

## 3G CDMA INDUSTRY ACHIEVEMENT AWARDS RECIPIENTS HONORED IN HONG KONG



### *Annual Awards Recognize Leading Companies and Individuals for Excellence in Advanced Wireless Networks, Products and Services*

**HONG KONG, December 7, 2006** – The CDMA Development Group (CDG) ([www.cdg.org](http://www.cdg.org)) today announced the recipients of the 2006 3G CDMA Industry Achievement Awards, which were presented yesterday evening during the Mobile Entertainment Forum's (MEF) wireless industry reception in Hong Kong. Companies and individuals were recognized for excellence in deploying advanced 3G CDMA networks, products, and services.

"The CDMA community is leading the industry in the delivery of 3G wireless services, so there are many accomplishments to recognize," said Perry LaForge executive director of the CDG. "The CDG congratulates all of the recipients of this year's awards and applauds their contributions towards making CDMA2000® the technology of choice for 3G."

#### **This year's 3G CDMA Industry Achievement Award recipients are:**

##### **\* Industry Leadership: Masaaki Koga, KDDI**

This award is given to the individual who has provided dynamic leadership in 3G CDMA industry activities, including contributions to standards development and the growth and evolution of CDMA.

Masaaki Koga of KDDI was the long-time co-chair of the CDG International Roaming Team (IRT). Under his leadership, the IRT grew from a small group of CDMA operators into a much larger organization that has achieved significant advancements in further enabling CDMA international roaming.

##### **\* International Leadership: Tata Teleservices Limited and Telecom New Zealand Limited**

This award is given to the companies that have contributed significantly to the expansion of 3G CDMA through system deployments.

Tata Teleservices Limited introduced two services to expand their international roaming capabilities: Removable User Identity Module (RUIM) services, to allow subscribers to use both CDMA and GSM network and user profiles in their dual-mode R-UIM-enabled phones; and "One World One Number" to provide a single CDMA user identity and phone number for all of their international roaming subscribers, irrespective of which network they use or roam to.

Telecom New Zealand Limited (TNZ) provided significant leadership, cooperation and knowledge in furthering the value of CDMA and expanding its international roaming capabilities. TNZ was a leading operator in establishing plus-code dialing, voice, SMS and packet data international roaming. The company is very active in the CDG International Roaming Team and Packet Data Working Group.

##### **\* Service Innovation: Verizon Wireless**

This award is given to the service provider that has fully leveraged the capabilities of 3G CDMA to introduce new and innovative services to the market.

Verizon Wireless introduced VZ Navigator to provide network-assisted global positioning system (GPS) services with an intuitive user interface. This popular service has enabled Verizon Wireless to become a leader in the delivery of location-based services.

**\* Subscriber Technology Innovation: LG Electronics, Inc.**

This award is given to the company that has demonstrated innovation and forward thinking in terms of developing subscriber services within a state-of-the-art device design. The services and device design must take full advantage of the inherent benefits and latest technological developments of 3G CDMA, in terms of both features and packaging.

LG Electronics introduced the stylish "Chocolate" CDMA2000 1xEV-DO multimedia phone to support video and audio streaming, MP3 music downloads, MPEG4 or H.263 video downloads and playback, picture and video messaging using a 1.3 Mpix camera with 4x zoom and built-in flash, Bluetooth connectivity and dual-speaker headphones, microSD removable memory, and navigation keys within its hidden touch pad screen. This phone was designed to enable the suite of V CAST services over the Verizon Wireless BroadbandAccess network.

**\* Network Technology Innovation: Airvana, Inc.**

This award is given to the network company that has best leveraged the capabilities of 3G CDMA to introduce innovative services to the market.

Airvana made the industry's very first Quality of Service (QoS) enabled mobile-to-mobile Voice over IP (VoIP) call on a commercially available CDMA2000 1xEV-DO Rev. A network. CDMA2000 1xEV-DO Rev. A supports multiple QoS flows per handset each with its own unique QoS requirements.

