



11th Annual Global Wireless Business Gathering  
4-7 December 2006, Hong Kong Convention & Exhibition Centre

# 3G WORLD CONGRESS

Co-located with the **MOBILITY MARKETPLACE**

## CEO Keynotes and Roundtables

*Exploring future opportunities in mobility and wireless*

Plenary 1 – **Transforming wireless**  
Next-generation broadband mobility, access, connectivity and convergence

Plenary 2 – **Ubiquitous wireless and the consumer electronics revolution**

Services, applications, software platforms, delivery channels and devices

## Highlights of Special Interest Congress Sessions include:

- HSPA and LTE
- CDMA EV-DO
- WiMAX and WiBro
- IMS and SDP
- Mobile TV and video
- FMC and NGN
- Premium mobile services
- Wireless devices and chipsets

**Operator case studies, insights and experiences featured throughout**

## Asia's Largest Mobility Conference and Marketplace Conveniently located in downtown Hong Kong

Explores the latest developments and market opportunities in 3G and wireless broadband for consumer and business markets including:  
*Business Strategies...Networks...Devices...Chipsets...Services...Applications...Media...Content...Entertainment*

## First time for 2006 – Strategic Summits

*Summit I – Media, Content and Entertainment Industries – New business opportunities and digital media frontiers*

- Innovations in mobile music, TV, games and interactive entertainment
- Strategies for the wireless and broadband world
- Cross platform marketing, publishing and distribution

BOOKABLE SEPARATELY!

*Summit II – Next-Generation Service Providers and Alternative Telcos – Thinking “out-of-the-box”*

- The future for service innovation and value creation
- Emerging business models for telcos and webcos
- Next-generation Internet and technology drivers

## Expanded for 2006 – Informative and Educational Seminars

*Mobile business, markets and services*

- Strategic directions for 2006-2010
- China, India and emerging Asian markets
- Managed services and outsourcing strategies
- Next-generation billing, OSS and BSS
- Mobile marketing and advertising

*Technologies, networks and access*

- HSPA and mobile multi-play
- CDMA EV-DO and DMMX
- IMS and NGN fundamentals
- WiBro strategies
- TD-SCDMA planning
- Optimizing 3G coverage and capacity
- NFC and RFID applications

BOOKABLE SEPARATELY!

## New! Mobility Marketplace 2006 – Co-located with the Congress

Extensive and exclusive meeting facilities to maximize business development and networking opportunities.

- Unrivalled business opportunities with over 1600 senior executive delegates comprising operators, infrastructure suppliers, handset developers, software providers, industry advisers and analysts, content and application providers, as well as 300 press
- Both turnkey and tailored options designed to complement participation in the 3G World Congress and ITU's Telecom World, which are scheduled in the same week

AVAILABLE SEPARATELY!



# PROGRAM HIGHLIGHTS

## PROGRAM STRUCTURE AT A GLANCE

Congress Keynotes - Plenary 1 & 2	
<b>Strategic Summits</b> <b>Summit I</b> Media, content and entertainment industries – Business opportunities and digital media frontiers  <b>Summit II</b> Next-generation service providers and alternative telcos – Thinking “out-of-the-box”	<b>Congress Special Interest Sessions</b> <b>Sessions A – D</b> Strategic business, market and service opportunities  <b>Sessions E – H</b> Exploring the latest technologies, network and access strategies
<b>Seminars 1 – 7</b> Business & Markets  A unique combination of in-depth briefings and up-to-the-minute information on the latest business models, market updates and service innovations	<b>Seminars 8 – 14</b> Technologies & Networks  In-depth understanding and insights into the hottest mobile and broadband wireless technologies, as well as practical network planning and deployment considerations

Building on the tremendous success of last year's 3G World Congress, the program for 2006 has been developed with even more focus on hot issues and developments. In order to make it easier for all participants to select sessions of their personal interest, the program has been designed according to the following structure:

### • Congress Keynotes

Highlight of the 3G World Congress, the two Keynote Sessions offer an unrivalled opportunity in Asia to hear first hand from Presidents, CEOs, COOs and CTOs. These visionary presentations and roundtable discussions provide unique insights from industry leaders on their business and technology strategies for the future of mobile communications and the wireless economy.

### • Strategic Summits

Reflecting the tremendous interest and growth of digital media, content, entertainment and next-generation Internet services over wireless, two exciting new Summits are being launched for 2006. Both Summits offer delegates tremendous opportunities to hear from the industry's thought leaders and take advantage of new alliances and partnerships.

### • Congress Special Interest Sessions

To help maximize the value of your visit to Hong Kong, Beacon Events in conjunction with its industry advisory group, has planned three mornings of Special Interest Congress Sessions. Formatted as multi-speaker conference sessions, these are devoted to current hot topics in business management, technologies and services vital to sustainable and profitable mobile business growth. The wide range of operator case studies, insights and experiences included from around the world are a major benefit for Congress delegates.

### • Seminars

Seminars offer the participants in-depth insights and understandings of the most up-to-date business strategies, markets and services as well as the hottest mobile and broadband wireless technologies. They are conducted on a half-day or a full-day basis, depending on the content.

## CONVENIENTLY LOCATED IN THE CENTER OF HONG KONG

**Hong Kong Int'l Airport**

**Wanchai (HKCEC)**

*HKCEC - Most Hong Kong Hotels and Restaurants are located within one mile of the HKCEC*

## Feel It! Enjoy It!

Hong Kong is simply dazzling. Experience the distinctive blend of East and West in this dynamic city. Feel the rush as you indulge in shopping. Savor culinary delicacies. Open your senses to Hong Kong's amazing skyline, bustling harbor and peaceful countryside. Come discover the diversity, the sophistication that is Hong Kong. You'll love it! To learn more, visit [www.discoverhongkong.com](http://www.discoverhongkong.com)

## Industry-wide Support – 3G WORLD CONGRESS PARTNERS

### In Association with



### Supporting Advisory & Analyst Firms



### Supporting Associations



### Official Newswire Provider



### Supporting Media



# HOW TO BEST USE YOUR TIME

In order to help you make the most of your available time during your stay in Hong Kong, we are providing a simple way to select what you want to attend. Just have a look at the four and a half days of conference activities and you can easily choose which topics are the most interesting ones for you and when they will be run. As you can see, a lot of topics are conducted in

parallel which makes it even more important to choose carefully. Nevertheless, everyone can attend quite a number of sessions and seminars while staying in one place - there are only short distances between the different conference rooms.

<b>Monday</b> 4 Dec. 2006	<b>AM</b>	<b>Seminar 1</b> Strategic directions for 2006 – 2010	<b>Seminar 2</b> India and emerging Asian markets	<b>Seminar 3</b> IMS and NGN fundamentals		<b>Seminar 8</b> HSPA and mobile multi-play	<b>Seminar 9</b> CDMA EV-DO Rev. A, B and evolution
	<b>PM</b>		<b>Seminar 10</b> WiBro portable Internet and mobility		<b>Seminar 4</b> China's future mobile market		
<b>Tuesday</b> 5 Dec. 2006	<b>AM</b>	<b>Strategic Summit I</b> Media, content and entertainment industry opportunities	<b>Congress Session A</b> IMS & SDP deployment – operator strategies	<b>Congress Session E</b> HSPA planning and deployment – operator strategies	<b>Congress Session F</b> CDMA EV-DO Operator strategies		
	<b>PM</b>	<b>Congress Keynote-Plenary 1</b> Transforming wireless – Mobility, access, connectivity and convergence					
<b>Wednesday</b> 6 Dec. 2006	<b>AM</b>	<b>Strategic Summit II</b> Next-generation service providers and alternative telcos	<b>Strategic Summit I</b> cont.	<b>Congress Session B</b> Mobile TV and video strategies	<b>Congress Session C</b> Wireless devices, semiconductors and consumer electronics	<b>Congress Session G</b> WiMAX and WiBro – operator strategies	
	<b>PM</b>	<b>Congress Keynote -Plenary 2</b> Capitalizing on ubiquitous wireless and consumer electronics – Services applications, platforms and devices					
<b>Thursday</b> 7 Dec. 2006	<b>AM</b>	<b>Strategic Summit II</b> cont.	<b>Congress Session D</b> Premium mobile services – Realizing new revenue streams through innovation	<b>Congress Session H</b> FMC and NGN – operator strategies			
	<b>PM</b>	<b>Seminar 5</b> Next-generation billing, OSS and BSS	<b>Seminar 6</b> Managed services and outsourcing	<b>Seminar 11</b> TD-SCDMA planning and deployment	<b>Seminar 12</b> Practical considerations in designing, testing and optimizing 3G networks		
<b>Friday</b> 8 Dec. 2006	<b>AM</b>	<b>Seminar 7</b> The mobile marketing channel	<b>Seminar 13</b> Maximizing indoor coverage and capacity	<b>Seminar 14</b> RFID and NFC applications			

## 5 Key Reasons Why You Should Attend

### 1. Business Oriented

Hosted at the most important business location in Asia today and international gateway to China.

