a varying role in the purchase decision therefore even the government is challenging the auto industry to develop 'Smart Vehicles' that use technology to help drivers reduce accidents. ITS or Intelligent Transport Systems and M2M is the technology behind the smart cars that allow these vehicles to communicate wirelessly without the intervention of humans indicating their positions and help avoid crashes. Leveraging the technological evolution, we are certain that the Telecom Industry can contribute to the development of emerging domains such as connected car/ smart car.

I hope you'll find the contents of this issue value adding and interesting. Drop in any queries or suggestions you may have at **info@mcpsinc.com**

Key Company Highlights

- **MobileComm has been selected as one of the leading supplier for a major OEM to facilitate MW design and Line of Site services.** Currently, MobileComm Professionals, Inc. has delivered design and LOS services for 1000+ sites across various market in US.

- **A major OEM in USA has selected MobileComm Professionals, Inc. as a key services provider for network evolution of a leading Tier I wireless operator.** The five-year contract involves OEM and its services partner MobileComm for building a complete network infrastructure solution for Wireless operator's markets largely in the central and south east regions of the country.

- MobileComm is all set to unveil its indigenous GIS tool called **mMaps** or **MobileComm Maps** in the Telecom market.

Upcoming Openings

■ NPO Manager [Huawei 3G, NSN/Eric. 2G Expert] – Malawi (6+ years of relevant experience)

■ 2G/3G Optimization Engineer – Hyderabad (4-5 years of relevant experience)

■ IBS/ DAS Expert (IBWAVE Expert) – Gurgaon (7+ years of relevant experience)

Mail your resumes to **info@mcpsinc.com**

MobileComm Professionals Inc.

'Smart Cars':
The cars fueled with Smart Technology

Take a look at the things around you. All of them including light bulbs, cars, TVs, camera will be connected to internet in next 15 years, if they aren't already. The impact of ever-growing Telecom Industry has percolated to every industry in the country. From agriculture to aviation, automobiles to marine, all have embraced telecom technologies to their fullest and reaped rich benefits from it.

Consider the case of Automobile and Telecom, when major telecom players talk about M2M, and 50 billion connected devices by 2020, you'd better believe that cars are one of the hottest focus areas. Automobiles are slowly and steadily starting to join the mobile Internet party. With Smart transport systems or intelligent transport systems at place we will likely get to a point in the coming years where our cars will automatically route us around traffic jams and then direct us to a parking spot we already reserved before we even left for the trip. Leveraging the latest technological evolutions, It is clear that the Incorporation of telecom with automobile enables drivers to use their mobile phones to check driving performance and get fuel-related information as well as to control various components, including the doors, trunk, and headlights.

In Ford's vision, cars will soon become part of a mesh-like network of other vehicles, a city's infrastructure (think traffic lights, for example) and other transportation options that will all be interconnected.

Imagine for that a car is 300 meters away and around a blind corner. It is up to the driver to react to the misadventure when it suddenly appears before him or her — usually by slamming on the brakes and/or steering to avoid a potential collision. With Car2x communications system technology onboard, as the vehicle nears the

incident, the system receives the bad news and warns the driver of the impending problem. At about 30 m from the scene, the system activates the hazard flashers to warn other cars that may not have this technology. If the driver takes no action to avoid the potential crash, the system applies the brakes and brings the vehicle to rest. What was a potential disaster in the making has been transformed into a benign event, Interesting, Isn't it ?

LTE Connected Car

It all started with a simple question. What happens if you connect a car to an ultrahigh-speed mobile network? Several innovative companies in very different industries were asking this same question. And when the ng Connect Program brought them together, the LTE Connected Car was born. This Concept showcases within a fully functioning vehicle a range of personalized consumer experiences that transform the vehicle into a seamless extension of the always-on Network. The LTE Connected Car creates an entirely new mobile platform by bringing together telecom service providers, component suppliers and content providers. This Concept demonstrates the commercial and technical potential of this powerful next-generation technology called LTE

LTE Concept Car Participants

Automotive Partner

TOYOTA

The Connected Car concept vehicle is built upon the base of a 2010 Toyota Prius. The Toyota Prius is one of the leading hybrid electric mid-size cars in the United States.

