



WiMAX Forum Day – General Session Marketing Working Group Update

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- Board Member, VP and Chair MWG WiMAX Forum
- AVP Business Development **Alvarion**

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Outline

- Marketing Working Group Team
- 2003 Accomplishments
- Environmental Snapshot & Challenges
- 2004 Marketing Plan
- Call for Action

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MWG Marketing Team

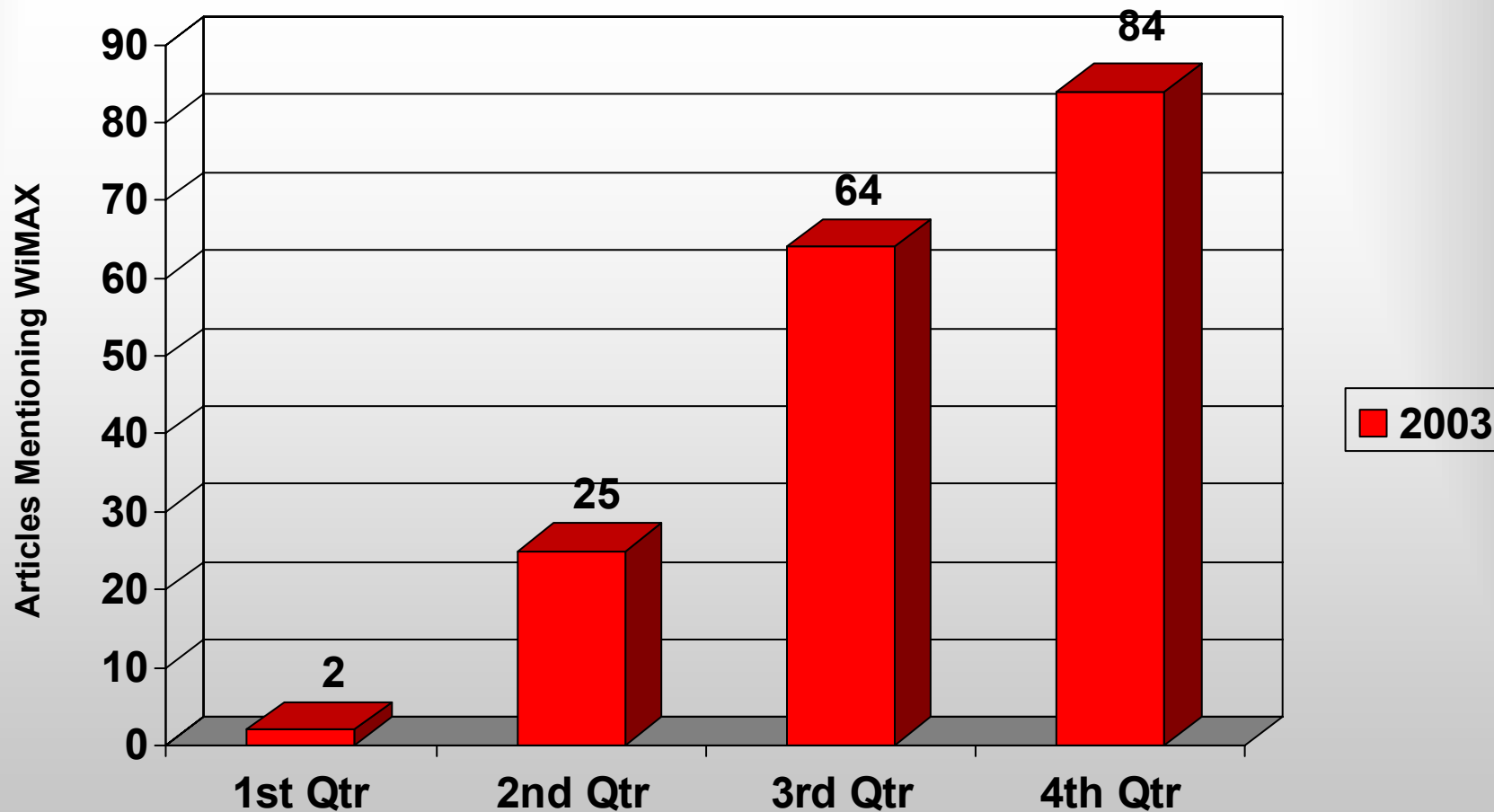
Chair; VP, WiMAX Forum – Dr. Mohammad Shakouri, Alvarion

- Events Director – Jeff Orr, Proxim
- Technical Marketing Director – TBD
 - Collateral, event materials, white papers, case studies, application notes
- Marketing Director – Suzanne Brisendine, Intel
 - Across groups, focus strategic, branding, website
- Membership Director – Frank Draper, Wavesat
- PR – Edelman (Kendra Petrone, Dan Guitteau)
 - Press releases, interviews, newsletter
- Website Administrator – Dana Mcgrew, Intel

Thanks, Dean Chang of Aperto, for driving
membership in 2003

- **Developed a collaborative working group**
 - More than 15 people participating in bi-weekly calls
 - More than 50 members joined the working group
- **WiMAX Forum Membership growths to 68**
- **WiMAX in the news (Hired Edelman PR agency)**
 - 175 articles mentioning WiMAX; 3 Analyst WiMAX Reports
 - “MOST PROMISING TECHNOLOGY OF THE YEAR” for CNet in the UK
 - “10 Technologies to Watch in 2004” by *Business 2*
- **New website, new website administrator**
- **Marcom Collateral: White papers, flyers, case studies**
- **Conference and Event Participation (10)**

2003 News Coverage



Analyst/Research Highlights

ABIresearch

“For Last-Mile Wireless, Fate of WiMAX in Carriers' Hands”