### 2. Networking Oriented

Unrivalled opportunities to meet top-level business leaders, technology experts, major exhibitors and peers in the region's largest wireless industry gathering.

### 3. Information Oriented

Real information, practical experiences and up-to-the-minute reports on the widest range of mobile and wireless systems, services and strategies.

### 4. Globally Oriented

Share experiences and insights from all technologies, all regions and all communities within the industry.

### 5. Future Oriented

Focus on new approaches, alliances and partnerships.

## Choose the package that best suits your needs and interests.

Early Bird - Book on or before	9-Jun-06	11-Aug-06	27-Oct-06	After 27 Oct*
<b>You save up to</b>	<b>US\$700</b>	<b>US\$400</b>	<b>US\$200</b>	
Platinum "All Access" (4½ days)	\$ 3,295	\$ 3,595	\$ 3,795	\$ 3,995
Keynotes, Strategic Summits, Congress Sessions (2½ days)	\$ 2,495	\$ 2,695	\$ 2,895	\$ 2,995
Seminars "All Access"	\$ 1,895	\$ 1,995	\$ 2,095	\$ 2,195
Strategic Summit Only	\$ 895	\$ 995	\$ 1,095	\$ 1,195
Any one-day Seminar	\$ 895	\$ 995	\$ 1,095	\$ 1,195
Any half-day Seminar or Congress Session	\$ 595	\$ 695	\$ 795	\$ 895

\*Additional US\$150 processing charge for on-site registrations



IIR Hong Kong is now Beacon Events  
Same great team delivering outstanding events!

Beacon is a newly formed international business services company focusing on conferences, exhibitions and management training. Spun off from the Institute for International Research's (IIR) Asia team, Beacon has an expanding portfolio of large-scale annual events. Our flagship event, the 3G World Congress & Exhibition™ ([www.3Gcongress.com](http://www.3Gcongress.com)), is Asia's largest industry gathering of the world's leading telecom companies in the high growth and dynamic mobile communications market. Beacon's management team combines more than 50 years of experience in Asia. For more information, visit [www.BeaconEvents.com](http://www.BeaconEvents.com).

# CONGRESS KEYNOTES & ROUNDTABLES

Highlight of the 3G World Congress, the 2 Keynote Sessions offer an unrivalled opportunity in Asia to hear first hand from Presidents, CEOs, COOs and CTOs. These visionary presentations and roundtable discussions provide unique insights from industry leaders on their business and technology strategies for the future of mobile

communications and the wireless economy.

- **20% of 2005 Congress speakers were Chairmen, Presidents & CEOs**
- **33% of 2005 Congress speakers were other C-level executives and Managing Directors**

## Congress Keynotes – Plenary 1:

### Transforming wireless – Next-generation broadband mobility, access, connectivity and convergence

Tuesday, 5 December - Afternoon

1. Industry Keynotes - Looking ahead to next-generation mobility and connectivity - New broadband wireless architectures, applications and business models - UMTS LTE, CDMA, WiMAX and WiBro evolution
2. Industry Keynotes - Prospects for new converged services and applications - FMC and alternatives
3. Industry CxO Roundtable Discussion - How will emerging business directions, technology trends and service strategies transform the industry in the next 5-10 years?
4. Operator Keynotes - Transforming the customer experience - Opportunities with a new generation of enhanced mobility services and broadband wireless access
5. Media / Content Provider Keynotes - Monetizing and mobilizing content and entertainment - Realizing new opportunities for revenue generation in the wireless mobile world
6. Operator and Content Provider CxO Roundtable Discussion - New directions in mobile services innovation and revenue growth opportunities in the future value chain

## Congress Keynotes – Plenary 2:

### Capitalizing on ubiquitous wireless and the consumer electronics revolution - Services, applications, software platforms, delivery channels & next-generation devices

Wednesday, 6 December - Afternoon

1. Next-generation Service Provider Keynotes - Achieving innovation in services through the convergence of wireless and the Internet
2. Industry and Operator Keynotes - What new service and application opportunities do alternative broadband wireless technologies bring to mobile and broadband operators?
3. Industry and Operator Keynotes - NGN planning, deployment and evolution towards "all IP"
4. Operator CTO Roundtable Discussion - Bringing together business, technologies and service strategies for 3G and beyond
5. Industry Keynotes - What new opportunities will the latest semiconductor and architectural innovations bring? - Lowering the cost of innovative consumer wireless devices and accelerating time-to-market
6. Industry CxO Roundtable Discussion - Delivering personal wireless and broadband communications and services to the customer - Capitalizing on "hear, see, play and do" lifestyle needs in consumer and business markets

## Early confirmed keynote speakers for 2006 include:



Steven Evans,  
Chief Executive  
Officer,  
**BT Mobile, UK**



Dr. Sachio Semmoto,  
Founder, Chairman &  
Chief Executive Officer,  
**eAccess, Japan**



Matthew Willsher,  
Chief Operating  
Officer,  
**Hong Kong CSL,  
Hong Kong**



Vikram Mehmi,  
Chief Executive Officer,  
**IDEA Cellular,  
India**



Dr. Hoon Han,  
Chief Strategy Officer &  
Senior Vice President,  
Strategy Planning Group,  
**KTF, South Korea**



Dr. Boris Nemsic,  
Chief Executive Officer,  
**Mobilkom Austria,  
Austria**



Hasnul Suhaimi,  
President Director,  
**PT Indosat  
Multimedia Mobile,  
Indonesia**

## Keynote Speakers at Past 3G World Congresses\*:

Somprasong Boonyachai  
CEO  
**AIS**

Marc Rouanne  
COO, Mobile Communications  
Group  
**Alcatel**

Jerald Fishman  
President & CEO  
**Analog Devices**

Sunil Mittal  
Chairman  
**Bharti Telecom**

Jianzhou Wang  
President  
**China Unicom**

Tom Wheeler  
President & CEO  
**CTIA**

Carl-Henric Svanberg  
President & CEO  
**Ericsson**

Reed Hundt  
Former Chairman  
**Federal Communications  
Commission**

Steve Forbes  
President & CEO  
**Forbes**

Madame Yafang Sun  
Chairwoman  
**Huawei Technologies**

Agnes Nardi  
Managing Director  
**3 Hong Kong**

Scott Kriens  
Chairman, President & CEO  
**Juniper Networks**

Tadashi Onodera  
President  
**KDDI**

Sang Chul Lee  
President & CEO  
**KTF**

Dr. Jeong Kim  
President, Bell Labs  
**Lucent Technologies**

Neil Montefiore  
CEO  
**MobileOne**

Dr. Richard Lowe  
President, Mobility &  
Converged Core Networks  
**Nortel**

Takeshi Natsuno  
Managing Director,  
Multimedia Services  
**NTT DoCoMo**

Jari Alvinen  
Chairman  
**Open Mobile Alliance**

Bajoe Narbito  
President Director & CEO  
**PT Telkomsel**

Dr. Paul Jacobs  
CEO  
**Qualcomm**

Rob Glaser  
Chairman & CEO  
**RealNetworks**

Christoph Caselitz  
President & CEO  
**Siemens  
Communications**

Dr. Jung Uck Seo  
President  
**SK Telecom**

Douglas Li  
CEO  
**SmarTone**

Len Lauer  
President & COO  
**Sprint**

William Daley  
Former Secretary  
of Commerce  
**US Government**

Harri Koponen  
CEO  
**Wataniya Telecom**

Weigui Hou  
President  
**ZTE**

\* Titles at time of speaking

*"Brilliant and stimulating CEO  
keynotes and panels"*

**Vice Chairman, ETSI Human Factors and Lead  
Expert, Vonniman Consulting**

In 2005, operator speakers provided a broad range of experiences covering all major 3G and emerging wireless broadband technologies - comprising 62% GSM/WCDMA operators, 32% CDMA2000 operators with the remaining 6% focused on other wireless and broadband developments

