



23-24.11.2011
Sheraton Warsaw Hotel,
Poland

www.lteforum2011.com

At-a-Glance

PRE-CONFERENCE WORKSHOP | 23.11.2011 | 09H30-17H00

- Session 1:** Back to basics: The fundamentals of LTE
- Session 2:** Market update: What you need to know about LTE devices & networks
- Session 3:** LTE spectrum needs – a simple approach
- Session 4:** LTE challenges: How to kick-start the LTE-business

The workshop will elaborate on all critical issues surrounding the introduction of LTE as a new mobile broadband technology. It will give you an understanding of the LTE standard itself - i.e. key differences to 3G - components in the design of efficient LTE networks, strategic issues in spectrum allocation, the constraints of the technology, and a guideline in marketing and positioning your LTE offering. It will prepare you and inspire your thinking when it comes to building a successful business.

The workshop is designed to meet the needs of investors, operators, service providers and related business who are planning or considering entering into the mobile broadband market with LTE. The workshop takes a helicopter view of LTE as a new mobile broadband business - its key differentiators & challenges - from both a technical and commercial perspective. It will also give a global overview and update on the status of the LTE industry today and trends to watch out for. It will challenge your views and help you develop your thinking on the strategic challenges of LTE. For strategic planners and business developers it will offer you concise but clear details on how to tackle such issues as spectrum needs and market positioning.

CONFERENCE | 24.11.2011 | 09H30-18H00

LTE Forum 2011 in Warsaw, Poland, will bring key practical learnings and insights from the industry pioneers and leading practitioners to provide the guidance and answers you need on the key questions.

Aero2 and Cyfrowy Polsat have rolled out both, the LTE infrastructure plus a well structured model of services for the mobile users to guarantee business value. Co-operation between the companies brings out potentially the best business model between infrastructure and retail companies, explaining how to build the value chain between the technology provider and the customer.

Some reasons why delegates will join the LTE Forum 2011:

- Understanding the **key drivers** and how to choose exactly the right time to introduce LTE into the network
- How to balance future **LTE and HSPA/HSPA+** investments
- Inter-system handover** LTE/3G strategies
- Choosing the **right frequency** options for maximum efficiencies, capacity and coverage
- Deciding on the optimum LTE deployment roll-out plan, **migration strategies**, infrastructure sharing
- How and when **voice and messaging services** should be introduced on LTE systems
- Availability of user devices** to support LTE services introduction and growth
- Data offload strategies**
- Business models** to leverage the key benefits of LTE
- Monetising mobile broadband through services and applications ("The Aero2/Cyfrowy Polsat Model")
- Strategies and business models for **global roaming**
- Understanding what **LTE-Advanced** brings and when
- Best **user experience**: 2.6 GHz, digital dividend (800 MHz), re-farmed bands including 1800 and 900 MHz



Speakers include:

- Beata Bialkowska, Marketing Director, Cyfrowy Polsat
- Igor Sosonkin, Network Planning Division Manager, BeST Belarus Telecommu
- Svetlana Skvortsova, Strategy and Development Director, Tele2 Russia
- Uwe Loewenstein, Spectrum Technology Manager, Telefónica Germany
- Keynote Speaker:** Adam Kurianski, CEO, Aero2
- Conference Chairman:** Alan Hadden, President, GSA

Register online at
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