Technology Partner

Alcatel·Lucent

LTE radio and patent pending antennae technology from Alcatel-Lucent support new advances in in-vehicle connectivity. The company's multi-screen video solution provides streaming video applications to four screens simultaneously. The LTE Connected Car system architecture puts the intelligence and computing capability in the network. Alcatel-Lucent's historic Bell Labs invented key standards for MiMo and OFDM which support today's smart antennae and emerging LTE networks.

QNX SOFTWARE SYSTEMS

QNX Software Systems provided the software foundation for the LTE Connected Car including the operating system, touchscreen user interfaces, media players for YouTube and Pandora, navigation system, Bluetooth connectivity, multimedia playback, hands free integration, games, app store, and virtual mechanic.

Media & Content Partners

ATLANTIC

Fanbase from Atlantic Records allows users to chat and download music, news, photos and videos from the comfort of the backseat.

chumby

chumby delivers user-selected Internet content (news, videos, music, sports, radio stations) and user-generated content

KABILLION

The Kids Video On Demand Service from Kabillion provides high quality entertainment for young passengers in the LTE Connected Car

LTE Concept Car Benefits

For Network Operators

• Generate new revenues by extending existing services to multiscreen or by offering new vehicle-centric and travel-centric services
• Become a key player in the next-generation services value chain
• Leverage network assets such as billing, location and user profile

The LTE Connected Car Concept is exciting especially when consumers are willing to pay for these innovative social, entertainment and business applications - if they are easy to use and offer a high quality of service. Bring on the LTE !

Internet connected cars to cross 90 million by 2016

The integration of the smartphone into consumer vehicles will become all but standard on new models, finds a new report by Juniper Research, which forecasts that 92 million vehicles will feature technology to integrate the smartphone into the head-unit by 2016.

New protocols such as Mirror Link from the Connected Car Consortium will help automotive manufacturers in introducing technology which allows the smartphone to become hub, enabling mobile internet, smartphone app and content access across the range of vehicles that they sell.

MobileComm Professionals Inc.

# Mobile Gaming - A Billion Dollar Opportunity

It all started with the large cartridges, when you used to play them on a huge television screen and compete with your friends by discussing the levels you reached. You still play video games but not on big fat television but on a gadget that fits nicely in your pocket and lets you play anywhere, anytime. The demand of Mobile gaming is basically driven by 2 major factors:

a) Today user expects almost everything from his phone.

b) Every industry wants to stay ahead from one other by offering services that will give them captive audiences.

From humble beginnings, mobile gaming has expanded at an astonishing pace to become the fastest growing sector of the gaming industry. Gradually it has evolved into a multi-milliondollar industry with stakes held by every OEM, network Operator, VAS Developer and application provider in the telecom industry.

Stastics

Applications used daily (percentage of users)

Games	64%
Weather	60%
Social Networking	56%
Maps	51%
Music	44%
News	39%
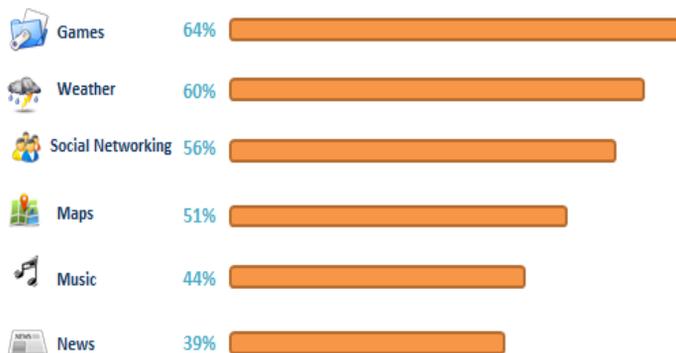
People Spend an Average 7.8 hrs. a month gaming on their phones

According to the New York Times, quoting Gartner, game-related spending is on pace to reach $112 billion by 2015 and mobile gaming is expected to increase to a 20 percent share of gaming platforms by 2015. Mobile is expected to hold the largest growth of all platforms over that time.

All said above is well and good, but the question remains: If people are increasingly opting for free apps over paid apps, over the years where is mobile gaming revenue going to come from ???

