

Promise of Ubiquitous Connectivity through Mobile Broadband

Kuala Lumpur, Malaysia, May 5, 2009 – *Frost & Sullivan* today hosted the inaugural **Mobile Broadband Asia Pacific summit** at the Sheraton Imperial in Kuala Lumpur. The summit was based on the theme - to deliver the ubiquitous connectivity promise that the upcoming 3.5G and 4G technology promises.

Marc Einstein, industry manager for ICT at *Frost & Sullivan Asia Pacific* says, "It is very appropriate to hold the inaugural conference discussing mobile broadband in Malaysia. In 2008, Malaysia quickly became one of the most competitive broadband markets not only within ASEAN, but throughout the entire Asia Pacific region."

"Malaysia now boasts four full service 3G mobile broadband operators and four mobile WiMAX providers, a total of eight mobile broadband providers leading the entire region," Marc highlights.

The summit kick-started with a keynote presentation by Nitin Bhat, senior vice president, for the ICT practice, *Frost & Sullivan* followed by a CEO-dialogue on the promise of Mobile Broadband.

Well-known industry leaders including Don Price, group CTO, AXIATA Group; Bui Quoc Viet, CIO Vietnam Posts and Telecommunications Group (VNPT), Vietnam; John Stefenac, president Qualcomm, Southeast Asia Pacific; Jerome Almirante, head of VAS and Data Services, SMART and Manoj Menon, partner and managing director, Asia Pacific *Frost & Sullivan* discussed on demands, opportunities and strategies to succeed in mobile broadband.

The line of speakers included representatives from Celcom, Ericsson, PACNET One, Yahoo!, At-Life, Mobile Entertainment Forum, PT Indosat and Tata Telecommunications amongst *Frost & Sullivan* analysts.

Mobile broadband adoption and usage is experiencing explosive growth in Asia. With concerns on growing capacity costs, there are now solutions for operators to meet the needs of subscribers with different usage patterns and demands, new ways of monetizing the internet, and real sustainable measures of reducing the cost and improving customer experience. The summit discussed how businesses can create compelling mobile user experience and build a business model that will be sustainable in the current environment.

"Mobile broadband has finally evolved to a level where it can compete with fixed broadband solutions for the first time and we are starting to see wireless operators in Asia Pacific accelerate fixed-to-mobile substitution for wireless data services," says, Marc.

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He further adds, "While this is certainly an exciting development, mobile broadband services are still evolving with 4G services on the horizon which will open doors to even more ubiquitous mobile broadband use in new areas like machine-to-machine communications, healthcare applications, remote monitoring & security and many others."

Qualcomm is the gold sponsor for the summit. Ericsson and Juniper Networks are partner sponsors and HP is the exhibitor sponsor.

Media partners for the summit include Business Today, China CSR, China Newswire, China Tech News, China Wireless News, Convergence World, Developing Telecoms, mCube Digital. com, MobileIN.com, Strategic Path Asia, Telecom India Daily, Telecom Watch, Telecom Asia, What's new in mobile, Wimax.com, Wireless Asia, Wireless Business Review and ZDNet Asia.

Official newswire for the summit is PRNewswire, WiMax 360 is the Online Community Partner and Mobile Entertainment Forum is the Supporting Organisation for this summit.

For more information, please visit www.frost-mobile.com.

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