



450 MHz Alliance Value Proposition

2014



promoting the advancement of 450 MHz worldwide.

450 MHz Alliance Mission



promoting the advancement of 450 MHz worldwide.

Promote Allocation Of The 450 MHz Spectrum Worldwide, Grow and Facilitate Coordination of the 450 MHz Ecosystem to maximize commercial benefits to stakeholders



Principle Goals

- » Increase market size
- » Maintain sustainable volume
- » Influence on other partner's value chain
- » Matching supply with market requirements
- » Unite 450 MHz stakeholders who represent a wide range of companies with different objectives, conditions and requirements in different segments
- » Raise awareness of opportunities knowledge
- » Constantly improve perception of the 450 MHz band
- » Increase visibility /coherent message to general market/public
- » Assist in bringing device prices down by increasing volumes and better coordination of supply & demand
- » Provide representation in relevant industry/regulatory bodies



450 MHz Alliance is the
only industry
organization to address
needs of the 450 MHz
market

450 MHz Alliance Major Functions Overview



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Representation in
industry and regulatory
bodies

Marketing, Promotion
and Growth of the 450
MHz band and its
ecosystem

Facilitating Coordination in
demand/supply of 450MHz
equipment/terminals
Driving the economies of
scale

Support development
of and advocate new
business models

Services
Specific goal-oriented
Working Groups

Guidelines, Processes
Setting industry
standards
Taking regulatory
positions

Representation

Spokesperson for 450 stakeholders

- Representation in various cross-industry organizations and legislation bodies
 - 3GPP, EUTC, ITU, etc.

Key partnering

- Wireless Telecom industry associations (e. g., GSMA, 3GPP, etc.), multinational operators
- Influential industry marketing and analytical firms
- Vertical markets partnering (e. g., EUTC, transportation, health industry, etc.)
- Renown influential individuals

Platform for the 450 MHz band industry

- 450 MHz Alliance Web Portal
- Participating in working groups to influence development of 450 MHz band
- Networking, participation in special events organized by the 450A
 - Conferences, Seminars, Workshops, Luncheons, Dinners, Trips, etc.

450 MHz industry advocate



Marketing & Promotion

- » Objectives:
 - » Band promotion
 - » Accelerate volume and market size growth
 - » Getting better visibility throughout the telecom world and outside (e.g., for M2M verticals)
 - » Expand membership
- » Means (tools) to achieve these objectives:
 - » Creating written material (internally and externally)
 - » Conference presentations
 - » 450A Web Portal
 - » Newsletter
 - » Partnering with multinational publishing and conference companies (Informa, etc.)

Continuous evaluation
of the tools

Services

Working groups (WG) based on members' various interests is a cornerstone of the 450A's functionality and value of the organization

Working Group Program

- ◆ A WG sets up its own program
- ◆ Each WG's objective is to solve a certain issue(s), which otherwise could not have been likely solved if done separately

