



Introduction and overview

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Challenge: growing demand



24 HOURS
UPLOADED EVERY
60 SECONDS

Video
Uploads



20X - 40X
OVER THE NEXT
FIVE YEARS

Streaming Video
Increasing Wireless Demand



50 BILLION
CONNECTED DEVICES
BY 2020

Devices
Proliferation*



35X
2009 LEVELS
BY 2014

Mobile
Data Traffic**

*See Ericsson Press Release, quoting its President and Chief Executive Officer Hans Vestberg, April 13, 2010, available at <http://www.ericsson.com/thecompany/press/releases/2010/04/1403231>

** Federal Communications Commission, Staff Technical Paper, Mobile Broadband: The Benefits of Additional Spectrum, OBI Technical Paper No. 6 (Oct. 2010).

Challenge: universal BB access

**2 Billion
Internet Connected
Consumers**

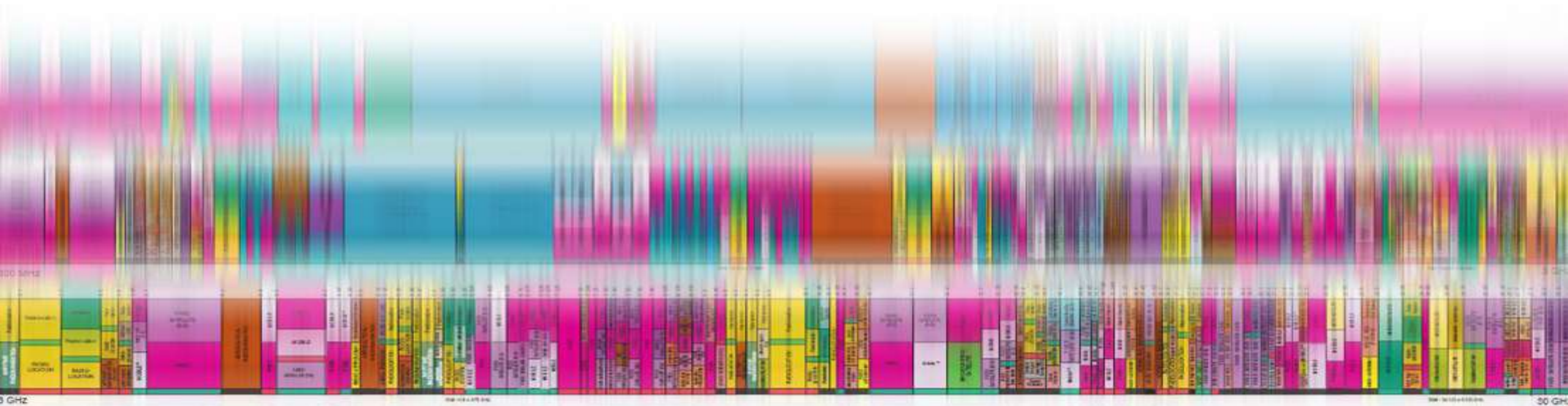
**555 Million
Wired Broadband
Subscribers**