**\* Innovative Solutions: Lenovo, QUALCOMM, Inc., Sierra Wireless, and Verizon Wireless**

This award is given to companies that have brought new ideas and different approaches to product deployment. The solutions developed must provide value-added, cost-effective implementations for those operators supporting the advancement of 3G CDMA.

The ThinkPad Z60 series, launched in October 2005 on the Verizon Wireless CDMA2000 1xEV-DO network using the Sierra Wireless MC5720 module and Qualcomm's MSM6500 chip, allowed PC notebook users for the first time to have wireless broadband access without a separate PC card or additional hardware.

**\* Universal Services: Valtron E.I.R.L.**

This award is given to the company that has leveraged the capabilities of 3G CDMA technologies to provide wireless voice and/or broadband capabilities to rural and/or developing areas, enabling communications access for an underserved population.

Valtron is using CDMA450 to offer affordable voice and high-speed data services to 127 pueblos in the Andean mountains of Peru. Valtron's CDMA450 network is bridging the digital divide by providing universal access to Peru's indigenous population that is spread throughout the mountains, valleys and deep ravines.

**In partnership with the MEF ([www.m-e-f.org](http://www.m-e-f.org)), this year's Consumer award winners are:**

**\* Innovative Application of Music/Audio: Groove Mobile**

This award is given to the application developer or content provider that has leveraged the capabilities of the 3G CDMA wireless medium to offer unique and appealing music and/or audio applications to the consumer market. Qualifications include sound, user interface, ease of use, and success in the market, as measured by consumer adoption and/or revenues generated.

Using a complex algorithm, Groove Mobile has developed and deployed a "personal music recommendations" application based on an individual's purchases. This application is a unique blend of artificial intelligence, 3G technology, and musical expertise.

**\* Innovative Use of Music: KDDI Corporation**

This award is given to the operator that has leveraged the capabilities of the 3G CDMA wireless medium to offer unique and appealing music and/or music applications to the consumer market. Qualifications include sound, user interface, ease of use, and success in the market as measured by consumer adoption and/or revenues generated.

KDDI's "au Listen Mobile Service", i.e., "LISMO," is the industry's first comprehensive music service that seamlessly links au mobile phones and PCs. Utilizing a special tool ("au Music Port"), this service enables customers to archive music files they have downloaded to their mobile phone onto their PC, as well as use their mobile phone as a means to enjoy full-length music files they have downloaded to their PCs via the Internet or from a CD.

**\* Innovative Mobile Game Development: Digital Chocolate**

This award is given to the game developer that has leveraged the capabilities of the 3G CDMA wireless medium to introduce a unique title or re-develop a console game with broad appeal to the consumer market. Qualifications include graphics, user interface, complexity (i.e., increasing levels of difficulty/skill), ease of use, success in the market as measured by consumer adoption and/or revenues generated.

Digital Chocolate's "Rollercoaster Rush" allows users to take their riders on a gut-wrenching rollercoaster terror ride, negotiate huge peaks, steep valleys, loop-the-loops, jumps and more, and race for the best time without flying off the tracks. It leverages 3G technology to deliver a richly-rendered 3D gaming experience, plus implements proprietary, in-game viral community and cross-selling tools to reach additional consumers.

**\* Innovative Use of Mobile Television: Sprint Nextel**

This award is given to the operator or content provider that has leveraged the capabilities of the 3G CDMA wireless medium to offer unique and appealing mobile TV programming to the consumer market. Qualifications include user interface, ease of use, success in the market as measured by consumer adoption and/or revenues generated.

Sprint Nextel launched "Sprint Movies," the first "pay-per-view" service for a mobile phone in the U.S. that streams full-length movies, including recent box-office hits and timeless favorites from Buena Vista VOD, Lionsgate, Sony Pictures Home Entertainment and Universal Pictures.

