

Motorola présente ses nouveautés au Mobile World Congress 2010.
Au programme cette année :

- toutes les informations presse et les démonstrations sont disponibles sur le stand Motorola, Hall 8, 8A51.
- Motorola Home & Networks intervient dans 3 tables rondes au cours du congrès, sur le LTE, le Wimax et l'internet TV. Vous trouverez ci-dessous le détail de l'information les concernant.
- Et bien sûr, des porte-parole Motorola Home & Networks, anglophones ou francophones, sont disponibles pour interview sur le salon, pour l'ensemble des sujets liés aux activités de Motorola.

N'hésitez pas à nous avvertir rapidement si l'une des tables rondes vous intéresse, ou si vous souhaitez vous entretenir avec l'un de nos porte-parole, afin que nous réservions à votre attention une place, ou un créneau avec le porte-parole adéquat selon le sujet dont vous souhaitez aborder.

Bien cordialement,
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Motorola @ Mobile World Congress 2010 – H&NM roundtable invitations

EVENT: Migration to LTE workshop
Monday 15th February 13.00 – 14.00 CET, Motorola Theatre, Hall 8 area A28

The burning question as to how media-rich, bandwidth-heavy services can be delivered is challenging the industry and driving us to assess current network infrastructure and look towards 4G network roll-out.

Join Motorola for an engaging session where we will take you through a number of carrier-based scenarios to illustrate the challenges associated with migrating to LTE and offer best-practice guidance based on Motorola's vast experience in both building out GSM and OFDM-based WiMAX networks.

The session will include an opening address by Eric Pradier, vice president for Motorola Home & Networks Mobility services in EMEA and Asia Pacific, and a demonstration of how various existing network infrastructures would deal with migration to LTE.

Join us to understand, from a business and technical viewpoint, the opportunities and challenges that lie ahead for carriers moving to LTE.

You can also contact Pamela Chowdhury at Motorola's press office to confirm your attendance or if you have any further questions: Pamela.chowdhury@edelman.com <<mailto:Pamela.chowdhury@edelman.com>> , T: 02030472322

EVENT: WiMAX strategy discussion
Wednesday 17th February 10.00 – 11.00 CET, Motorola Theatre, Hall 8 area A28

As the world's first commercially deployed 4G technology, WiMAX will undoubtedly play a significant role in the global provision of next generation mobile broadband.

During this session, we will provide an overview of Motorola's leadership in WiMAX, updates on how WiMAX is addressing the appetite for mobile broadband today and our vision for how WiMAX is set to evolve in the future.

Joining Bruce Brda, senior vice president, wireless networks at Motorola for this session will be one of our WiMAX partners, as well as operators from around the world who are deploying WiMAX today.

This session will be an excellent opportunity to understand where WiMAX fits into the next generation debate, an update on global deployments and a realistic summary of its long term future.

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EVENT: 3 Screen Video – Internet Era of TV
Wednesday 17th February 14.00 – 15.00 CET, Motorola Theatre, Hall 8 area A28

Television is far from dead – but the internet has changed the viewing habits of European consumers.

Join us on the Motorola stand for an engaging session where we and our partners at Telefonica will discuss how service providers can deliver content to meet the demands of a consumer who increasingly wants to both control and customise their content.

There are many factors at play with regard to consumers enjoying a simple content experience in the home – the ability to access content any time, any place, any way, on any device. The session will include an opening address by Paul Steinberg, Motorola fellow and chief architect, Motorola Home and Networks Mobility, who will also draw upon recent research commissioned by Motorola into the content habits of Europeans.

We believe this session is ideal for media and analysts who want to hear rare insight into the back-end operations and considerations when optimising content for a personalised service. Motorola and Telefonica will discuss, from a business and technical viewpoint, the opportunities and challenges in delivering the Internet Era of TV.

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