**943 Million
Wireless
Broadband
Subscribers**

**5 Billion
Cell Phones**

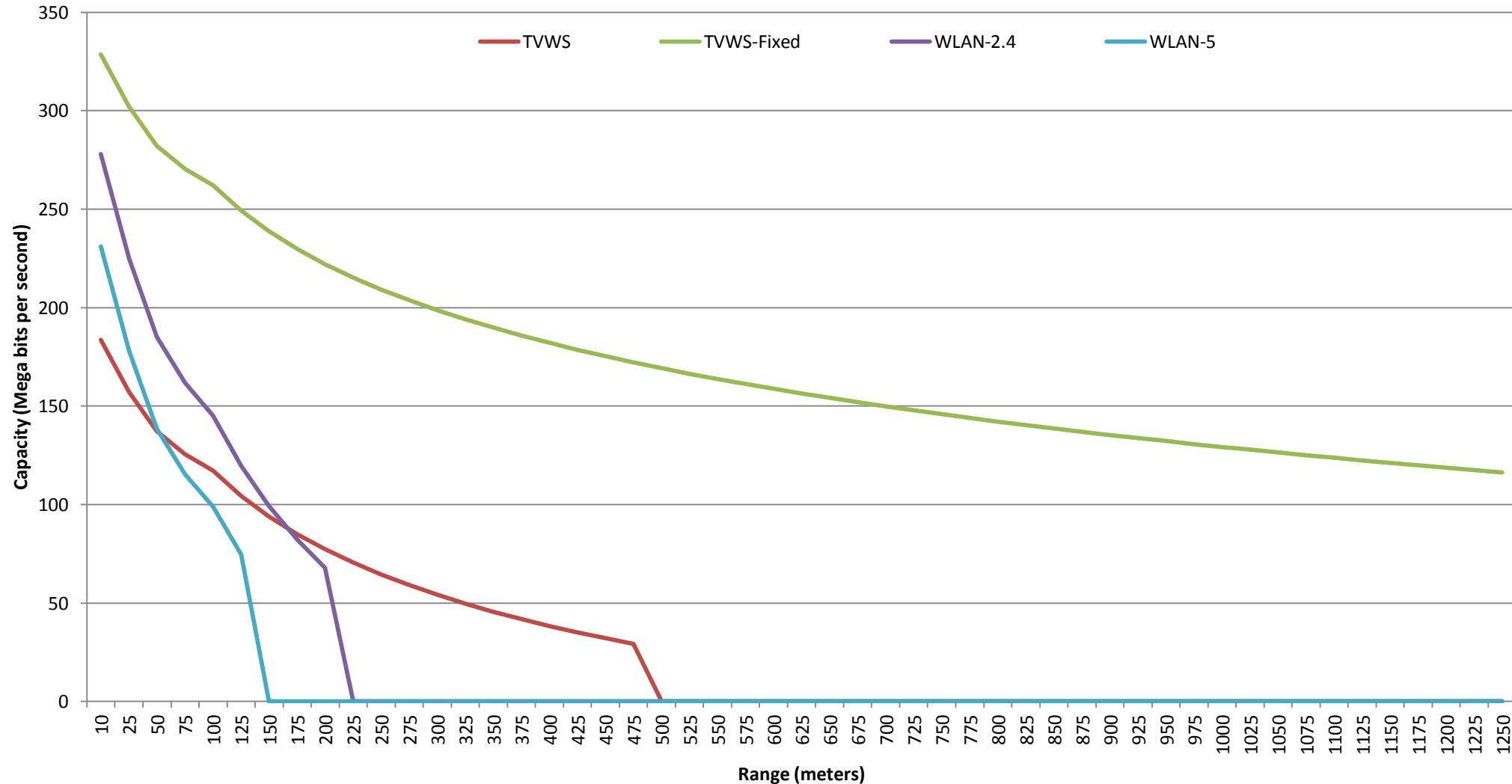


Spectrum crunch?

