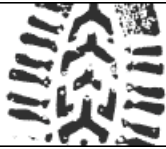


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Monday May 15, 2006

Telco: Make broadband affordable

By **SURAJ RAJ**

AFFORDABLE wireless broadband services should be on the offering by local cellular operators, according to Motorola Inc Asia-Pacific president Dr Simon Leung.

He said the technology to take mobile communications forward was already present but the delivery had been obstructed because of local regulations, business model of network providers and the pricing environment.

“The Malaysian telecommunications sector is at a crossroad. Operators and regulators need to put in place key technologies and policies to introduce the next level of telecommunications services,” he told *StarBiz* during the company's global *Seamless Mobility Solutions Showcase* held here recently.

Leung said Malaysia no longer ranked as an emerging mobile market because the penetration rate had reached 80%. However, data services only formed about 18% of the average revenue per unit.

“Ultimately, consumers will use one device to access all forms of information. Thus, the logical step forward would be to provide users with broadband experience,” he said.

He added that the company's ambition was to help local operators leverage new and upcoming technologies to create a future of seamless connectivity.

“We will share our network services and applications management expertise in enhancing operators' networks,” Leung said, adding that Maxis Communications Bhd, Telekom Malaysia Bhd and Celcom (M) Bhd were among Motorola's major local clients.

Leung described Asia-Pacific as a good mix of developing and emerging mobile markets that are able to deploy technology afresh without the legacy baggage that western markets have had to overcome.

Hence, the company is driving the concept of *Seamless Mobility*,



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whereby people are linked to information and entertainment virtually anywhere, at anytime via any device.

Leung said mobile technology was currently addressed from an entertainment perspective.

Dr Simon Leung

“What has been overlooked is the

enterprise,” he said adding that wireless broadband technology would be more cost-effective to deploy and manage in the long term compared with wire-based infrastructure.

He said Motorola's growth would stem from sectors such as governments, enterprises, carriers and Internet service providers.

The company aims to position itself by supplying the standards and assistance to these sectors to enable them to make informed decisions on the delivery of services and products.

Motorola Malaysia's operation consists of an integrated manufacturing, research and development, Asia-Pacific distribution centre, a software centre and businesses that include mobile phones and wireless networks.

Its Penang facility has grown to become a global integrated manufacturing, research and development and distribution centre for two-way radio business, with about 50% of its products being exported.

Motorola ranks second after Nokia, with just about 20% market share in the region. Data compiled by *Reuters* shows that the company's shipments grew 61% to 46.1 million units during the first quarter, driven mainly by its *RAZR* and *SLVR* models.

Motorola expects its mobile devices, especially *RAZR*, to contribute significantly to the group over the next few years.

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