

This Week's Stories

Rumor Mill: T-Mobile Punching Up HSPA+ to 42 Mbps in 2011

July 7, 2010

T-Mobile USA has been crowing about its HSPA+ rollout, but the carrier may have bigger plans in store for next year. According to the blog *TMoNews*, the nations' No. 4 carrier plans to double the peak download speed of its HSPA+ network to 42 Mbps in 2011.

The blog, which cited a picture taken at a T-Mobile managers meeting in Seattle, indicated T-Mobile hopes to stay ahead of the rest of the wireless pack by increasing the speed of its network through software upgrades. The picture shows a chart with T-Mobile ahead of "VZ LTE" (presumably Verizon Wireless' planned LTE network), WiMAX from Sprint Nextel and "AT&T 14.4."

A T-Mobile spokeswoman declined to comment.

T-Mobile, which was the last of the four Tier 1 operators to roll out its 3G network, has been trying to bound ahead of its competitors with HSPA+, which is currently available in 25 markets. The operator plans to cover 100 major metropolitan areas--185 million people--with HSPA+ by year-end.

Meanwhile, Sprint is hoping to cover around 80 markets and 120 million POPs via WiMAX by the end of this year. Verizon said it will offer LTE in 25-30 commercial markets in the fourth quarter, covering 100 million POPs. AT&T Mobility said it will roll out HSPA+ to 250 million POPs by year-end, with LTE scheduled for next year.

For its part, T-Mobile has been coy about its 4G plans. Deutsche Telekom CEO Rene Obermann declined to comment on a recent *Financial Times* report that said T-Mobile was holding preliminary talks with Harbinger Capital Partners to become a wholesale customer of Harbinger's proposed LTE network. However, he said T-Mobile USA needs to be open to cooperation on 4G, "for instance with other network operators, where one could share the network in certain regions," because capital expenditures "would be huge if you plan to cover a large area. So we need to remain open to that, there's no question." T-Mobile reportedly also has had discussions about being a wholesale provider with WiMAX carrier Clearwire.

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In other T-Mobile news, the carrier introduced a 3,000 minute family plan option, to sit between its existing 1,500 minute and unlimited offerings.

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Local Search, Social Networking and Mobile Gaming Coming of Age on Mobile Devices

July 7, 2010

Compete, a Kantar Media company, today released the results of its Q1 2010 Smartphone Intelligence survey, which showed major movement in the use of local search, social networking and gaming on smartphones. Compete's quarterly Smartphone Intelligence survey provides behavioral and survey-based insights into how consumers are using iPhones, BlackBerrys, Android devices and other smartphones.

Local Search on Smartphones Now a Powerful Lead Source for Businesses

Consumers increasingly rely on their mobile phones to search for retailers. Nearly one in three smartphone owners has called or stopped into a local business after finding it using a local search application. In Q1 alone, close to a third of Android and iPhone owners discovered at least two new businesses that they were not previously aware of as a result of using local search applications.

"With the increasing popularity of local search, retailers should ensure their sites are optimized for mobile browsers," said Danielle Nohe, director, technology and entertainment for Compete. "Making it easy for consumers to discover businesses via their devices opens local companies up to a whole new customer demographic, and savvy businesses should make sure they're maximizing this opportunity."

Smartphones Now Part of Social Routine for Twitter and Facebook Users

Consumers are increasingly accessing social networking sites via their mobile devices. According to Compete's findings, 33 percent of smartphone Twitter users primarily send tweets via their smartphones, and 33 percent of these consumers prefer to read tweets on their phone. Of those accessing Facebook from their smartphone, consumers are increasingly using the device to read news feeds (66 percent), post status updates (60 percent), read/reply to private messages (59 percent) and post photos (44 percent).

"Given the increasing popularity of Facebook, Twitter and other social sites, it follows that users are eager to access these outlets on their phones," continued Nohe. "Based on our findings, I recommend marketers start thinking about new ways to maximize consumers' use of smartphones on social sites, as mobile adoption will likely only increase with time."

Mobile Gaming is most Popular with iPhone Users

iPhone owners are particularly heavy gamers -- 51 percent of iPhone users have five or more games loaded on their smartphones. In contrast, 46 percent of BlackBerry users have no games on their devices. Not only do iPhone owners download more games, they play games more frequently than do owners of other smartphones. Of the consumers surveyed, 37 percent of iPhone users report playing games on their smartphones at least daily and puzzle games seem to be capturing the majority of this attention.