# STRATEGIC SUMMITS

Reflecting the tremendous interest and growth in digital media, content, entertainment and next-generation Internet services over wireless, two exciting new Summits are being launched for 2006. Both Summits offer

delegates excellent opportunities to hear from the industry's thought leaders and take advantage of new alliances and partnerships.

## Strategic Summit I

### Media, content and entertainment industries New business opportunities and digital media frontiers

The first Strategic Summit identifies and explores the wide range of new business opportunities and strategies for the media, content and entertainment industries in mobile and wireless. Key developments in mobile music, television, video, gaming, interactive entertainment and related crucial aspects such as DRM will be covered in-depth.

Tuesday morning, 5 December & Wednesday morning, 6 December

1. Identifying new media, content and entertainment industry strategies for the wireless and broadband worlds - To what extent is digital media likely to become dominated by a handful of giant corporations? - What content will drive broadband revenues?
2. Exploring creative business strategies in digital media - What is the future for digital media delivery? - Update on DRM and IPR constraints and proposed solutions - What is the role for next-generation MVNO and MVNE strategies?
3. Cross platform marketing and the digital entertainment ecosystem - Stimulating growth and diversity - What new devices will emerge at the digital hub?
4. Mobile music entrepreneurship - Innovations from ring back tones to video tones - Prospects for the evolution and sustainability of the online business model - Where to next for the mobile music industry?
5. Customizing mobile TV and video content to maximize demand for small screen content
6. Next-generation games and interactive entertainment - What strategies should wireless service providers adopt to capitalize on a potentially new mass market?
7. Convergence and service delivery - Implications of digital peer culture and the new generation gap

## Strategic Summit II

### Next generation service providers and alternative telcos Thinking "out-of-the-box"

The second Strategic Summit focuses on the emergence of next-generation service providers and alternative telcos, driven by "out-of-the-box" thinking and potentially highly disruptive business models. New insights and understanding into how to position for profit in the rapidly evolving wireless market will be provided, taking full account of "disconnects" between industry assumptions and market and technology realities.

Wednesday morning, 6 December & Thursday morning, 7 December

1. Disruptive business models - Exploring the impact of new technologies and regulatory regimes on industry structures and opportunities - Where is the future for value creation and service innovation?
2. Next-generation Internet and technology drivers - Implications of future directions in network intelligence and service architectures - Convergence or diversification?
3. Competitive strategies and creation of new revenue streams - How should relationships be realigned? - How will future network infrastructure be funded? - What role will telcos, webcos and ISPs play in the wireless digital media value chain?
4. Search engine strategies, podcasts and RSS news aggregator innovation for the wireless environment
5. Converged triple play, quadruple play and IPTV - What are the most effective business strategies for operators and content providers?
6. Portal and connectivity strategies - Positioning for the emergence of the personal Internet - What partnerships will develop to deliver new media content to a wider audience? - What new opportunities will there be for online retailers and advertisers?
7. VoIP and cellular / Wi-Fi evolution - Implications of voice as just another application

## Early confirmed speakers for 2006 include:



Ralph Simon  
Chair,  
**Mobile Entertainment  
Forum - Americas & The  
Mobilium Group**



Todd Miller  
Managing Director, Asia  
**Sony Pictures  
Television International**

*"Very good keynote speeches and valuable overview of the Asian market"*

**Director of Standards, Orange**

*"Presented new applications, visions and enabling technologies to leverage our 3G business"*

**3G Marketing Manager, Cellcom Israel**

## Speakers at 3G World Congress 2005 from the following Organizations

3 Hong Kong	Cisco Systems	Global Billing Association	Lucent Technologies	Radvision	TeleCIS Wireless
3G Association	CNBC Asia	Global Mobile Suppliers Association (GSA)	McKinsey & Company	ReFreshIQ & KenRadio Broadcasting	Telcordia
3GPP	Comba Telecom	Green Tomato	Mobile Entertainment Forum	Research In Motion	Telecom Italia Lab
3GPP2	CPS	Hong Kong CSL	Mobile Media Asia Pacific	RTT	Telecom New Zealand
Accenture	Crazyfunbabe	Hong Kong Police Force	MobileOne	Samsung	Telecommunications Technology Association (TTA), Korea
Aepona	CSG Systems	Huawei Technologies	Mobitel	Siemens Communications	Telemates
Agere Systems	Current Analysis	IA 450	Motorola	Signals Research Group	TeleResources Engineering
Airvana	Datang Mobile	InFINEON Technologies	MTN Group	SK Telecom	The Shosteck Group
Alcatel	Deutsche Telekom Laboratories	In-Fusio	Musiwave	Sony Pictures	The Telecompetition Group
Analog Devices	Electronic Arts Asia	In-Stat China	NEC	Television International	The WKC Group
Analysys Consulting	EMI Music	Intel	Nortel	Spansion	ThruPoint
Axesstel	Ericsson	Invest HK	NTT DoCoMo	Sprint	T-Mobile International
BDA China	Esmertec	IPv6 Forum	O2 Germany	Squire, Sanders & Dempsey	TU Media Corp
Bell Mobility	European Commission	Irdeto	Ogilvy Public Relations Worldwide	Starent Networks	UMTS Forum
Bell Pottinger Public Affairs	European Telecommunications Standards Institute (ETSI)	JPMorgan	Open Mobile Alliance (OMA)	STATS	University of Canterbury
Bonus Mobile Entertainment	Eurotel	KDDI	Orange	T3G Technology	Unwired Australia
BT Group	Fraunhofer Institute Fokus	Korea Location Information & Communications (KLIC)	Ovum	Tandberg	Venturi Wireless
CDMA Development Group	Fujitsu	KTF	PA Consulting Group	Tata TeleServices	Warner Music Group
Celcom Malaysia	Future Image	Lehman Brothers Asia	PCCW	TD Tech	Wataniya Telecom
China Motion Group	Gilbert & Tobin	LG Electronics	Powerwave Technologies	TD Switzerland (sunrise)	Wi-Fi Alliance
Chunghwa Telecom	Arculli & Associates	Liberty Alliance	PT Indosat	TD-SCDMA Forum	WiMAX Forum
CinemaElectric			PT Telkomsel	TD-SCDMA Industry Alliance	Zapp
			Qualcomm		ZTE

# CONGRESS SESSIONS

## SPECIAL INTEREST: BUSINESS, MARKETS & SERVICES

To help maximize the value of your visit to Hong Kong, Beacon Events in conjunction with its industry expert advisory group, has planned three mornings of Special Interest Congress Sessions.

Formatted as multi-speaker conference sessions, these are devoted to current hot topics in business management, technologies and services vital to sustainable and profitable mobile business growth. The wide range of

operator case studies, insights and experiences included from around the world are a major benefit for Congress special interest session delegates.

