

**3GPP/OP#7 Meeting
New Orleans, United States
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Document for:

Decision	
Discussion	
Information	X

Unifying the Americas through Wireless Technology



Chris Pearson, Executive Vice President

Chris.pearson@3GAmericas.org

+1 425 372 8925



What is 3G Americas?

3G Americas unites wireless operators and vendors in the Americas to form a single voice representing the five popular technologies – TDMA, GSM, GPRS, EDGE and UMTS.

The mission of 3G Americas is to promote, educate and advocate for the success of the five wireless technologies and their seamless evolution to future generations throughout the Americas.



Why 3G Americas?

Provide a strong executive organization in the Americas to lead wireless technologies to a new frontier in promoting development and success across the five current technologies (TDMA, GSM, GPRS, EDGE, UMTS) with seamless evolution to future wireless technologies.



Unifying the Americas through Wireless Technology

Who are the founding members?



Currently processing many more applicants



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**North, Central and South America
have challenges specific to their
regions.**

Spectrum

Interoperability

Regulatory Lobbying

Technology Marketing

Multiple 2G Technologies (CDMA-TDMA-GSM)

Multiple 3G Technologies

Wireless 3G Migration Strategies

Technology Migration for TDMA Operators



GOALS & OBJECTIVES

EDUCATE

EVANGELIZE

LOBBY

ENCOURAGE

MARKET

Prioritize

- Educate press, analysts & the financial community on the merits of the five key technologies in the Americas
- “Evangelize” the deployment of the five key technologies in the Americas to promote interoperability and roaming
- Lobby governmental officials on key wireless issues affecting the five key technologies
- Encourage & support Latin American operators’ migration to GSM/GPRS/EDGE/UMTS Technologies
- Prioritize GSM Evolution Product & Services for the Americas



PROGRAM AREAS

- PUBLIC RELATIONS**
- PRODUCT & SERVICE REQUIREMENTS**
- REGULATORY POLICY**
- OPERATOR MIGRATION TO GSM EVOLUTION**
- LATIN AMERICA**



MEMBERSHIP

Open to*:

- Established carriers that have already deployed one of the five technologies in their perspective markets
- New Carriers that have acquired spectrum licenses in the Americas with commitment to the GSM/GPRS/EDGE/UMTS evolution
- Vendors- manufacturer of at least one of the five technologies, or a supplier of products incorporating one of the five technologies to one of the manufacturers
- Key companies in the wireless industry that can contribute to the mission and objectives of 3G Americas

***Requires Board approval**



SUPPORT OF 3GPP

- 3G Americas Member Companies are longtime leaders in the wireless industry with demonstratable support for 3GPP activities
- 3G Americas Supports the 3GPP objectives
- 3G Americas has a full understanding of the market requirements for North, Central and South America
- 3G Americas is willing to actively contribute to the work of 3GPP
- 3G Americas has taken the lead where the UWCC has left off in supporting EDGE and UMTS



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UNIFYING THE AMERICAS THROUGH WIRELESS TECHNOLOGY



100,270,474 TDMA Subscribers* 679,737,499 GSM Subscribers*

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Fast Facts

Seven major operators in the Americas, which represent more than 60 million 2G subscribers as of 4Q 2001, have announced EDGE deployments.

What's New

[3G Americas Launch Webcast](#)
[3G Americas Launch Announcement](#) (in PDF format - 117 KB)
[3G Americas Announces Executive Staff](#) (in PDF format - 108 KB)
[3G Americas Media Kit](#)



Business Briefing - Wireless Technology 2002:

[Wireless Trends and Issues in Latin America: Dr. Richard Downes](#) (in PDF format - 398 KB)
[The Path to Seamless 3G Global Communications: Chris Pearson](#) (in PDF format - 736 KB)
[Evolution in the Face of Revolution: David Hills](#) (in PDF format - 445 KB)
[Third Generation - Now a Reality: Jorgen Friis](#) (in PDF format - 596 KB)

Headlines

03.13.02 :: [3G Americas to Represent Global Technologies in the Americas](#)
03.06.02 :: [BTC Mobility of Bermuda Selects Nokia to Deliver Full GSM Network](#)
03.06.02 :: [Cingular Selects Nortel Networks for GSM/GPRS Upgrades](#)
03.05.02 :: [AT&T Wireless Expands Portfolio of GSM \(tm\)/GPRS Phones](#)

Feature



[Chairman Interview](#): Bill Clift, new chairman of the Board of Governors for 3G Americas and CTO of Cingular talks about the new organization and provides insights on the evolution to 3G.

3G Americas, LLC 1756 114th Avenue SE Suite 100 Bellevue, WA 98004 USA
Phone: 425 372 8922 Fax: 425 372 8923

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*This is a representative figure of estimated TDMA and GSM subscriber growth in 2002 and not a precise figure to be used for legal purposes.

WEBSITE

www.3GAmericas.org



Unifying the Americas through Wireless Technology

3G
americas

A stylized map of the Americas, including North and South America, rendered in blue and white. The map is positioned to the right of the text '3G americas'.