

Mobile Backhaul for Maximum Network Potential

Conference at CTIA Wireless 2010
Tuesday March 23, 2010, Las Vegas, NV



FREE to all Registered CTIA Attendees

The number of smartphones and mobile data applications in use today is growing rapidly with smartphones sales predicted to overtake standard phones by 2012. The volume of the data that we produce is figuratively and literally clogging the pipes as the T1 circuits from yesteryear can't scale to meet the demand of today's and tomorrow's multimedia applications. Network operators would all like more bandwidth but it comes with a price. How are the leading service providers addressing this congestion? Join us for this day long discussion to hear from leading experts in the field as they address how to get greater efficiency from various backhaul technologies.

Session 1: Mobile Backhaul Business Case Scenarios

There is no way around it, companies need to fix the growing need for more bandwidth or they will lose the battle to retain customers and grow profit. There are a myriad of solutions for creating more efficient backhaul networks, but which one is best? In this interactive session our panel of experts will explore the mobile backhaul dilemma. They will examine where costs occur and how to balance them against the profit found fixing the issue. Bring your questions to ask our industry experts as they discuss topics such as:

- Business case examination for the various technology options – ROA vs. ROI
- Examining pros, cons and cost behind your options with copper, fiber and microwave
- Is Carrier Ethernet the panacea? If not, where does it fall short?"
- How to extend the network with femtocells
- Synchronization, latency and the impact of service quality that translate into profit
- Planning for the future of mobile broadband – anticipating the next issue

*** Content Subject to change*

Session 2: Engineering Mobile Backhaul

Mobile backhaul is not just a business issue; it is rooted in network technology. Join our panel of industry experts as they explore the technical issues created by huge new data-capacity requirements carrier infrastructure is experiencing. Bring your questions as we examine the common solutions and alternative ideas surrounding mobile backhaul. We will take a look at actual network implementations and how to build a mobile backhaul approach for the future of mobile broadband.

- Synchronization, latency and other issues created by backhaul. What causes them and how to fix them
- Examining transport options:
 - Existing copper lines – how to work to extend their life through bonding, multiplexing, etc.
 - Fiber based solutions
 - Wireless Backhaul, using next generation microwave technology as an alternative Carrier Ethernet and its role in each form of media
- Over the grid/broadband over power lines and other alternative solutions
- How to meld legacy networks and new technology utilizing transition technologies and pseudowires
- How to use femtocells to extend the network
- IP & MPLS on the edge and within the core of mobile networks
- Engineering for the future of mobile broadband

*** Content Subject to change*

Conference Sponsorship \$10,000 net includes the following:

- Opportunity to be a panelist on an available session
- Logo on all printed and online promotional material
- Access to the full database of conference attendees
- Company literature distribution in conference room

Please contact:

Taryn O'Flaherty

National Sales Manager

Off: +1 866 439 0329

toflaherty@telecomengine.com