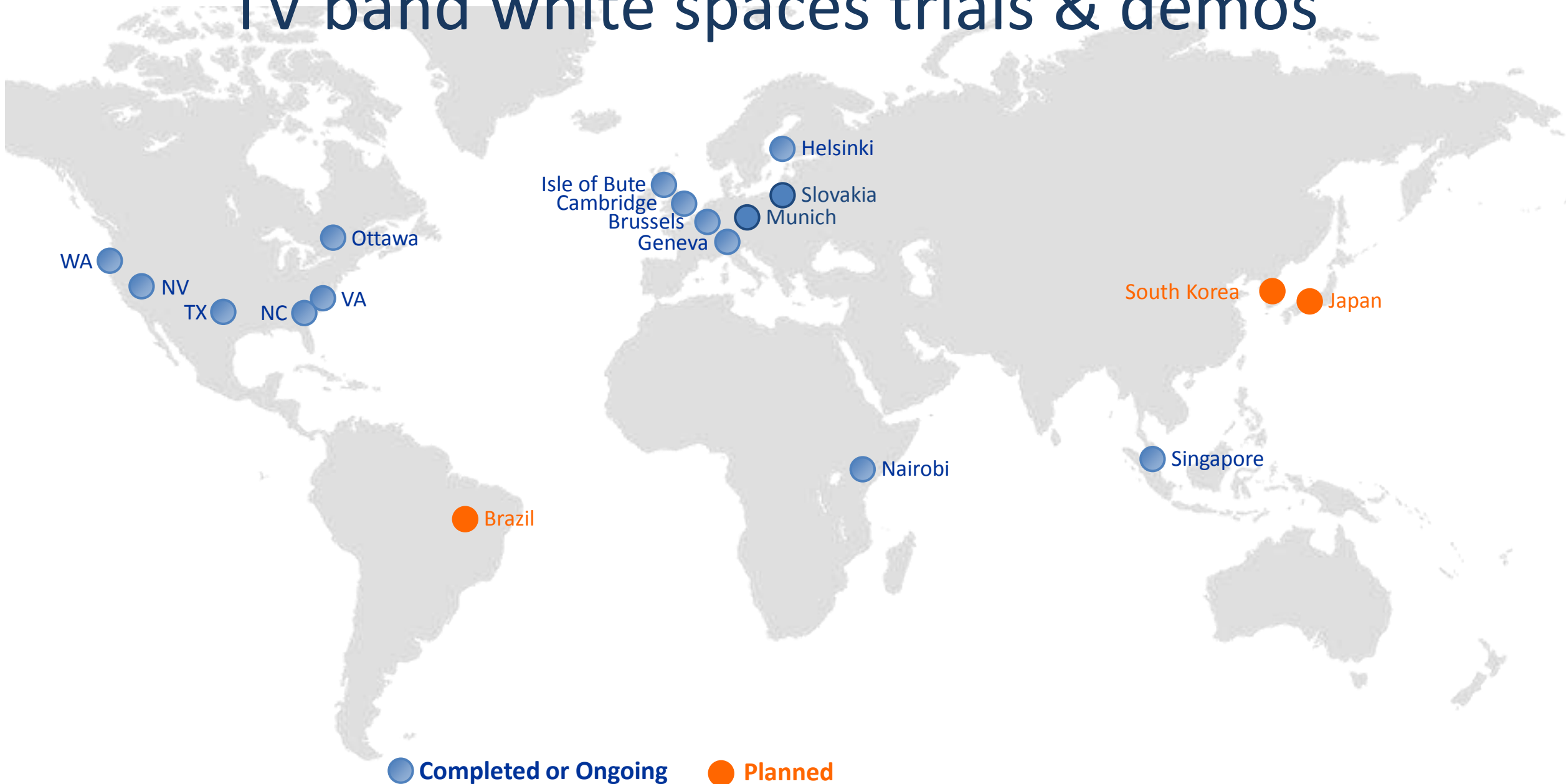


UHF TV bands enable new Wi-Fi opportunities

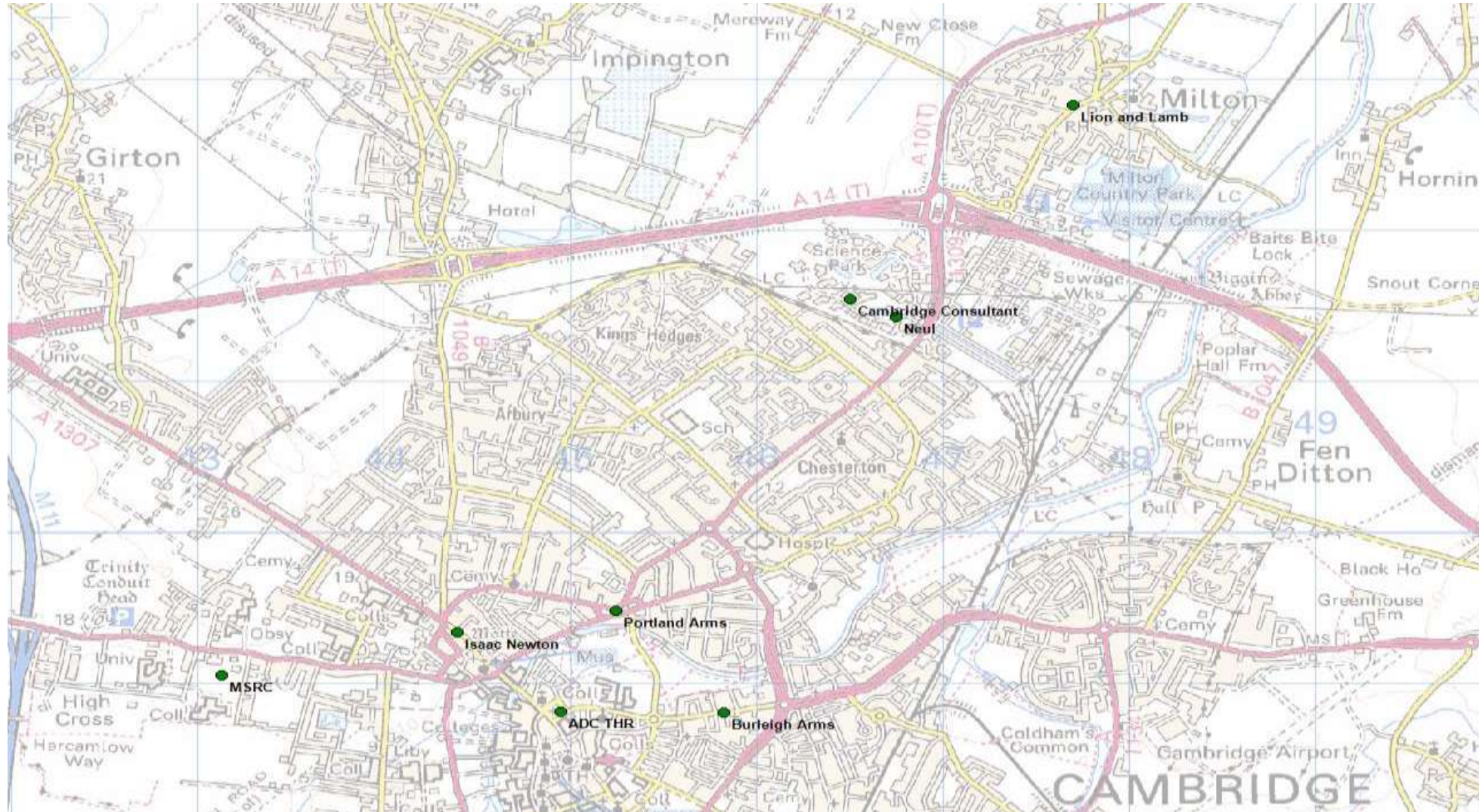
Capacity versus Range



TV band white spaces trials & demos



Cambridge trial site locations



Cambridge, UK trial – unprecedented support

BBC

SAMSUNG

**SPECTRUM
BRIDGE**