Eight Congress special interest sessions are planned for 2006 - four are focused on specific strategic business, market and service opportunities of greatest concern to CEOs, COOs, senior business and marketing executives - another four explore the latest technologies, networks and access strategies for CTOs, senior engineers, and technical marketing executives.

### Congress Session A:

#### Strategies for IMS deployment and implementing advanced service delivery platforms

Tuesday morning, 5 December

- The business case for implementing IMS
- Potential for IMS co-existence alongside existing SDPs
- Leveraging IP and SIP-based technologies for seamless mobility
- Migration to IPv6 to support future services
- Best practices for deployment and managing IMS services
- Featuring operator case studies

### Congress Session B:

#### Exploring Mobile TV broadcasting and video service strategies and deployment - Featuring operator trials and early deployment experiences

Wednesday morning, 6 December

- Emerging revenue models and business opportunities created by mobile TV broadcasting
- Impact of evolving standards on the delivery prospects for broadcast and multicast services - DVB-H, DMB, MBMS, MediaFLO, TDtv and other technology initiatives
- Pricing, packaging, marketing and partnering strategies for mobile video and TV services

### Congress Session C:

#### Wireless devices and the consumer electronics - The next evolution and impact of semiconductor innovation

Wednesday morning, 6 December

- Technology evolution to future mobile terminals - Impact of chipset designer and manufacturer economics
- Software middleware to enable fast application evolution
- The role of memory in next-generation mobile phones
- Multi-access and multi-mode wireless devices for Wi-Fi / cellular / WiMAX
- Creating new mobility, connectivity and seamless service opportunities
- Opportunities with the convergence of imaging, information processing, telecoms and content
- New initiatives in low cost wireless devices

### Congress Session D:

#### Premium mobile services - Realizing new revenue streams through innovation

Thursday morning, 7 December

- New 3G and wireless broadband-based services that will drive business ARPU - Music, IM, MMS, Search, Presence, Mobile TV and Video
- Integrating m-commerce into mobile business strategy
- Critical success pricing and bundling to increase loyalty and ARPU
- Featuring operator case studies

## SPECIAL INTEREST: TECHNOLOGIES, NETWORKS & ACCESS

### Congress Session E:

#### HSPA business case and deployment - Featuring operator case studies

Tuesday morning, 5 December

- Status of HSPA planning and commercial deployment
- Drivers for operator investment - HSPA economics and performance benefits compared with WCDMA
- Implementation strategies and network evolution needs to support HSPA migration
- Developing applications that exploit the strengths of HSDPA and HSUPA

### Congress Session F:

#### CDMA 1xEV-DO wireless broadband strategies - Featuring operator case studies

Tuesday morning, 5 December

- Status of operator planning and commercial deployment of CDMA 1xEV-DO Rev. A and B
- Operator opportunities with EV-DO as a wireless broadband access and high speed data services solution
- Delivering VoIP and video telephony with EV-DO Rev. A
- 3GPP2 IMS business case, planning and implementation strategies
- Fixed-mobile convergence opportunities for CDMA operators

### Congress Session G:

#### WiMAX and WiBro opportunities for wireless broadband access and future mobility applications

Wednesday morning, 6 December

- Emerging business models for wireless broadband access
- Mobile WiMAX - Realizing the value of broadband access mobility
- Potential strategies for the mobile operator with WiMAX / WiBro
- Future of Wi-Fi - Prospects for co-existence with wide area wireless broadband
- Featuring operator case studies

### Congress Session H:

#### FMC and broadband-mobile convergence opportunities and NGN migration strategies

Thursday morning, 7 December

- Impact of regulatory regimes on emerging business opportunities
- Feasible NGN, terminal and service convergence architectures
- Creating FMC voice and data services for consumer and business markets
- Security and continuity of service
- Featuring operator case studies of FMC services and business models

## Confirmed speakers for 2006 include:



Dr. Alexander Krupnov,  
President,  
**3G Association  
Russia**



Dr. Andrey Skorodumov,  
Executive Director,  
**3G Association  
Russia**



Dr. Asok Chatterjee,  
Chair,  
**3GPP PCG**



Peter Falshaw,  
Head of Asia,  
**Analysys Consulting**



Duncan Clark,  
Managing Director,  
**BDA China**



Perry LaForge,  
Executive Director,  
**CDMA Development Group**



Alan Hadden,  
President,  
**GSA**



Latif Ladid,  
President,  
**IPv6 Forum**



Uwe Löwenstein  
Manager Spectrum Technology & ITU  
WP5F Regional Coordinator for Europe  
on Markets & Services,  
**O2, Germany**



Neal Anderson,  
Director of Research,  
Asia Pacific,  
**Ovum**



Jane Zweig,  
Chief Executive Officer,  
**The Shostek Group**



Dr. Stuart Sharrock,  
Editorial Consultant,  
**Telemates, UK**



Maurie Dobbin,  
Managing Director,  
**TeleResources  
Engineering,  
Australia**



Prof. Dr. Thomas Magedanz,  
Head of 3G Beyond  
Division,  
**TU Berlin, Fraunhofer  
Institute Fokus, Germany**



Jean-Pierre Bienaimé,  
Chairman,  
**UMTS Forum**

# SEMINARS

## SPECIAL INTEREST: BUSINESS, MARKETS & SERVICES

These strategic seminars offer attendees a unique combination of in-depth briefings and up-to-the-minute information on the latest business models, market updates and service innovations.

Presented and led by industry experts, the strategic seminars are targeted at CEOs, COOs and other senior management, marketing and business development focused executives.

### Seminar 1:

#### Wireless industry transformation and winning mobility strategies for 2006 – 2010

Monday, 4 December (full day)

- Global market trends, standards and convergence
- Wireless technology evolutions and revolutions - disrupters and enablers
- Mobile operator strategies and new entrant strategies - portals, MVNOs, services, handsets / devices
- Next-generation networks, next-generation service providers, and emergence of the personal Internet

#### Seminar leaders & presenters:



Dr. Herschel Shosteck,  
President and Chairman,  
The Shosteck Group



Jane Zweig,  
Chief Executive Officer,  
The Shosteck Group

### Seminar 3

#### IMS and NGN fundamentals for next-generation service providers and fixed-mobile convergence

Monday, 4 December (full day)

- NGNs and the role of IMS
- IMS core architecture and operation
- Service enablers and applications
- Costs and benefits of migrating to an all-IP network
- FMC and ETSI TISPAN
- Operator planning and implementation considerations

#### Seminar leaders & presenters:



Prof. Dr. Thomas Magedanz,  
Head of 3G Beyond Division,  
TU Berlin, Fraunhofer  
Institute Fokus, Germany

### Seminar 5

#### Strategies and implementation of next generation billing, OSS and BSS

Thursday afternoon, 7 December

- Realizing competitive advantage through next generation IT and billing systems
- Content provider and partner management
- Revenue management approaches
- Using OSS to differentiate in a commoditized world

### Seminar 2

#### Opportunities in India and emerging Asian mobile and wireless markets

Monday morning, 4 December

- Market dynamics and business prospects in India, Indonesia, Vietnam and other key emerging markets in Asia
- Emerging investment opportunities and directions for the future
- Key policy, regulatory and licensing developments shaping the markets

#### Seminar leaders & presenters:



Duncan Clark,  
Managing Director,  
BDA China



Dongming Zhang,  
Research Director,  
BDA China

### Seminar 4

#### Opportunities in China's future mobile and converged telecom industry and markets

Monday afternoon, 4 December

- Development prospects and directions for China's telecom industry
- Operator restructuring and 3G licensing
- Global impact of Chinese vendors
- China's wireless value-added services market

#### Seminar leaders & presenters:



Duncan Clark,  
Managing Director,  
BDA China



Dongming Zhang,  
Research Director,  
BDA China

### Seminar 6

#### Implementing managed services and outsourcing strategies to reduce operational costs and increase service capabilities

Thursday afternoon, 7 December

- In-sourcing, co-sourcing and outsourcing
- Contracts, SLAs and operational level agreements
- Partnering and network sharing
- Implementing sourcing strategies

## Asia's Largest Mobility Conference & Marketplace – Uniquely positioned for business

Industry forecasts predict continuing tremendous growth in mobile usage across the Asia-Pacific region, with total mobile subscribers forecast to pass the one billion mark by 2008. China is expected to have over 500 million mobile subscribers by 2009, more than twice as many as in the next largest market. In India, the mobile penetration rate will increase from 7% in 2005 to 25% in 2008

Located in Hong Kong - Asia's World city - the 3G WORLD CONGRESS 2006 will again explore the latest developments and market opportunities in 3G and emerging wireless broadband technologies, networks, handsets and wireless devices, services, content, entertainment and applications for the consumer and enterprise markets. Highlights include:

- Case studies and deployment experiences from all regions including Asia-Pacific, Europe, Middle East, Africa and the Americas, providing a global perspective of the industry opportunities ahead.
- Full range of visionary CEO keynote sessions, special interest tracks, workshops and discussion forums focused on strategic business, market, financial, and technology plans, enabling Congress supporters to get their message across in the region's most influential industry gathering.



