

Millennium-Skyline



The WiMAX Wave_A Special Briefing

Implications for Service Providers, Equipment Suppliers, and Investors

WiMAX will have an unprecedented impact on the telecom business. WiMAX will sweep the telecom industry like a giant wave – no part of the industry will remain untouched.

Why? Because WiMAX significantly impacts the business model of every operating company. WiMAX promises to extend high-speed Internet access to anyone who wants it, wherever he is, within the RF footprint, thereby bridging the ‘Digital Divide’ at a fraction of the cost of any wired technology or architecture.

More important, WiMAX can be deployed to drive new revenue streams on much shorter timelines and at much lower capex than FTTx, xDSL, or cable modem alternatives that will take years to roll out and billions of dollars in capital investments.

Even more significant, WiMAX is disruptive and threatens established network architectures, both wired and wireless.

The WiMAX Wave is coming. Will you ride the wave or be swept away by it?

To help you answer this question, Millennium-Skyline Project will conduct **The WiMAX Wave_A Special Briefing** exclusively for your company. Our briefing will cover:

- What is WiMAX? What are its underlying technologies? What are the technical standards?

- Who holds the spectrum licenses to operate WiMAX? What are their roll-out plans? How much capex do they plan to spend and over what timeline?
- Who are the Advanced Wireless Spectrum (AWS) winners, and what are their plans for WiMAX? What should we expect from the 700 MHz auction? What is the potential for WiMAX in unlicensed bands?
- What is the significance of the WiMAX vs. LTE debate?
- What are the implications for base stations, site selection, AC & DC power, back-haul, CO switches, traffic management, and network operations?
- What does all this mean for your company? Is WiMAX an opportunity or a risk?

The WiMAX Wave_A Special Briefing is a 90-minute Webinar conducted in an interactive format. We will email you a copy of the Powerpoint presentation for your internal use at the conclusion of the session.

The WiMAX Wave_A Special Briefing is delivered on a ‘one company-at-a-time’ basis with up to 25 participants in your domestic and overseas locations.

Millennium-Skyline Project is a collaboration of Millennium Marketing and Skyline Marketing Group, two highly-experienced and well-respected telecom market analysis and consulting firms that have hard-earned reputations for delivering solid data, insightful analyses, and critical recommendations on which to base your strategic plans.

Contact us right away at (443) 869-4484 or john@skylinemarketing.com to reserve your date for **The WiMAX Wave_A Special Briefing**.