In-Stat MDR

“Fixed Wireless Infrastructure Will Ride a Wave of Growth on Standards”



WiMAX and Wi-Fi: Unwiring the World

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Environmental Snapshot (1/2)

- **Service Providers**

- Starting to join but many are still “kicking tires”
- Operator readiness varies
 - Asia: strong interest, high growth, weak existing infrastructure, spectrum is becoming available
 - Europe: financially stronger than US; spectrum available; lack of broadband alternative; sees WiMAX as next step “wide-area Wi-Fi”
 - US: big market beginning to move; still recovering financially; limited spectrum available (Sprint/Nextel MMDS); DSL fill-in opportunity

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Environmental Snapshot (2 of 2)

- **Press / Industry Analysts**

- Engaged and on the learning curve
- Skeptical of early hype but generally believe WiMAX will dominate the fixed wireless market by 2008 (Pyramid, 11/03)
- Confusion remains about some issues
 - WiMAX vs. 802.16, 3G, etc.
- Must get involvement, support of top analysts

- **OEMs / WiMAX Forum members**

- Get all members actively engaged
 - Educate, integrate, involve
- Enable members to drive key Forum messages

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Challenges for 2004

- Lack of WiMAX-Certified products early in 2004
- Trademark protection
- Budget
- Increase Active involvement of membership
- Lack of Frequency harmonization for broadband use
 - Regulatory Task Force
- Mobile Broadband market requirement by some major service providers is not currently covered by WiMAX
 - 802.16e standardization started



2004 Marketing Plan

Overview

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WiMAX Forum Marketing Objectives 2004

- Build awareness of BWA (Broadband Wireless Access) and preference for WiMAX-Certified products worldwide
- Re-establish credibility of BWA as valid last mile solution
- Launch WiMAX-Certified program
- Establish WiMAX Forum as the leader of the wireless broadband industry

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WiMAX Forum

Marketing Objectives & Strategies 2004

- **Build awareness of BWA and preference for WiMAX-Certified products worldwide**
 - Consistently communicate Key Messages with press/analysts, events, speakerships, collateral, website
- **Re-establish credibility of BWA as valid last mile solution**
 - Eliminate confusion about BWA vs. competition
 - Support launch of members' first WiMAX systems in Q4 '04
- **Launch WiMAX-Certified program**
 - Develop WiMAX-Certified brand / new look, logo 1Q '04
 - Develop WiMAX-Certified service w/ TWG 1H '04
 - Launch WiMAX-Certified program 2H '04
- **Establish WiMAX Forum as the leader of the wireless broadband industry**
 - Grow service providers' membership base and involvement
 - Increase active participation of all members
 - Educate market on benefits, value of WiMAX Forum

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WiMAX Forum Target Audiences 2004

- Service Providers
- Press / Industry Analysts
- OEMs / WiMAX Forum members

WiMAX Forum Key Messages 2004

- **WiMAX-Certified products will deliver cost-effective broadband services on a wide scale**
 - Economical, interoperable, portable, carrier class solutions
 - Available late 2004
- **WiMAX Forum drives growth and innovation for broadband wireless access (BWA).**
 - Drives cost-effective, industry standards-based products
 - Market is here, real, growing
 - WiMAX complements wireless LAN, mobile cellular networks, cable
- **WiMAX Forum leads industry as exclusive organization dedicated to certifying interoperability of BWA products**
 - Leads development of global standards
 - Only organization bringing interoperability and compliance to the industry
 - Advances real world broadband solutions
 - Enabling wireless broadband last-mile

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Communication Tools

- PR / News Bureau
 - Messaging, press releases, press kit, materials, e-newsletter, Q&As, by-lined articles
 - Tours to analysts, press: proactive outreach, build relationships
- Events / Speakers Bureau
- Collateral, Sales tools
 - White papers, case studies, CDs, presentations, fighting guide
- Website
- Branding plan / logos

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PR Plan 1H 2004

- **Event Support:**
 - Face-to-face meetings with attending press and analysts
- **Road Show**
 - Tour for one-on-one briefings with press and analysts in key markets throughout US, Europe and Asia
 - Boston, DC, San Francisco, London, Singapore, etc.
 - Timing: May
- **Milestone Announcements**
 - New members (service providers, equipment providers)
 - Testing facility selection

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WiMAX Forum Event Plan

- **Events and Speaking Objective**
 - **Communicate the WiMAX Key Messages consistently in industry and public forums**
- **Annual Theme**
 - 2003: “What is WiMAX Forum / What is 802.16a?”
 - 2004: “The road to conformance and interoperability”
 - 2005: “WiMAX market applications in use”
- **Focus Events (1H 2004)**
 - WCAi, January and June - United States (confirmed)
 - Broadband Wireless World, February - United States (confirmed)
 - Wi-Fi Planet, March - Canada (confirmed)
 - Wireless China 2004 – Roadshow, April - China (confirmed)
 - EyeforWireless, April - United States (confirmed)
 - WLAN Congress, June - Netherlands (proposed)

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Membership Plan 2004

- Grow membership to well over 100 in 2004
- Primary focus is to triple the size of the service provider working group
- Signup over 90% of the broadband wireless system suppliers in the current industry
- Work with global systems integrators to help shorten deployment time for WiMAX compliant systems

Member meetings currently 2x/year but considering increased frequency, tied to conferences/events and targeted to regions (China/USA-DC/Europe)

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Branding Plan 2004

- Develop a brand identity that
 - Delivers strong image, sense of innovation
 - Works hard for both WiMAX Forum and WiMAX-Certified – dynamic, “closed”, easy to use style and color
 - WiMAX-Certified design as a product/packaging mark
- New logo and look will be implemented Q2 ‘04

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Call For Action

Come and Join US

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