

Press Release

Las Vegas, Nevada, USA – April 1, 2009

Thriving in Today's Economic Environment: Building Next Generation Networks with Greater Value and Efficiency

Consumers want more bandwidth and robust applications. Operators must be as efficient and cost-conscious as possible in today's economic climate. At CTIA Wireless 2009 in Las Vegas, Nokia Siemens Networks is demonstrating its vision to help operators evolve with networks that maximize the customer experience, enhance network efficiency and ensure environmental sustainability.

"Consumers today want more connectivity for less," says Sue Spradley, President of Nokia Siemens Networks, North America. "We are focused on providing pragmatic ways for service providers to make their networks more efficient and profitable, enabling them to actually grow stronger irrespective of the current economic situation."

Companies that deliver the best consumer experience with the most value will maintain customer loyalty. Although 80 percent of companies feel that they deliver a superior customer experience, Nokia Siemens Networks research shows that only 8 percent of consumers agree. As service providers evolve to next generation technologies such as LTE and WiMAX, a high-quality, seamless customer experience is more critical than ever before. This can be achieved through Nokia Siemens Networks Subscriber Data Management tools, which help service providers understand subscriber behavior and usage patterns in order to provide services they want, when and where they want them.

North American operators lead the world in 4G implementation plans and need infrastructure partners that understand their unique migration requirements. As one of the world's leading network providers, Nokia Siemens Networks is showcasing its game-changing, next generation wireless solutions, such as the Flexi Base Station which accommodates WCDMA/HSPA/HSPA+, LTE and WiMAX, and, for the first time, is demonstrating a trio of LTE-to-CDMA handover interworking capabilities for CDMA operators that show the various scenarios of quality of service: loose coupling; tight coupling without forwarding; and tight coupling with forwarding. Additional LTE-related demonstrations on show are LTE end-to-end radio, IMS core, IP transport and services components, and LTE / Service Architecture Evolution.

Other demonstrations include:

Enriched Customer Experience

Identity Management demonstrates how operators can simplify the consumer experience through a single sign-on, while growing opportunities for targeted advertising.

Network Efficiency

Power Management provides backup battery strategies enabling operators to replace only the batteries that need replacing versus all batteries, monitor the health of their backup system, perform schedule maintenance and other site work.

Environmental Sustainability

Network Planning and Savings shows how moving from a traditional WCDMA cabinet to a Flexi BTS reduces energy usage and CO2 emissions and shows operators how adding new features and technology, such as Active Antennas, can reduce emissions and cost.

Reinventing. The world. Connected.

The “Connecting the World” theatre provides an interactive experience where visitors can watch industry leaders express their opinions on the issues driving the technology marketplace on topics such as “Keeping Pace with Traffic,” “Putting Users First,” and “Beating the Downturn.”

Visitors to the Nokia Siemens Networks booth can even book an evening in Las Vegas and share their plans with their friends at the Applications Avenue kiosk, a hands-on demonstration that illustrates where the technology of tomorrow can take us and how users will benefit from it.

Nokia Siemens Networks Speaking Events & Awards

- Sue Spradley, President, North America, will participate in a plenary session, “The Converged Network – How We Get There from Here,” on April 2 from 1:00-2:30 p.m., Room S 223.
- Chris Ebert, Head of LTE/WiMAX/4G Market Development, North America, will participate in a panel discussion, “The Application Platform: Network Level Strategy,” on April 2 from 1:00-2:15 p.m., Room S 222.
- Janne Rajala, Senior Manager, will participate in a panel discussion, “FMC-Fixed Mobile Convergence – Now, Soon or ...?” on April 1 from 2:30-3:45 p.m., Room S 222.

Wireless Week Excellence Awards

Editors at Wireless Week will recognize Sue Spradley as one of the wireless industry’s most influential leaders at the “Wireless Week Leadership Awards” on April 1 in Las Vegas.

CTIA Emerging Technology Awards

CTIA’s E-Tech Awards are designed to give industry recognition and exposure to the best wireless products and services in consumer, enterprise and network technology. Nokia Siemens Networks Flexi Multiradio Base Station is a finalist for awards in two categories: Green Network Hardware and Infrastructure and Network Infrastructure for Wide Area Networks. Approximately 90 percent of the energy used in a mobile operator’s network is consumed by base station sites and the Flexi Multiradio Base Station is the industry’s greenest base station, reducing energy consumption in the network by 40 percent more on top of the previous Flexi platform’s 70 percent reduction in power consumption, compared to other conventional base stations on the market. E-Tech winners will be announced April 2 at 3pm on the MEX stage in the South Hall, Level 2.

Visit Nokia Siemens Networks at Booth #8047 in the Central Hall C-3.

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland.
www.nokiasiemensnetworks.com

Engage in conversation about Nokia Siemens Networks aim to reinvent the connected world at <http://unite.nokiasiemensnetworks.com> and talk about its news at <http://blogs.nokiasiemensnetworks.com>
Find out if your country is exploiting the full potential of connectivity at <http://connectivityscorecard.org>

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