*"Good experiences and information on global wireless trends"*

Senior Manager, R&D, SK Telecom

*"Very beneficial overview of new services for telecom operators"*

Project Manager, Telcom Italia Lab

### Seminar 7

#### The Mobile Marketing channel - Achieving innovation in connecting with consumers

Friday morning, 8 December

- Branding and customer management for revenue enhancement
- The future of mobile advertising

# SEMINARS

## SPECIAL INTEREST: TECHNOLOGIES, NETWORKS & ACCESS

These technical seminars offer in-depth understanding and insights into the hottest mobile and broadband wireless technologies, as well as practical network and service planning and deployment considerations.

Presented and led by industry experts, the technical seminars are targeted at CTOs, senior engineers, software and applications developers, as well as technical marketing executives.

### Seminar 8

#### Understanding HSPA and beyond - Exploring and positioning emerging mobile multi-play opportunities

Monday, 4 December (full day)

- HSPA's role and prospects - Wireless broadband on the move and potential substitute for DSL
- Understanding HSPA functionality benefits and limitations today
- Key requirements for HSPA-enabled handsets and necessary enhancements to 3G core networks
- Capitalizing on investment in HSPA and wireless broadband - Multi-play service models which can be used to maximize the mobility premium
- Realizing value with the multi-play mix - including enhanced voice and music; advanced micro and macro positioning; imaging and video services; personal and corporate data management - and essential supporting technologies
- Looking ahead - 3GPP LTE prospects and the role for alternative radio and network technologies

**Seminar leader & presenter:**



Geoff Varrall,  
Executive Director &  
Shareholder,  
RTT Programmes, UK

### Seminar 11

#### TD-SCDMA technology business case, planning and deployment

Thursday afternoon, 7 December

- Fundamentals of TD-SCDMA technology and business case
- Semiconductor innovations driving development
- Developments in handsets and wireless devices
- Operator trials experiences in China

### Seminar 13

#### Maximizing indoor coverage and capacity of 3G and broadband wireless networks

Friday morning, 8 December

- Meeting end-user business mobility needs
- Tools and techniques for in-building RF planning
- Comparing and contrasting technology solutions for maximizing in-building coverage - Including repeaters, boosters, microcells and picocells

### Seminar 9

#### Understanding CDMA2000 EV-DO Rev. A, Rev. B and DMMX evolution

Monday, 4 December (full day)

- CDMA2000 1xEV-DO as a wireless broadband alternative - Operator considerations
- Rev. A and B applications with higher-speed uplink and downlink
- CDMA450 and use of lower frequency bands in remote areas
- Future evolution beyond EV-DO Rev. A and B

### Seminar 10

#### WiBro portable Internet and mobility service strategies - Featuring operator trials experience in Korea

Monday afternoon, 4 December

- Evaluation of WiBro business benefits for network operators
- Fundamentals of WiBro technology and its evolution
- The role and positioning of WiBro vs. alternative wireless broadband technologies
- WiBro network planning and services deployment

### Seminar 12

#### Practical considerations in designing, testing and optimizing 3G networks

Thursday afternoon, 7 December

- Business issues - Balancing cost effectiveness, coverage, capacity, and quality Base station / antenna siting and automated cell planning
- Minimizing interference in areas of high traffic density
- Practical examples and experiences from operator networks

**Seminar leader & presenter:**



Sernih Semih,  
Principal Engineer,  
TeleResources  
Engineering,  
Australia

### Seminar 14

#### Achieving a new world of innovation in wireless devices, connectivity and applications with RFID and NFC

Friday morning, 8 December

- New business and revenue opportunities with RFID and NFC
- Expanding the role of mobile phone for e-commerce on the move - Including mobile wallet, payments and transaction, ticketing and information exchange
- Case studies and operator experiences with NFC and RFID enable services and application

## Official Travel Agent

For preferential rates on non-official hotels, please book through Farrington American Express

### Farrington American Express Travel Services Limited

31/F World Trade Center, Causeway Bay, Hong Kong

email: hkexhibitions@farringtonamex.com

Tel: (852) 3121.3268 Fax: (852) 2576.6172

Hotel	Traveling time to HKCEC
Harbour Plaza North Point	12 minutes by taxi, 20 minutes by MTR
Harbour View International House	1 minute by foot
JW Marriott	5 minutes by taxi
Novotel Century Hong Kong	6 minutes by foot
Rosedale on the Park	7 minutes by taxi
South Pacific	6 minutes by taxi
The Charter House	6 minutes by taxi
The Emperor (Happy Valley)	7 minutes by taxi
The Empire Hong Kong	5 minutes by foot
The Excelsior	10 minutes by taxi
The Park Lane	10 minutes by taxi

## Official Hotels

### Grand Hyatt Hong Kong (5 Star Deluxe)

1 Harbour Road, Wanchai, Hong Kong (Located next to HKCEC)

**Charis Choi**, Director of Convention Services

email: charis.choi@hyattintl.com

Tel: (852) 2584 7039 Fax: (852) 2519 8772

### Renaissance Harbour View Hotel (Upper 4 Star)

1 Harbour Road, Wanchai, Hong Kong (Located next to HKCEC)

**Cannis Chau**, Account Manager

email:cannis.chau@renaissance-hongkong.com

Tel: (852) 2584 6813 Fax: (852) 2824 0135

### Island Shangri-La, Hong Kong (5 Star Deluxe)

Pacific Place, Supreme Court Road, Central, Hong Kong

(5 minutes by taxi to HKCEC)

**Joyce Wong**, Senior Sales Manager

email: joyce.wong@shangri-la.com

Tel: (852) 2820 8586 Fax: (852) 2537 1720

# BENEFITS OF SPONSORING THE 3G WORLD CONGRESS

Sponsoring the 3G World Congress ensures your brand is at the forefront of the mobile and wireless industry's key decision makers.

3G World Congress is the ONLY major mobile event in the world encompassing a conference covering multiple mobile and wireless technologies including all 3G technologies and emerging technologies. It is where the entire Mobile/Wireless Industry gathers each year. Leverage this international event to uniquely position your brand and:

- Raise your profile above your competitors

- Maximize your exposure prior to the show through our integrated marketing campaign including website coverage, marketing collaterals and media exposure
- Ensure you reach your target audience in addition to those who are not able to meet you face to face
- Promote your company as a partner of the 3G World Congress, one of the most successful brands in the marketplace
- Increase presence and drive awareness

## International Delegates from Countries Including:

Australia	Germany	Malaysia	South Africa
Bangladesh	Ghana	New Zealand	Sri Lanka
Brunei	Hong Kong SAR	Nigeria	Sweden
Cambodia	India	Pakistan	Taiwan
Canada	Indonesia	Philippines	Thailand
China	Israel	Romania	United Arab Emirates
Finland	Italy	Russia	United Kingdom
France	Japan	Saudi Arabia	United States
French Polynesia	Korea	Singapore	Vietnam

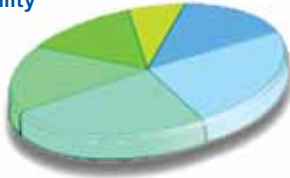
# WHO SHOULD SPONSOR

If your company operates in any of the following areas relating to 3G then you need to be participating at the 3G World Congress & Mobility Marketplace 2006.

