

Summary

- **PBBA demonstrates the benefits of a new business model for introducing mobile broadband wireless access service**
 - Leverages partners' strengths and core competencies
 - Reduces time to market
 - Shares risks and rewards
 - To learn more visit PBBA at <http://www.pbba.com.au>
- **Flexible regulatory policies can stimulate a competitive broadband wireless access market**
 - New services available to consumers
 - Supports focus on economics of service delivery, service consumption
 - Greater accessibility of markets to new/non-traditional entrants
- **Our Australian experience is a near-ideal confluence**
 - demand unmet by traditional wireless/wired alternatives
 - flexible-use and affordable TDD spectrum
 - economic, efficient broadband wireless technology
- **iBURST leverages the benefits of TDD and adaptive antenna technology in a mobile broadband wireless access system**
 - Spectral efficiency significantly greater than 3G systems
 - Deployable in a 5-10 MHz (unpaired) band, optimizes use of scarce mobility spectrum
 - Economics of deployment allows DSL competitive pricing
- **Real world experience supports future standardization in IEEE802.20**