IN GAME PURCHASES AND ADS ARE MONEY MAKERS

According to business degree.net, more than $12 billion was generated by mobile gaming in 2011 with 34% of the top grossing apps in the app store using the **freemium model**. In freemium model, the games are given for free with revenues coming from alternative sources. The economics behind why freemium games make more than traditional games is fairly straightforward: They put you, the consumer, in a position where once someone is hooked they'll continue to spend a few dollars to enhance their play. You're under no obligation to pour any money into the game, but developers try their hardest to offer items that enhance the experience and speed up aspects that you may not want to wait for.

MOBILE ADS: Then there's mobile advertising, which will no doubt continue to sky rocket. Angry birds make $6 million per month purely from ads. As this tectonic shift continues, and as technology grows around ad personalization, game developers will be able to increasingly rely on advertising as a form of monetization.

'Angry Birds' has been named best game at Appys award ceremony in London.

MobileComm Professionals Inc.

Key developments Across India

Telecom Companies to gain from TRAIs 2G recommendation
Times Of India

Contrary to the telecom operators' contention that the Telecom Regulatory Authority of India's (Trai's) recommendations - hiking the reserve price for the auction of 2G spectrum - will make it prohibitive to operate, an analysis of the recommendation shows that the service providers stand to gain under the new regime over the long run if they have to pay the reserve price for the spectrum. That's because while Trai's recommendations enhance the spectrum fee, they also drastically reduce the proportion of revenues (to a uniform level of 1% as against the existing 3% to 7% depending on how much spectrum an operator uses) that the operators have to give to the government as user charges.

Why good news and big changes are anticipated in the Telecom Sector?
Scrum of innovations in the past have undoubtedly taken Indian Telecom Industry by storm but still it is hard to spot anyone talking about telecom revolution with a straight face. Big Telecom companies complain about squeezed margins due to intense competition, policymakers are worried about the fog of corruption and intense pressure is seen on the CAPEX/OPEX of the spending due to large license fee. At the moment, issue that needs discussion is 'Why good news and big changes are anticipated in the telecom sector.'???

Oracle to focus on Telecom, retail, BFSI, cloud computing solutions
Financial Chronicle

IT firm Oracle on Wednesday said the company would focus on telecom, retail and banking and financial services (BFSI) with offer of cloud computing solutions. As India is growing at a faster rate in these areas, the company would bring more products and solutions as and when required for the Indian market. The Nasdaq-listed company said it generates around $1 billion from cloud computing solutions to overall revenue of around $36 billion. The firm would focus on small and mid-size firms as well.

Key developments Across Globe

Samsung races ahead of Apple in smartphones
Times of India

Samsung Electronics Co regained the lead from Apple Inc. as the world's biggest vendor of smartphones in the first quarter. Samsung shipped 44.5 million smartphones in the first quarter, giving it 30.6 per cent of the market, market researcher Strategy Analytics said. Apple shipped 35.1 million units in the first quarter, giving it a 24.1 per cent share, it said.

Nokia to sell Vertu to Permira
Financial Times

Mobile handset maker Nokia is in advanced talks to sell its luxury mobile phone brand Vertu for 200 million euros (USD 264 million) to private equity firm Permira, according to a media. Permira is in discussions to acquire Vertu in a deal that will raise about €200m for Nokia, which is better known for its once-dominant mass market phone ranges. It would add to the private equity firm's portfolio of luxury and tech brands such as Hugo Boss and Valentino. According to the news report, Vertu, which features crystal displays and sapphire keys are handmade and cost 200,000 pounds, has a potential of higher sales in Asia and Middle East region.
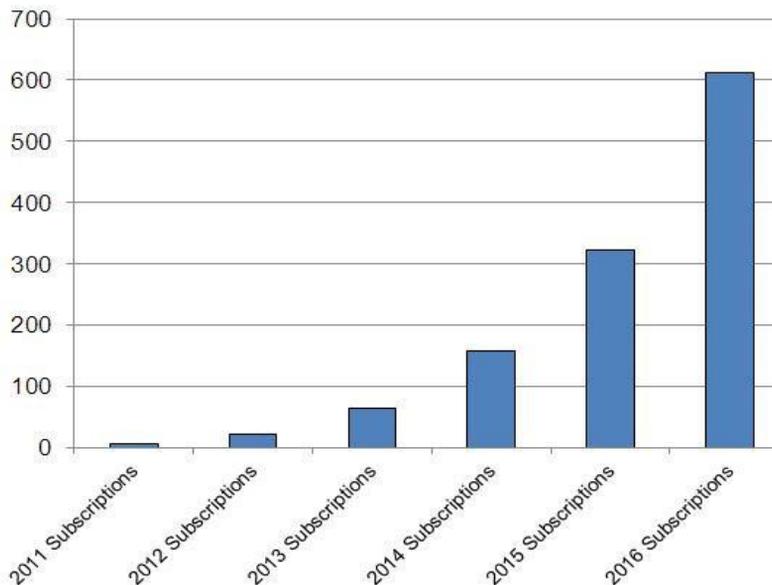
MobileComm Professionals Inc.