- Antennas / Components
- Application / Software Development
- Base Station Technology
- Billing / CRM
- Business Data & Information
- Chipsets
- Compliance / Regulatory / Certification Services
- Components & Batteries
- Content & Games
- Handsets
- Infrastructure - CDMA, HSPA, TD-SCDMA, W-CDMA
- Mobile Data
- Network Planning
- Systems Integration
- Terminals & Related Equipment
- Test & Measurement Equipment
- Turnkey Infrastructure
- WiFi, WiMAX and WiBro

## CONFERENCE DELEGATE PROFILE

Delegates by level of responsibility



- Chairman / President / CEO / MD 16%
- Vice Chairman / Vice President / GM 23%
- Regional Director / Manager 25%
- Technical Director / Engineering 17%
- Sales / Marketing / Business Development 13%
- Other 6%

Delegates by main business activity



- Telecom Operator 29%
- Infrastructure Manufacturer 23%
- Hardware Vendor 13%
- Software Vendor 10%
- Lawyer / Consultant 7%
- Content Provider / Application Designer 3%
- System Integrator 3%
- Investor / Financier 2%
- Other 10%

Delegates by country & region



- Hong Kong 7%
- China (Including Taiwan) 12%
- Asia Pacific 38%
- Americas 21%
- Europe 9%
- Middle East & Africa 13%



## Great Ways to Participate at Asia's Number 1 Mobility & Wireless Event!

- 3G World Congress Sponsorship
  - Mobility Marketplace Participation
    - Turnkey Meeting Suites
    - Raw Space
  - Workshop Sponsor
  - Public Keynote Sponsor
  - Independent Meeting Facilities at the Hong Kong Convention & Exhibition Centre (HKCEC)
- For full information on how best to position your company's brand at the 3G World Congress & Mobility Marketplace, please contact **Geoffrey Ip** at [gip@3Gcongress.com](mailto:gip@3Gcongress.com) or +852 2531 6188.

*"Comprehensive viewpoints - made me think how to prioritize product developments within my company"*

**Managing Director, Strategic Markets, RF Micro Devices**

*"Workshop professionally put together and very interesting"*

**Research Director, Asia Pacific, Ovum**

*"Analyses of strategies very valuable... balanced business issues with technical ones"*

**Consultant, Perey Research & Consulting**

*"Great overview of the industry and 3G issues"*

**Marketing Manager, Cisco Systems**

## Key Features & Facilities Available at the Mobility Marketplace:

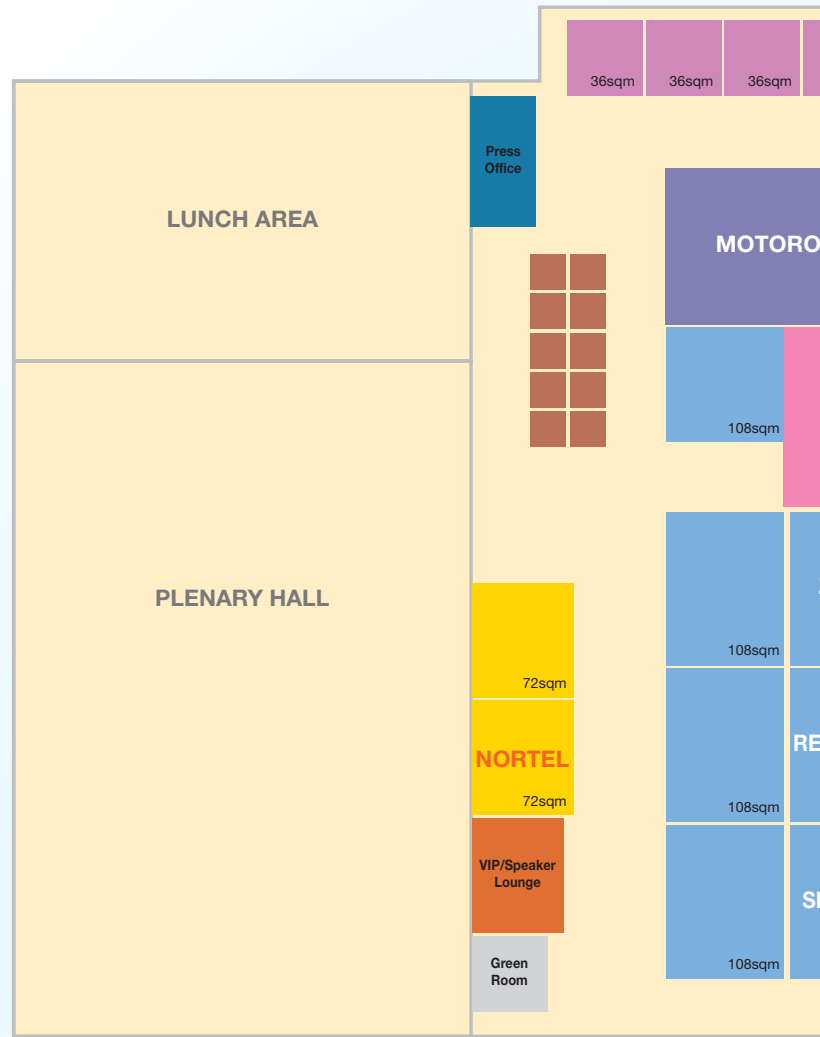
- Convenient central and quiet location to meet with key customers visiting Hong Kong for 3G World Congress and ITU Telecom World
- Well-equipped venue for hosting private presentations, demonstrations, press conferences, or to serve as your headquarters in Hong Kong
- Offers a wide range of turnkey meeting suites of different sizes and formats
- Additional possibilities available to build a tailored solution or a combination of turnkey and customized facilities
- High quality office facilities and supporting secretarial services to support business activities
- Attractive networking areas for making new contacts and holding meetings with press, customers and congress participants
- Prestigious location for hospitality events and excellent restaurants nearby

## Major Benefits of Participating:

- **Enhances options for private event planning and business development strategy** during 3G World Congress and ITU Telecom World, with a convenient downtown location, dedicated meeting space and other extensive facilities on offer
- **Maximizes the value of top management's time while in Hong Kong** with the central location close to major hotels and hospitality venues
- **Brings exclusive access to CEOs and other high-level executives** attending the 3G World Congress being held in the same area as the Mobility Marketplace
- **Reinforces your company's visibility, influence and longer term strategy in Asia** through speaker participation in the annual 3G World Congress - established for over 10 years with a proven track record of growth, attracting quality participants and attended by the industry's thought leaders
- **Ensures happier and more relaxed customers, clients and other invited guests** due to the convenient and comfortable environment - close to all major hotels
- **Increases press publicity and media access** - an estimated 1500 local, regional and global press and media in Hong Kong specifically to report on the 3G World Congress and ITU Telecom World

# NEW! MOBILITY MARKETPLACE CO-LOCATED WITH THE

4-7 December 2006 Hong Kong Convention & Exhibition Centre



**A** 108m<sup>2</sup>    **B** 72m<sup>2</sup>    **C** 36m<sup>2</sup>    **D** 18m<sup>2</sup>  
Combine any two units of E together