**\* Innovative Entertainment Technology Development: Exit Games Inc.**

This award is given to the platform developer that has leveraged the capabilities of the 3G CDMA wireless medium to develop technologies that enable developers to create innovative entertainment applications. Qualifications include technical innovation, and success in the market as measured by take-up and/or revenues generated.

Exit Games' "Neutron 3.5" provides a multiplayer platform service that allows for a high-degree of innovation that may be customized to include advanced IMS capabilities. The fully scalable, hosted system gives operators easy access to content without demanding any integration work on the part of the publisher or carrier, while also connecting players globally across mobile platforms and carriers. A powerful tool for mobile developers, publishers, operators, and carriers, Neutron 3.5 makes the process of cross-integration a simple process that does not require any additional technical support or operator maintenance.

**\* Most Innovative Social Networking Application: Juice Wireless**

This award is given to the developer that has leveraged the capabilities of the 3G CDMA wireless medium to offer a unique and appealing social networking application for the consumer market. Qualifications include ease of use, user interface, complexity of features, breadth of adoption, success in the market as measured by consumer adoption and/or revenues generated.

With MediaBox, "JuiceCaster" users can quickly and easily capture and post pictures and videos from their mobile phones to virtually any online personal page or web site such as MySpace, Xanga, Blogger, GooglePages, Friendster and BlackPlanet. JuiceCaster was the first to enable users to capture picture and video content on the mobile phone and then easily share this content with other JuiceCaster users on computers or mobile phones.

**In partnership with Mobile Enterprise Magazine ([www.mobileenterprisemag.com](http://www.mobileenterprisemag.com)), this year's Enterprise award winners are:**

**\* Innovative Wireless Enterprise Solution Implementation: Tidewell Hospice and Palliative Care**

This award is given to the company that has implemented a wireless enterprise application via a 3G CDMA network with the aim of streamlining operations, increasing worker productivity and achieving a compelling return on investment.

Tidewell Hospice and Palliative Care is using Sierra Wireless and Novatel Wireless PC cards to connect the PC notebooks of their medical field staff to the Sprint Nextel network to provide broad, reliable access to real-time medical information, to improve the productivity of their nurses, to reduce unnecessary data replication, and to improve overall patient care. As a result, Tidewell has saved \$1,548 per nurse, per year by consolidating on a single device, and close to \$6,000 per day due to increased productivity across 130 current users.

**\* Innovative Wireless Enterprise Solution Development: Vallent Corporation**

This award is given to the application developer that has leveraged the capabilities of the 3G CDMA wireless medium to offer innovative mobile applications that enable companies to streamline their operations, increase worker productivity and achieve a compelling return on their investments.

Vallent's Virtuo platform provides wireless service providers with a network management tool that simplifies the quality control of applications and services across their entire network into a single platform. By presenting an integrated approach to network quality management, wireless operators can view network data usage by service, business or network using a single dashboard – simplifying network quality management and further promoting the use of 3G services.

The industry and enterprise awards were presented by Perry LaForge, executive director of the CDG, and Greg Young, president of the CDG and CTO for Tata Teleservices. LaForge and Stefan Rust, MEF Asia chair, presented the consumer awards.

The award nomination process was open to the general public through the CDG website. Final selection of the industry award winners was made by senior CDG executive members, as well as representatives of industry associations and the trade media community.

Photos from the awards ceremony are available by contacting the CDG News Bureau at +1 714-540-1030.

**About CDG**

The CDMA Development Group is a trade association formed to foster the worldwide development, implementation and use of CDMA2000 technologies. The more than 130 member companies of the CDG include many of the world's largest wireless carriers and equipment manufacturers. The primary activities of the CDG include development of CDMA2000 features and services, public relations, education and seminars, regulatory affairs and international support. Currently, there are more than 500 individuals working within various CDG subcommittees on CDMA2000-related matters. For more information about the CDG, contact the CDG News Bureau at +1-714-540-1030, or visit the CDG Web site at [www.cdg.org](http://www.cdg.org).