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Mobile Broadband Wireless: Path toward 4G

By Yuanzhe (Michael) Cai, Director, Broadband & Gaming, and James Kuai, Research Analyst

2Q 2007

Synopsis

This report examines next-generation mobile broadband wireless solutions, including 801.16e/WiBro, FLASH-OFDM, and cellular solutions. It analyzes potential market opportunities, examines the competitive equipment and service industry landscape, shares consumer perspectives on mobile broadband wireless solutions, and provides market-sizing information.

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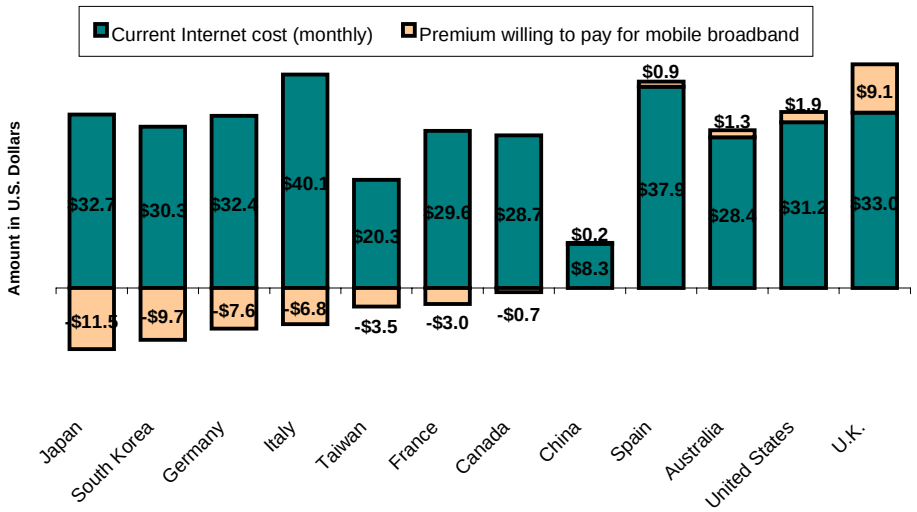
Price Sensitivity to Mobile Broadband compared with Current Costs

Differential between Current Internet Costs & Amount Internet Users Are Willing to Pay for Mobile Broadband Services



Source: *Global Digital Living,* a survey of more than 10,000 consumers in 13 countries

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"The road warrior market offers great ARPU potential but is limited in size," said Yuanzhe (Michael) Cai, Director, Broadband & Gaming. "In order to expand beyond this segment, mobile carriers need to provide application-centric rather than access-centric mobile broadband services and offer a variety of flexible business models that fit consumers' usage patterns."

Contents

__The Bottom Line__ is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' __Resource Book__ contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

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Resource Book

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Section II: Demand for Mobile Broadband Services
Interest in Adopting Mobile Broadband
Target Markets for Mobile Broadband
Price Sensitivity
Likely Usage Scenarios
Convergence Phones or Connected Portable Devices

Section III: Mobile Broadband Applications

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Section V: Profiles of Semiconductor Companies
Beceem Communications
Fujitsu Microelectronics America
Intel
PicoChip Designs Limited
Sequans Communications
Texas Instruments
Wavesat
Runcom Technologies Ltd.

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Adaptix
Airspan
Alcatel Lucent
Alvarion
Aperto Networks
ArrayComm Inc.
Ericsson
Huawei Technologies Company, Ltd.
IPWireless
Motorola
Navini
NextWave Wireless
Nokia Siemens Networks
Nortel Networks
Samsung Group
ZTE

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Orange (France Telecom)
KDDI Corporate
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Telefonica
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The Bottom Line

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Interest in Subscribing to a Mobile Broadband Service by Current Mobile Phone Service Providers
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