**A** 108m<sup>2</sup> (Two Floors)  
9m (W) x 12m (L) Upper floor optional



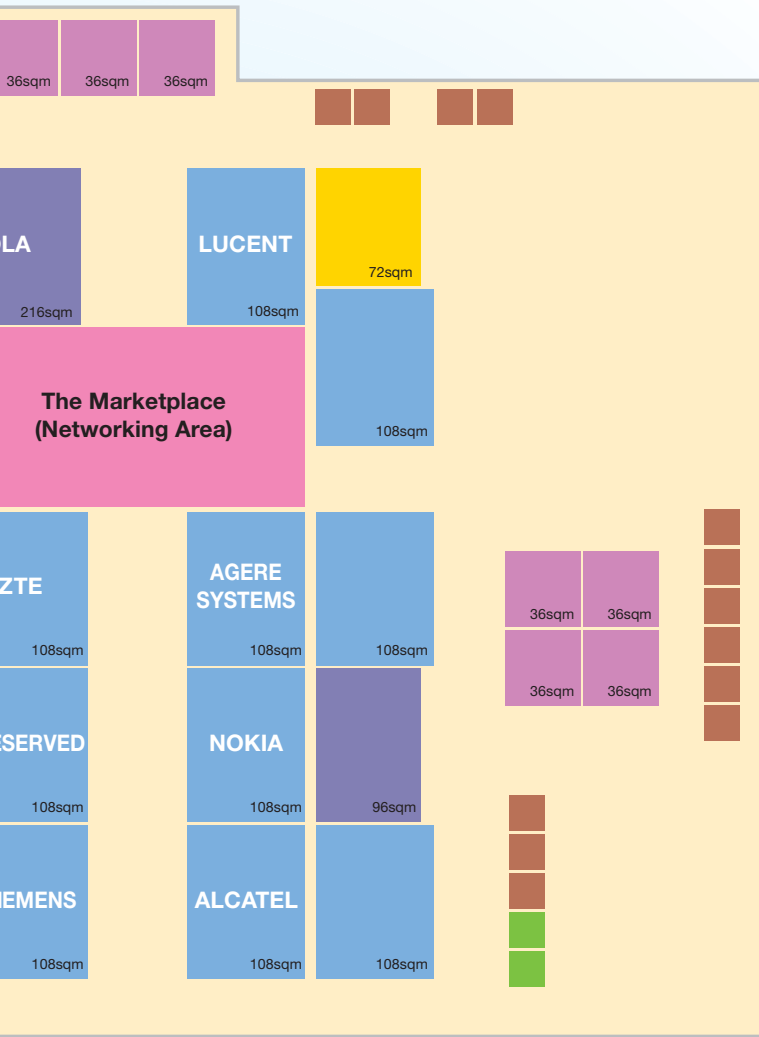
**B** 72m<sup>2</sup> (Two Floors)  
8m (W) x 9m (L) Upper floor optional



# MARKETPLACE 2006

## 3G WORLD CONGRESS

### Convention & Exhibition Centre (Hall 5)

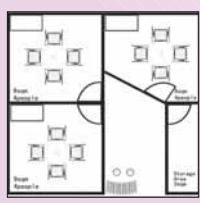


**E** 9m<sup>2</sup>

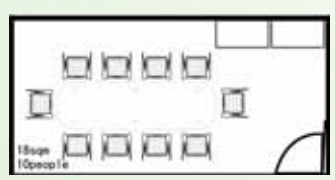
## Sponsors & Supporting Companies at 3G World Congress 2005

- |  |                            |   |
|--|----------------------------|---|
| Accenture  | Exhibitions India          | Radvision                               |
| Actix  | EZU Rentals                | Redline Communications                  |
| Adaptix  | F-secure                   | RFI Global Services                     |
| Aepona   | Fujitsu                    | Rohde & Schwarz                         |
| Aeroflex   | GSA                        | RTx Technology                          |
| Agere Systems  | Hantro                     | Russian Mobile Entertainment            |
| Airvana  | Helsinki Region Marketing  | Schema                                  |
| Alcatel  | Huawei Technologies        | Sensustech                              |
| Alvarion   | Infoma                     | S60 Platform                            |
| Analog Devices   | Infineon Technologies      | SGS                                     |
| Anite Telecoms   | In-Stat                    | Shenzhen HXT Technology                 |
| Antenova   | Intel Microelectronics     | Shin Satellite                          |
| Anydata  | Interchange Technology     | Siemens                                 |
| Argent Networks  | InterGrafix                | Siemens Acceleration in Communications  |
| Argogroup  | Intervoice                 | SIP Forum                               |
| Aspects Software   | Invest Hong Kong           | Siradel                                 |
| Axesstel   | Irdeto                     | Sofor                                   |
| Bcgi   | ISTAR                      | Spansion                                |
| Bridgeport Networks  | Jataayu Software           | Spinner                                 |
| Business Promotion Center  | Jilanda SecureSmart        | Spirit Communications                   |
| CCF  | Kathrein China             | Sprint Nextel Corporation               |
| CDMA Development Group   | Kingston Technology        | Stats                                   |
| Cerillion  | LHS Telecom                | SurfKitchen                             |
| Cetecom  | LightPointe Communications | Syniverse Technologies                  |
| Charlton Media Group   | Lucent Technologies        | Tandberg                                |
| CIC Media  | mBlox                      | TD-SCDMA Forum                          |
| Cisco Systems  | Micromuse                  | Telasic Communications                  |
| Citec  | Mobileignite               | Telcordia                               |
| Comba Telecom Systems  | Mobile Media               | Telecis Wireless                        |
| CommNexus San Diego  | Momoweb                    | Telecommunications Industry Association |
| ComputaMaps  | Motorola                   | TelecomTV                               |
| CPS  | NEC                        | Toshiba Semiconductor                   |
| CR Media   | Nexus Telecom              | TransChip                               |
| CSG Systems  | Nortel                     | Unified Software                        |
| Dekolink Wireless  | Openera Technologies       | United Fun Traders                      |
| Digit Wireless   | Polystar OSIX              | Vallent                                 |
| Department of Electronic Engineering, City University of Hong Kong | ORGA Test Systems          | Venturi Wireless                        |
| Elektrobit   | Portable Design China      | Viaccess                                |
| Empower Interactive  | Powerwave Technologies     | Vidiator Technology                     |
| Entre Marketing  | PrimeZone Media Network    | Wireless Design & Development           |
| Ericsson   | Qool Labs                  | Zhongtian Technologies / ZTT            |
| Esmertec   | Qualcomm                   | ZTE                                     |
| Eutelia SpA  | Questex                    |   |
|  | Radcom                     |   |

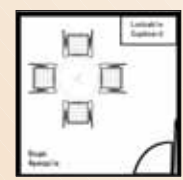
**C** 36m<sup>2</sup>  
6m (W) x 6m (L)



**D** 18m<sup>2</sup> 6m (W) x 3m (L)  
Combine any two units of E together



**E** 9m<sup>2</sup> 3m (W) x 3m (L)



# 3G WORLD CONGRESS 2006 REGISTRATION FORM



Phone:  
+852 2219-0111



Fax:  
+852 2219-0112



Email:  
info@3gcongress.com



Mail: Beacon Events Limited  
20/F Siu On Centre, 188 Lockhart Rd., Wanchai, Hong Kong

You may also register online at  
[www.3Gcongress.com](http://www.3Gcongress.com)

## DELEGATE INFORMATION (photocopy for additional registrants)

### DELEGATE:

Name: (Mr/Ms/Dr) \_\_\_\_\_  
Job Title: \_\_\_\_\_ Department: \_\_\_\_\_  
Direct Tel: \_\_\_\_\_ Mobile Tel: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

### APPROVING MANAGER:

Name: (Mr/Ms/Dr) \_\_\_\_\_  
Job Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

### YOUR COMPANY DETAILS:

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_  
Country: \_\_\_\_\_  
 Yes, I would like to receive information on future events

### PERSON WHO WILL ATTEND IF I HAVE TO CANCEL:

Name: (Mr/Ms/Dr) \_\_\_\_\_  
Job Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