Global LTE Phone Shipments Will Surge Tenfold to 67 Million Units in 2012 : Strategy Analytics

According to the latest research from Strategy Analytics, global LTE phone shipments will grow tenfold to reach 67 million units in 2012. Multiple operators, such as Verizon Wireless, NTT DoCoMo and SK Telecom, are aggressively expanding their LTE networks. Key vendors leading the push into LTE phones will include Apple, Samsung, HTC, LG, Nokia, Motorola, Pantech and Fujitsu.
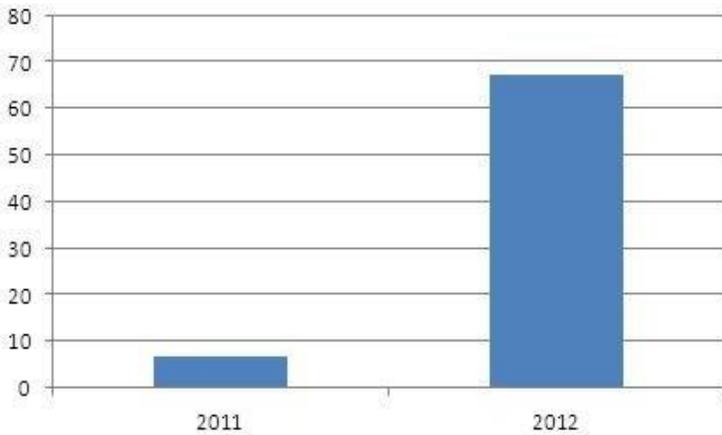
LTE handset shipments

Global Mobile Phone Shipments (Million of Units)	2011	2012
LTE	6.8	67.0
Global Mobile Phone Shipments Growth Year-over-Year %	2011	2012
LTE	~	885.3 %

LTE subscription forecast, 2011-2016

MobileComm Professionals Inc.

MobileComm is a proud Sponsor for MS Sam's Club Ride 2012

MobileComm Professionals, Inc. is proud to be a supporting sponsor for the MS Sam's Club Ride this year. The twodays tour benefits the Texans with Multiple Sclerosis and challenges riders to pedal over 150 miles from Frisco to Texas Motor Speedway. Organizers are expecting close to 3,000 participants in this year's MS 150 Bike Ride. For the past 25 years, the Sam's club ride organizes 100 rides nationwide and the funds they raise go towards research aimed at treating and eventually curing Multiple Sclerosis as well as services for those living with MS.

Multiple sclerosis is a chronic, often disabling disease that attacks the central nervous system. Symptoms of MS vary depending on where the disease occurs in the brain. Approximately 56,000 Texans are living with disease, which has affected roughly 4.5 million people in the United States.

To know more about MS Sam's Club Ride visit http://main.nationalmssociety.org/site/TR?pg=team&fr_id=18029&team_id=266738

MobileComm is all set to be a part of International CTIA Wireless 2012

Mobilecomm Professionals, Inc. is excited to be a part of International CTIA wireless 2012, a premiermarketplace for wireless, Telecom and broadband as well as the key vertical markets that have entered into wireless. Scheduled from May 08th – 10th , 2012 at New Orleans, USA, CTIA represents a $ 1 trillion global marketplace that brings together wireless and converged communications. This year's show provides the best opportunity to conduct business and meet experts and innovators throughout the wireless ecosystem.

