

Making Practical Sense out of 4G Hype

DEBUNKING FOUR TOP LTE MYTHS



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The topic of 4G is dominating conversations in the mobile industry. With naysayers, evangelists and everyone in between making noise about the topic, it's easy for half-truths or misinterpretations to be represented as fact. To set the record straight, let's address four myths about 4G:



MYTH 1: Subscribers Do Not Need 4G Yet.

There's only one word to describe subscribers' appetites for mobile data: insatiable. Just look at how traffic has grown in the past five years and is projected to skyrocket moving forward. For

those who say this phenomenon exists only in highly developed markets, consider that a number of industry analysts predict the areas with the most rapid projected data growth in the next four years are Africa, the Middle East, Latin America, and Central and Eastern Europe.

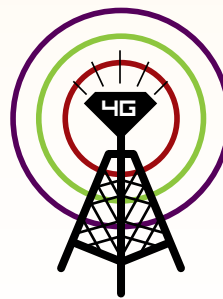
It's a known fact that today's networks are already feeling the stress of these increased data demands. While there are ways to temporarily alleviate the pressure, the only permanent solution is through the increased capacity and speed of 4G.



MYTH 2: Frugal Operators Will Not Invest in 4G.

There's no denying implementation of an entirely new network infrastructure requires significant capital investment.

However, cost-conscious providers know that the increased efficiency delivered through IP-based technologies yields lower capital and operational expenditures in the long term. Plus, 4G architecture is low latency and provides an unprecedented capability to manage network performance, ensuring a high-quality, consistent subscriber experience and reducing churn. In addition the potential of 4G allows operators to offer premium applications like video that attract consumers, while providing new opportunities to generate revenue.



MYTH 3: 4G Is Flawless.

The benefits of 4G are obvious, yet it's important to keep in mind the inherent challenges that must be overcome. A key consideration should be the subscriber experience, which must be seamless in order for end users to be willing to invest in 4G devices and services. This means that roaming is

a must, and operators should seriously consider options like Wi-Fi offload for subscribers outside of 4G coverage areas to alleviate network strain.



MYTH 4: There's Only One Path to 4G.

While it's true that all roads eventually lead to 4G, there are many different ways to arrive at this destination. Fortunately, solutions exist today that benefit operators no matter how they choose to make the transition. The most obvious and essential is an IP Packet eXchange—IPX—which

brings cost savings and operational efficiencies to existing 2G and 3G networks while serving as the bridge to the all-IP world of 4G in the future. Moreover, an IPX solution with backward and forward compatibility between 4G and legacy technologies is an absolute must to ensure a seamless, high-quality user experience.

Read more about how an IPX solution provides an onramp for any type of journey to 4G on page 4.

As the mobile ecosystem inevitably moves to 4G, these myths will eventually diminish, and the facts will emerge to provide guidance on how to best proceed. ●