"It's evident that iPhone owners have embraced mobile gaming," commented Nohe. "Developers should turn their attention to targeting other smartphone users in an effort to even out the discrepancies in mobile gaming adoption."

<http://www.fiercemobilecontent.com>

Product & Service News

FCC Approves Verizon EV-DO Femtocell

July 7, 2010

It looks like Verizon Wireless may soon launch an EV-DO-based femtocell that delivers 3G data services in addition to voice. According to documents filed with the FCC, which were originally uncovered by *Engadget*, the Samsung-made femtocell supports up to eight simultaneous data connections.

Verizon Wireless currently offers a femtocell that supports CDMA 1x service, called the Network Extender. In April, the FCC also approved a similar femtocell for Sprint that supports EVDO data connection speeds and landline VOIP service.

Meanwhile, AT&T unveiled its femtocell product, which it calls a 3G MicroCell, at the CTIA Wireless 2010 conference in March. The 3G MicroCell was developed with Cisco and is available for \$149.99.

<http://www.fiercebroadbandwireless.com>

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Qualcomm to Run Trials of MediaFLO Mobile TV in Taiwan

July 8, 2010

Qualcomm has announced it has signed a non-binding MOU with Taiwan's Far Eastone to explore the creation of a broadcast mobile media operator using MediaFLO technology.

"We are committed to working with local players to commercialize MediaFLO mobile media services in Taiwan and drive business results for Taiwan's information and communications technology industry," said Neville Meijers, senior vice president and general manager of Qualcomm MediaFLO Technologies. "We are now in discussions with Far Eastone to determine the right business model and structure of a possible MediaFLO venture."

The discussions between Qualcomm and Far Eastone come in advance of an anticipated UHF spectrum auction in early 2011, when Taiwan's regulatory agency, the National Communications Commission, is expected to issue two mobile TV licenses in the market.

<http://www.cellular-news.com>

Apple Approves Video Calling App Over 3G

July 9, 2010

Apple has approved a third-party video-calling application from Fring for the iPhone that will work over AT&T Mobility's 3G network in addition to WiFi networks.



The approval is notable for several reasons. When Apple CEO Steve Jobs unveiled the iPhone 4 in June, he said the company's native FaceTime video application would work

only over WiFi. Additionally, FaceTime calls can only be made from one iPhone 4 to another. Fring has promoted the fact that its application will allow iPhone 4 users (as well as those with an iPhone 3GS that has

been upgraded to iOS 4) to video chat with other kinds of smartphones.

Additionally, Jobs seemed to indicate that Apple's wireless carrier partners were working on network improvements to handle the video calling traffic. "It's WiFi-only in 2010, we're working with the cellular providers to get things ready," Jobs said, according to reports at the time.

An AT&T spokesman, Mark Siegel, said any specific application questions need to be answered by Apple. An Apple spokeswoman did not immediately respond to a request for comment.

<http://www.fiercewireless.com>

by the Chinese military for economic espionage on the U.S. communications network.

Analysts believe the deal could help clear the way for the Chinese company to break into the U.S. market and make at least one significant acquisition.

<http://www.reuters.com>

Mergers/Acquisitions/Partnerships

China's Huawei Bids for Sprint Equipment Deal: Report

July 8, 2010

China's Huawei Technologies is bidding to sell equipment for the expansion of the wireless broadband network of U.S. mobile operator Sprint Nextel, the Financial Times cited sources as saying late on Thursday.

The deal will require at least an informal nod from the U.S. government and represents Huawei's HWT.UL first serious foray into the country since the world's second-largest mobile gear maker was forced in 2008 to abandon a joint \$2.2 billion bid for network supplier 3Com Corp over security concerns, the paper said.

Huawei officials declined to comment on the FT report, which cited sources close to the matter.

"As part of our ongoing business in the U.S., we always bid for contracts," a Huawei spokesman told Reuters.

If approved, it would be the first time the Shenzhen-based Huawei, founded by Ren Zhengfei, a former engineer with the People's Liberation Army, has sold equipment to a large U.S. telecommunications operator, though it has made sales to smaller U.S. operators.

Huawei's growth in the United States has been stunted by the U.S. government's skepticism about the company, which Washington fears could be used

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