International CTIA Wireless 2012 – Key Highlights

- Draws more than 40,000 qualified attendees every year .
- Hosts over 1,000 exhibitors.
- Attracts more than 1,000 press and analysts worldwide.
- Offers top-level speakers and the most comprehensive educational programming in the industry.

Come visit us @ CTIA 2012

MobileComm will be there at the event to share its expertise on the broadest portfolio of innovative services and solutions. Come visit us and get hands on latest MobileComm Solutions and see what's new in our portfolio.

MobileComm Professionals Inc.

NEW

Workshop on 'Path to LTE & 3G/4G Backhaul Challenges' at Kolkata

We are thankful to the honored telecom professionals for giving their overwhelming response to our previous events on '3G Optimization & Path to LTE', held at Gurgaon & Mumbai & making it a success story. To continue this Zeal, MobileComm Professionals is organizing it's another highly focused workshop scheduled on **18th May 2012** on **'Path to LTE & 3G/4G Backhaul Challenges'** at **Kolkata, India**. Organized by one of the India's key industry players in wireless services. This workshop is one of the only event that will help you to stay on the cutting edge of Next Generation Technologies.

Speakers:
- **RAJIV MOHAN GANDHI** (CEO, MobileComm Technologies India. Pvt. Ltd.)
- **RISHI NANDWANA** (Chief Technical Officer, MobileComm Technologies India. Pvt. Ltd.)
- **MOHIT SHARMA** (Senior Technical Trainer, MobileComm Technologies India. Pvt. Ltd.

Participant's Impression About our Events:
"The workshop was very useful for business operations. The skills learnt will help me to take strategic business decisions in future. Excellent workshop."

(Operations Manager, Prominent Cellular Player)

"Presenters were well prepared & line up with the topic & supportive"

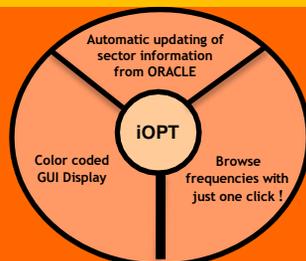(Asstt. Manager, Major Telecom Service Provider)

How to Apply & Pay:
These workshops are part of our Industry Awareness Program, wherein professionals could meet on a platform to exchange their views, understand technology and dynamics of market. To make this as a continuous practice, we seek your small contribution towards the participatory fees **@Rs.1,000/- per participant. To Register, visit http://www.mcpsinc.com/contact-us**
 or Contact Ms. Anu Malhotra: +91-99588846480; +91 124 4682632: +1 214-5754500

Now you have solution to your Network
Planning & Optimization Problems !

Coverage ?   Quality ?

Reliability ?

Improve your Wireless Network reliability and Performance with i-OPT (intelligent optimization & planning tool)

Automatic updating of sector information from ORACLE

iOPT

Color coded GUI Display

Browse frequencies with just one click !

Frequent RF Optimization is required to best utilize embedded networks enabling them to provide high QoS with minimum capital investment. With iOPT (Intelligent Optimization & Planning tool), we guarantee that you'll achieve the impossible. Flexbility, versatility and speed make it the most valuable tool available to wireless planners.

See what iOPT contains:
Phone: 0124 4682606

MobileComm Professionals Inc.

MobileComm to unveil its GIS tool mMaps in the Telecom Market

MobileComm builds on its telecom and IT experience to bring out comprehensive software solutions and applications to support internal projects, mobile operators and wireless subscribers. Our varied experiences in RF engineering and IT skills enables us to invest in the development of proprietary solutions, for increasing efficiency and repeatability of engineering activities.

MobileComm Maps - mMaps

As the field of computer mapping continues to expand, Mobilecomm Technologies has unveiled a new product designed with years of hands on experience to fulfill users' computer mapping needs specific to the telecom industry.

mMaps is a powerful computer mapping tool that enables you to perform complex geographic analysis such as accessing your remote data, dragging and dropping map objects, creating thematic maps that emphasize patterns in your data, and more.