WGs are virtual center of excellence for knowledge

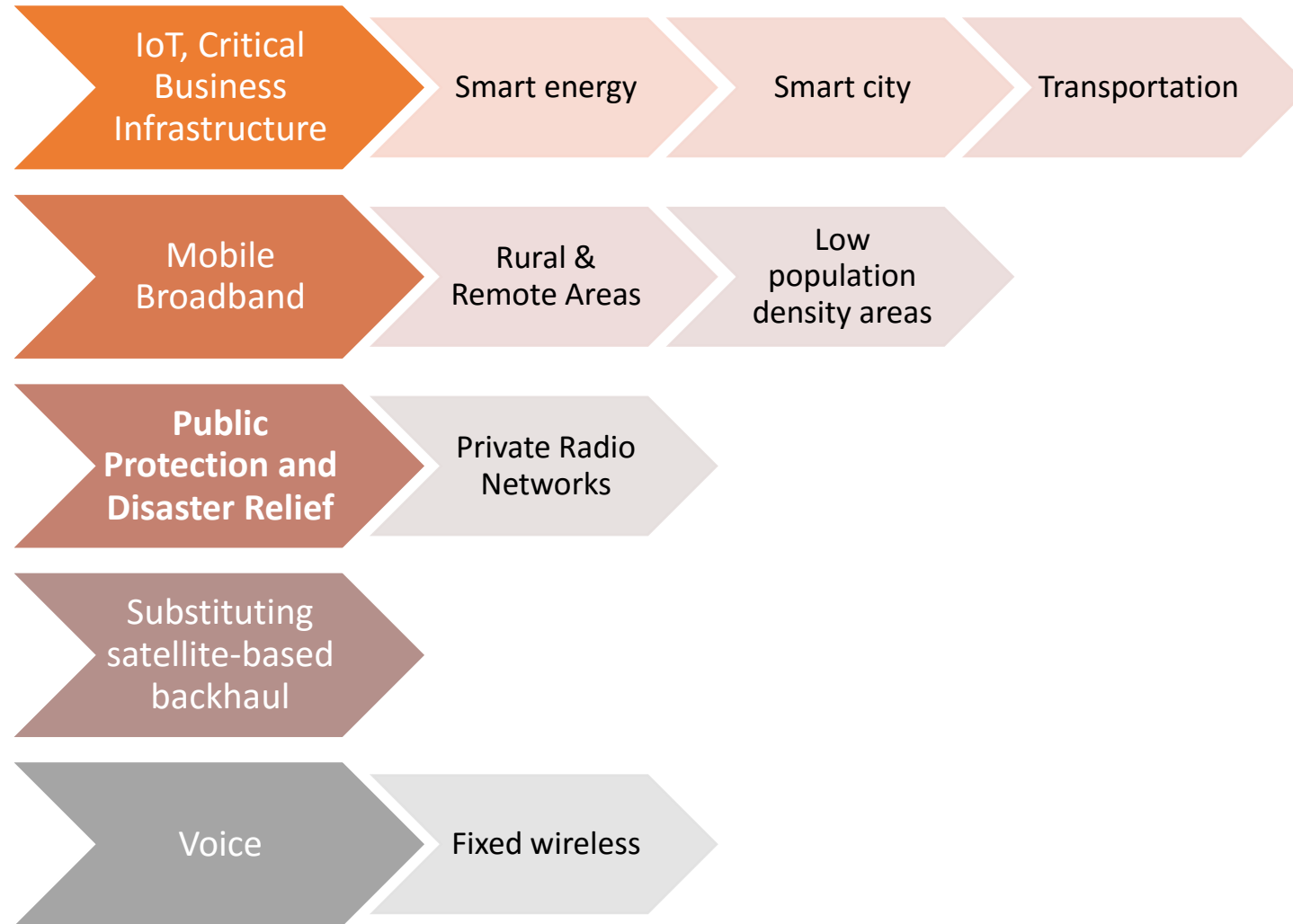
Guidelines & Processes



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- » Developing new technical requirements to satisfy business needs of members
- » Guiding development of new standards for the band to meet new requirements

Growth market opportunities examples



450 MHz Alliance assists in developing these opportunities through working directly with decision makers and indirectly through and with its members

450 MHz Alliance Working Groups

Business Critical Infrastructure

Business cases

Chipsets, modules, devices

Network, integration

Driving economies of scale, Aggregation

Mobile Broadband

CDMA to LTE Migration

Devices common requirements

Network, integration

Driving economies of scale, aggregation

Regulatory & Standards

ITU & 3GPP

- Spectrum allocation
- 450 MHz band harmonization
- Aggregation

Licensing

Benefits of 450 MHz Alliance (450A) Membership



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- » Improve addressable market & sustain competitive advantage
- » Members of the 450A set the direction of 450A activities, guide the development of requirements' documents based on standards available on the 450 MHz band
- » 450A membership at the Board level offers the opportunity to participate in setting the priorities of the 450G
- » The opportunity for 450 MHz *operators* to contribute to the strategic planning efforts of the 450A ensures that requirements are being prioritized to meet their needs and are communicated to a broad community of vendors and equipment manufacturers. Operators also have access to 450A resources and services, for business development, regulator support, terminal device procurement and roaming
- » Membership benefits for *vendors* include the advantage of obtaining first-hand real requirements from operators and the opportunity to interact with other vendors and manufacturers. Member networking can assist product development and service planning efforts
- » The 450A engages in proactive public relations and marketing campaigns to promote the benefits of 450 MHz band solutions and to keep the industry and media apprised of their market position and continued growth. Using media and analyst relations, articles in trade and business journals and information through our web site, emails, events and targeted mailings, the 450A delivers a consistent message regarding the successes, capabilities and evolution of the 450 MHz industry
- » As a key part of the marketing initiative, the 450A hosts conferences around the world and forums online. Member companies participate in these events to reach large audiences
- » 450A membership is open to all interested parties



Thank You!

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Visit <http://450alliance.org>