

AWTG 2009 Seminar

Towards LTE and Beyond: Opportunities and Challenges

14 October 2009- At 9.00AM to 4.30PM - Royal Garden Hotel, London, UK

It is now widely accepted by incumbent mobile operators that Long Term Evolution (LTE) will be the dominant path to next generation wireless mobile broadband networks. Major 3G operators such as Verizon in the USA, TeliaSonera in Sweden, China Mobile and NTT DoCoMo in Japan have already detailed plans to roll out LTE commercially in 2010. More operators will follow this trend in the coming years.

This workshop aims to provide a forum to discuss the challenges that incumbent and emerging operators are facing in deploying LTE networks. It will investigate issues such as the minimisation of CAPEX and OPEX in LTE rollout, while at the same time satisfying user demands for better Quality of Experience (QoE) for different services and applications. This workshop will also discuss potential opportunities that a successful deployment of LTE will bring to operators; moreover, it will address some related issues and questions, including:

- ✓ What will be the nature of future applications for LTE, and will LTE with its higher throughput and lower delay bring the commercial success of current wired Internet services and applications to the mobile domain?
- ✓ How can LTE mobile operators cope with the expected huge increase in traffic on their networks while at the same time increasing their revenues proportionally?
- ✓ How can operators offer LTE applications and services efficiently and cost-effectively to their customers?
- ✓ What are the optimal business models for LTE?