ITU Conference

ITU-BDT Regional Seminar on Fixed Mobile Convergence and New Network Architectures for the Arab Region

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Agenda

MTC-Vodafone (Bahrain) in Brief
Our Achievement
MTC Group Direction
3G Network in the Kingdom of Bahrain
Examples of 3G Services
Defining Convergence
Beyond 3G
Our Commitment
MTC-Vodafone (Bahrain) in Brief

1. MTC-Vodafone (Bahrain) was awarded the second mobile license in Bahrain in April 2003.
   It was selected among 10 bidders for the license

2. Under the license obligation, MTC-Vodafone (Bahrain) was committed to deploy by the end of 2003:
   - Nation-wide GSM coverage that provides the fastest possible mobile data services
   - Introduction of rich set of mobile data services using leading-edge technologies

3. In addition to Mobile License, other licenses were granted such as International (Facilities and Services), VAS and ISP

Our Mission in the Kingdom

“We commit ourselves to provide the most reliable and cost-effective communication network in Kingdom of Bahrain that will help our customers to innovatively:

- Learn
- Work
- Be Entertained
- Shop
- Be Informed
- Stay In-touch

Wirelessly
Our Strategy

Differentiation and Innovation via:

- Our People – Young, Creative, and Empowered
- Our Network – Latest Technology 2G, GPRS, EDGE & 3G
- Our IT Systems – Fully Integrated
- Our Portfolio of Data Service – WoW – Rich Mobile Data Content
- Our Products – Value for Money
- Our SIMs – User Friendly Menus
- Our Customer Service and POS – Experience Shops
- Our Distributors – Key Players
- Our Suppliers - Partners in Success

Our Achievement

- Successful Launch on the Target Date
- 1st Nationwide 3G Network in the Region
- 1st VPN solution for Corporations in the Region
- 1st TV Broadcast through the Mobile in the Region
- 1st CAMEL Roaming
- 1st Push email – Enterprise & personal editions
- Innovative Pricing, bundling, and comprehensive service offering on Postpaid and Pre-paid
- Excellent Customer Service and Unique Experience Shop Concept
- 100,000 Subscribers Before the end of 1st year from launch (16% market share)
- Portfolio of various and unique data services (WoW Portal)
- 82% Bahrainisation and above since launch
MTC group is committed to the evolution of MTC-Vodafone (Bahrain) as the regional leader in technology and customer services.

The 3G deployment in Bahrain set the scene for the rest of MTC group of companies to deploy such state-of-the-art technologies in their respective territories.
Technology and Service Stack

Value Added Services
Content Aggregation
Content Providers
Core Network 2G & 3G
WCDMA (UMTS) 3G
Radio 2G & EDGE

Integrated Provisioning and Billing System
Prepaid
Postpaid

3G Network Coverage in 2003

- 1st in Middle East to Launch 3G
- Focused 3G coverage:
  - Manama (Diplomatic and Seef)
  - Bahrain University campus at Isa Town and Sakhir and vicinity
Overlay of 3G network on to existing 2G

3G Nation-Wide Coverage Roll-Out

Network Highlights:
- Followed WCDMA UMTS (3GPP release 99)
- Utilized 5 MHz of Core UMTS frequency band (2 GHz)
- Utilized 100% owned backbone IP network
MTC-Vodafone (Bahrain) is one of the 1st (if not the only operator in the World) to have full 3G nation-wide coverage.

Hawar Islands, King Fahad Causeway and Rural areas provided with 3G coverage as well.

Successfully tested international video calls with operator who have implemented 3G technologies.

3G Offering
Considered impossible before, video calling using mobile phones is a reality now, thanks to cutting edge 3G technology!

Makes communication to our dear ones special and fun because you can see people, show objects, surroundings and activities in real time as you talk!

What is required:
- Video call capable 3G mobile phone
- 3G mobile network → MTC-Vodafone (Bahrain)!
Driving Video Calling

A new application that uses *Presence* to drive video calling

While making a voice call, an SMS will be sent to A-Party prompting them if they want to make a video call instead!

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GPRS/3G Data Connect Cards

- Customized PC connect card
- Provide seamless mobility internet at 384Kbps speed everywhere in Bahrain
- GPRS Roaming in 29 mobile operations around the world
- Able to Roam in Japan
Connect Card Ad

3G Connect Card Application

Live Coverage Application
Bahrain World Trade Center

Internet
3G/Wi-Fi Access

Littlebox provides multiple users with 3G wireless broadband connectivity and provides local networking.

Features:
- Private local network for groups of users, allowing internet connection, use of corporate tools and file sharing
- Personal office access: e-Mail, Internet. Business application
- High bandwidth connectivity anywhere

Streaming over 3G

- First in the Middle East
- One of the few world-wide
- Using Special Codec
- Downloads of MPEG 4-like video
- Downloads of MP3-like audio
3G Coverage as Broadband Wireless Access for Rural Areas

Video Mail

“Salam Alaikum, everybody. This is me in Dubai! Save this video till I return home.”

At office: review voice and video mail from handset...

“Hey, Our boss is in Dubai!”

Back Home: review voice and video mail from PC…

“Hey, guys… Dad has sent us a video from Dubai!”
**Video Portal**

- **Participant:** The Participant View offers an overview of the participants. It provides an overview of the participants.
- **Voice over IP:** To talk to your group, simply press the microphone button. Live video, crystal clear voice over IP provided by Vodafone.

**Chat**
- Send a small message or a web link to everyone or by using other plugins.

**Whiteboard**
- The Whiteboard area is where all users can interact by sharing applications, MS Office documents, images, and drawings.
- Walkie Talkie-like conversation 1 to 1 / 1 to Many
- Voice communication: Push-To-Talk
- Video communication: Push-To-See

**Voice communication:**
- GPRS, EDGE, WCDMA, IP

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**Push-To See**

- Walkie Talkie-like conversation 1 to 1 / 1 to Many
- Voice communication: Push-To-Talk
- Video communication: Push-To-See

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Video Telephony Convergence

Defining Convergence
Beyond 3G ………

MTC-Vodafone (Bahrain) COMMITMENT

- We have provided people with quality data and voice anywhere, any time at an affordable price
- We converged:
  - Voice
  - Information service
  - Games/entertainment
  - Internet service
  - TV
  - Video
  - AND More ……
- We have converted customer’s mobile set from a simple device to a lifestyle tool for business and entertainment