

Business Considerations for Migration/Evolution to IMT-2000

Mobile Communications is a business - It may be based on highly sophisticated technology but like every other business, its bottom line is the bottom line. Therefore, it is business drivers, considerations and implications should provide the framework for the evaluation process before introducing any new technology into the mobile marketplace.

The GSMA presentation will examine the specific business considerations surrounding the evolution/migration to IMT-2000 including: the business lessons learned from 2G; the importance of building on the business successes of 2G; the need for additional capacity/bandwidth; the new service opportunities provided by IMT-2000 technologies and protecting operators existing and future investments.