Features

mMaps gives you the power to process huge databases (including powerful SQL queries) and the visual power of maps. Here is a look at some of the features mMaps offers:

- Direct import and plot feature of files created with Microsoft Excel, delimited ASCII, comma delimited CSV files, shape files, tab files etc.
- Multiple views of data in Map and Browser. These views allow you to open multiple views of the same data and update them when you change any one view.
- Seamless Layers with customizable legends.
- Thematic visualization of your data for high visual impact.
- Query capabilities.
- Editing tool to edit your data even in graphical form.
- Export capability to all standard formats
- Industry specific BCCH/SC search, drive test length calculation, merge two layers.
- Easy to compare benchmarking data with offset feature
- Google Maps view for comprehensive analysis.
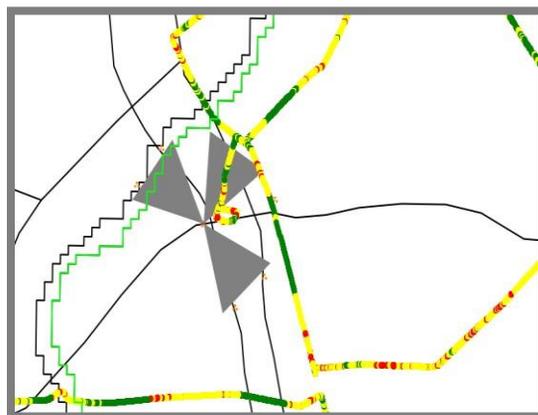
And much more…

For Purchase Enquiry Contact **info@mcpsinc.com**

Attitude is Everything — A little thing that makes a BIG Difference!

Jerry was the kind of guy you love to hate. He was always in a good mood and always had something positive to say. When someone would ask him how he was doing, he would reply, "If I were any better, I would be twins!"

He was a unique manager because he had several waiters who had followed him around from restaurant to restaurant. The reason the waiters followed Jerry was because of his attitude. He was a natural motivator. If an employee was having a bad day, Jerry was there telling the employee how to look on the positive side of the situation.

Seeing this style really made me curious, so one day I went up to Jerry and asked him, "I don't get it! You can't be a positive person all of the time. How do you do it?" Jerry replied, "Each morning I wake up and say to myself, Jerry, you have two choices today. You can choose to be in a good mood or you can choose to be in a bad mood.' I choose to be in a good mood. Each time something bad happens, I can choose to be a victim or I can choose to learn from it. I choose to learn from it. Every time someone comes to me complaining, I can choose to accept their complaining or I can point out the positive side of life. I choose the positive side of life."

"Yeah, right, it's not that easy," I protested.

"Yes it is" Jerry said. "Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react to situations. You choose how people will affect your mood. You choose to be in a good mood or bad mood. The bottom line: It's your choice how you live life."

I reflected on what Jerry said. Soon thereafter, I left the restaurant industry to start my own business. We lost touch, but often thought about him when I made a choice about life instead of reacting to it. Several years later, I heard that Jerry did something you are never supposed to do in a restaurant business: he left the back door open one morning and was held up at gunpoint by three armed robbers. The robbers panicked and shot him. Luckily, Jerry was found relatively quickly and rushed to the local trauma center. After 18 hours of surgery and weeks of intensive care, Jerry was released from the hospital with fragments of the bullets still in his body. I saw Jerry about six months after the accident. When I asked him how he was, he replied, "If I were any better, I'd be twins. Wanna see my scars?"

I declined to see his wounds, but did ask him what had gone through his mind as the robbery took place. "The first thing that went through my mind was that I should have locked the back door," Jerry replied. "Then, as I lay on the floor, I remembered that I had two choices: I could choose to live, or I could choose to die. I chose to live."

Jerry lived thanks to the skill of his doctors, but also because of his amazing attitude. I learned from him that every day we have the choice to live fully. Attitude, after all, is everything.

Let this really sink in—
then choose how you start your day tomorrow.

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**: **http://www.mcpsinc.com**

About   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 (I) Pvt. Ltd.
774, Udyog Vihar Phase 5
Gurgaon, 122016, Haryana, India
Tel : +91 124 4682630 4682631
Fax: + 91 124 4262757

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

MobileComm Technologies LLC (ME)
PO Box 1058 PC-112 Ruwi,
Sultanate of OMAN
Tel : +968-24590507/24593427

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