### TYPE OF BUSINESS

- |  |   |
|--|---|
| <input type="checkbox"/> Telecom Operator          | <input type="checkbox"/> Semiconductor / Chipsets       |
| <input type="checkbox"/> Content Provider          | <input type="checkbox"/> System Integrator              |
| <input type="checkbox"/> Application Developer     | <input type="checkbox"/> Test & Measurement             |
| <input type="checkbox"/> Infrastructure / Networks | <input type="checkbox"/> Lawyer / Consultant            |
| <input type="checkbox"/> Software                  | <input type="checkbox"/> Investor / Financier / Analyst |
| <input type="checkbox"/> Hardware                  | <input type="checkbox"/> Other, please specify _____    |
| <input type="checkbox"/> Handsets / Terminals      |   |

### AREA OF RESPONSIBILITY

- Chairman / President / Vice Chairman / CEO / MD / COO  
 Technical Director & Engineer / CTO  
 Sales / Marketing / Business Development / Product Manager  
 Vice President / GM  
 Regional Director  
 Other, please specify \_\_\_\_\_

## DELEGATE FEES & SESSIONS SELECTIONS

Register before  
9 June and  
save up to **US\$700!**

Early Bird - Book on or before	9-Jun-06	11-Aug-06	27-Oct-06	After 27 Oct*
You save up to	US\$700	US\$400	US\$200	
Platinum "All Access" (4½ days)	\$ 3,295	\$ 3,595	\$ 3,795	\$ 3,995
Keynotes, Strategic Summits, Congress Sessions (2½ days)	\$ 2,495	\$ 2,695	\$ 2,895	\$ 2,995
Seminars "All Access"	\$ 1,895	\$ 1,995	\$ 2,095	\$ 2,195
Strategic Summit Only	\$ 895	\$ 995	\$ 1,095	\$ 1,195
Any one-day Seminar	\$ 895	\$ 995	\$ 1,095	\$ 1,195
Any half-day Seminar or Congress Session	\$ 595	\$ 695	\$ 795	\$ 895

\*Additional US\$150 processing charge for on-site registrations

### Please select your preferred sessions to assist us in venue planning

#### Platinum "All Access" (Select from concurrent sessions)

Monday 4 Dec. 2006	AM	<input type="checkbox"/> S 1 Strategy	<input type="checkbox"/> S 2 India	<input type="checkbox"/> S 3 IMS	<input type="checkbox"/> S 4 China	<input type="checkbox"/> S 8 HSPA	<input type="checkbox"/> S 9 EV-DO
Tuesday 5 Dec. 2006	AM	<input type="checkbox"/> SS I Content	<input type="checkbox"/> CS-A IMS/SDP	<input type="checkbox"/> CS-E HSPA	<input type="checkbox"/> CS-F EV-DO		
Wednesday 6 Dec. 2006	AM	<input type="checkbox"/> SS II NG-Services	<input type="checkbox"/> SS I cont.	<input type="checkbox"/> CS-B Mobile TV	<input type="checkbox"/> CS-C Devices	<input type="checkbox"/> CS-G WIMAX/WiBro	
Thursday 7 Dec. 2006	AM	<input type="checkbox"/> SS II cont.	<input type="checkbox"/> CS-D Services	<input type="checkbox"/> CS-H FMC/NGN			
Friday 8 Dec. 2006	AM	<input type="checkbox"/> S 5 Billing	<input type="checkbox"/> S 6 Outsourcing	<input type="checkbox"/> S 11 TD-SCDMA	<input type="checkbox"/> S 12 NW/Design		

S=Seminar SS=Strategic Summit CS=Congress Session

#### Keynotes, Strategic Summits, Congress Sessions (Select from concurrent sessions)

Tuesday 5 Dec. 2006	AM	<input type="checkbox"/> SS I Content	<input type="checkbox"/> CS-A IMS/SDP	<input type="checkbox"/> CS-E HSPA	<input type="checkbox"/> CS-F EV-DO	
Wednesday 6 Dec. 2006	AM	<input type="checkbox"/> SS II NG-Services	<input type="checkbox"/> SS I cont.	<input type="checkbox"/> CS-B Mobile TV	<input type="checkbox"/> CS-C Devices	<input type="checkbox"/> CS-G WIMAX/WiBro
Thursday 7 Dec. 2006	AM	<input type="checkbox"/> SS II cont.	<input type="checkbox"/> CS-D Services	<input type="checkbox"/> CS-H FMC/NGN		

#### Seminars "All Access" (Select from concurrent sessions)

Monday 4 Dec. 2006	AM	<input type="checkbox"/> S 1 Strategy	<input type="checkbox"/> S 2 India	<input type="checkbox"/> S 3 IMS	<input type="checkbox"/> S 4 China	<input type="checkbox"/> S 8 HSPA	<input type="checkbox"/> S 9 EV-DO
Thursday 7 Dec. 2006	PM	<input type="checkbox"/> S 5 Billing	<input type="checkbox"/> S 6 Outsourcing	<input type="checkbox"/> S 11 TD-SCDMA	<input type="checkbox"/> S 12 NW/Design		
Friday 8 Dec. 2006	AM	<input type="checkbox"/> S 7 Marketing	<input type="checkbox"/> S 13 Indoor	<input type="checkbox"/> S 14 RFID/NFC			

#### Summit only (Select from concurrent sessions)

Tuesday 5 Dec. 2006	AM	<input type="checkbox"/> SS I Content
Wednesday 6 Dec. 2006	AM	<input type="checkbox"/> SS II cont.

#### Any one-day Seminar (Select one)

Monday 4 Dec. 2006	AM	<input type="checkbox"/> S 1 Strategy	<input type="checkbox"/> S 8 HSPA	<input type="checkbox"/> S 9 EV-DO
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#### Any half-day Seminar or Congress Session (Select one)

Monday 4 Dec. 2006	AM	<input type="checkbox"/> S 2 India	<input type="checkbox"/> S 4 China		
Tuesday 5 Dec. 2006	AM	<input type="checkbox"/> CS-A IMS/SDP	<input type="checkbox"/> CS-E HSPA	<input type="checkbox"/> CS-F EV-DO	
Wednesday 6 Dec. 2006	AM	<input type="checkbox"/> CS-B Mobile TV	<input type="checkbox"/> CS-C Devices	<input type="checkbox"/> CS-G WIMAX/WiBro	
Thursday 7 Dec. 2006	AM	<input type="checkbox"/> CS-D Services	<input type="checkbox"/> CS-H FMC/NGN		
Friday 8 Dec. 2006	AM	<input type="checkbox"/> S 5 Billing	<input type="checkbox"/> S 6 Outsourcing	<input type="checkbox"/> S 11 TD-SCDMA	<input type="checkbox"/> S 12 NW/Design

## PAYMENT METHOD

- Check: made payable to Beacon Events Ltd. and mail to the address above  
 Credit Cards (American Express will be charged in HKD)  
 MASTER /  VISA /  AMERICAN EXPRESS

Cardholder Name: \_\_\_\_\_

Card No.: \_\_\_\_\_

Expiry Date (MM/YY): \_\_\_\_\_ / \_\_\_\_\_ Amount in US\$: \_\_\_\_\_

Signature: \_\_\_\_\_

## DISCOUNTS

- My company is a telecom operator and I am entitled to a 25% discount  
 My company is a member of (specify) CDG / TD-SCDMA / UMTS Forum and I am entitled to a 20% discount  
 My company is a member of one of the supporting associations and I am entitled to a 15% discount. Specify: \_\_\_\_\_

All discounts can only be applied at the time of registration and discounts cannot be combined. All discounts are subject to approval. Please note the conference fee does not include travel or hotel accommodation costs.

**Cancellation Policy** All cancellations must be made to Beacon Events Ltd. in writing. If cancellations are received: (a) more than 14 days before the conference a full refund of the conference fee, less 10% administrative charges will be credited; (b) 7-14 days before the conference a 50% refund of the conference fee and a set of documentation (value US\$795) will be given; (c) less than 7 days before the conference no refund will be given but either (i) a substitute delegate is welcome to take your place or (ii) you may credit your registration to a future Beacon conference.  
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