



stick together

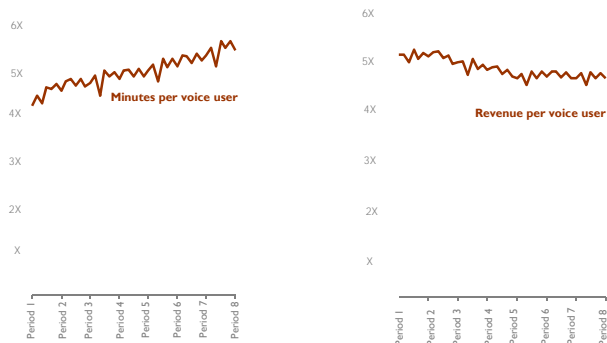
## Wireless UBB: Simple Talk Points

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CITI October 31, 2008

### Voice: Revenue vs. Cost

- ◆ Voice usage has an intrinsic ceiling: 24 x 60 minutes per day

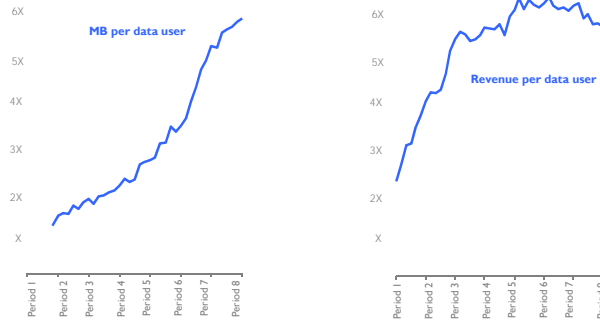


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### Data: Revenue Flattens as Usage Sky-Rockets

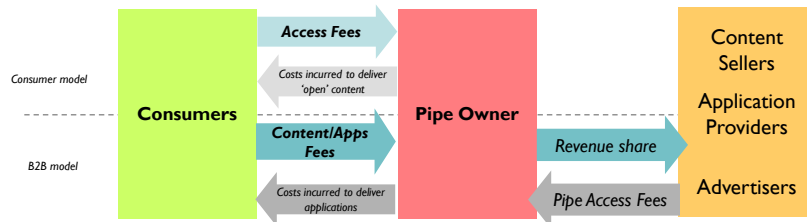
- ◆ Flat rate unlimited pricing poses risk of exponential usage and flat revenues



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### Who is going to pay for UBB?



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### Limitations of Wireless Bandwidth: Market Solutions

- ◆ Fat Clients
- ◆ User Tradeoffs: Nomadicity vs. Speed vs. Price
- ◆ Multiple Wired & Wireless Media