ENABLING UNIVERSAL SPECTRUM ACCESS

 Cambridge
Consultants

NOKIA

sky

Microsoft®

arqiva

BT 


neul


Virgin
media

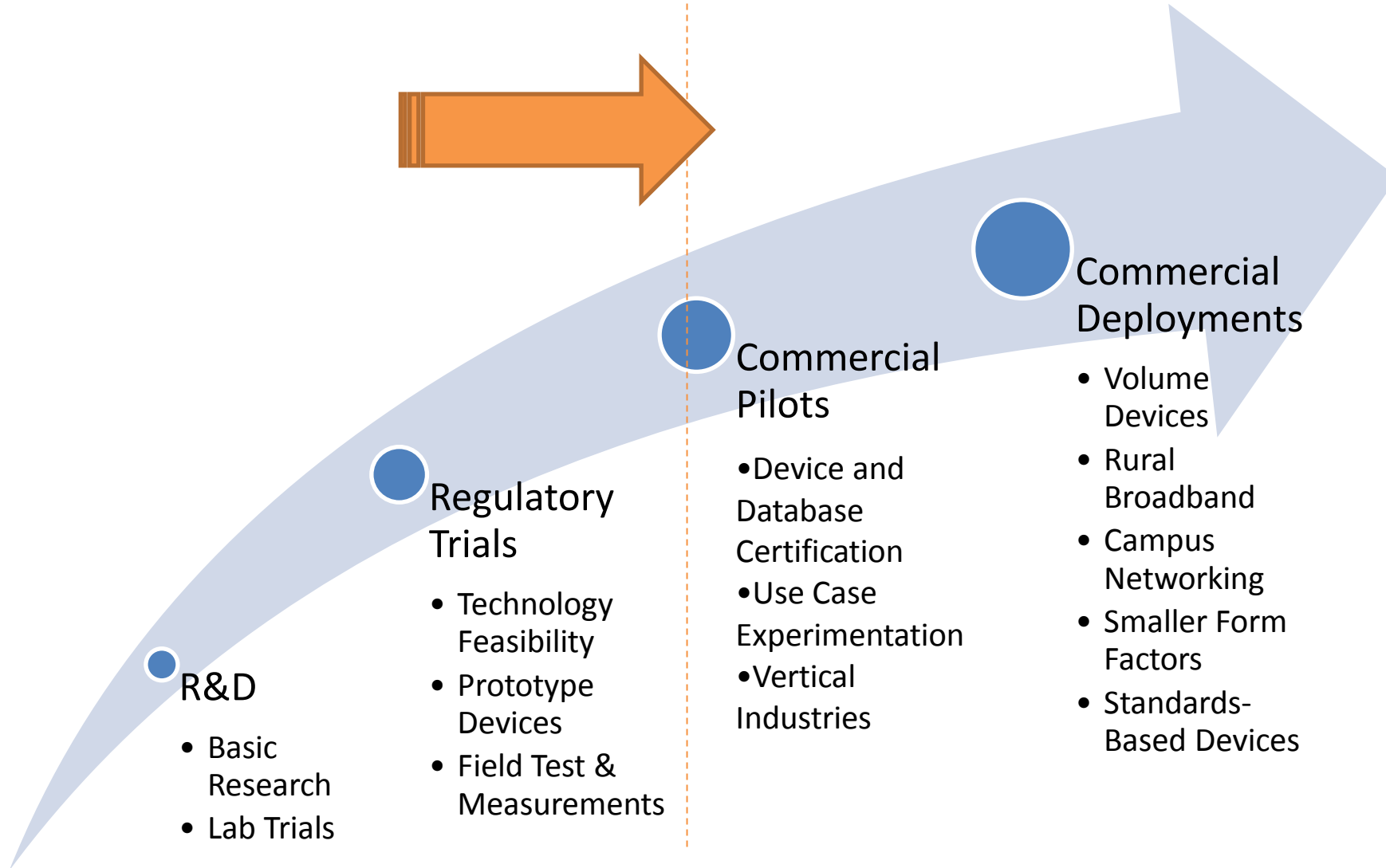

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CRFS


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ADAPTRUM

Where we are . . . going . . .



THANK YOU