

an alternative." McEwen, also chairman of the Communications & Technology Committee of the International Association of Chiefs of Police, said he wanted to set the record straight. "Current and planned broadband standards and technologies depend on a network approach while public safety must also have a non-network capability to communicate in emergencies when a network cannot be reached or is out of service," the paper said. McEwen noted that millions of dollars have already been spent on conventional land-mobile public-safety voice systems in this spectrum. "To stop that progress would be disastrous to the public safety community and the communities they serve," the paper said. "Secondly, and equally as important, is that the claims that in 2-3 years broadband will begin replacing land mobile mission critical voice radio services are based on lack of knowledge of the possibilities to accomplish this." McEwen also commented on the cost of a national wireless broadband network. "Estimates of \$10 billion to \$40 billion have been floated without any real supporting documentation," the paper said. "There is general agreement that if public safety and the private sector can leverage existing private and public infrastructure the cost can be significantly reduced. One commercial company has said that if existing commercial infrastructure was used their cost estimate would be about \$13 billion. Eventual total cost of the network will also be influenced by local build-out decisions. Where local entities or regions want to build out a portion of the national network in their jurisdiction they may each have a different view as to how robust that network should be in their area."

Democratic Govs. Mike Beebe of Arkansas, Bev Perdue of North Carolina and Brad Henry of Oklahoma sent FCC Chairman Julius Genachowski a warning against expanding net neutrality rules in a way that could harm wireless deployment in their states. "Fully 85 of my state's 100 counties are considered 'rural,'" Perdue wrote. "Achieving 100 percent broadband availability, especially in some of the least populated areas, may involve the deployment of wireless technology. Future rules should not create a disincentive for investment or innovation." Beebe said, "Injecting more government and more regulation into both wireline and wireless Internet access should be undertaken with great care and an eye toward avoiding unintended consequences."

The free-market American Consumer Institute questioned the justification for imposing net neutrality rules on wireless, as FCC Chairman Julius Genachowski proposes. "Is there any evidence that wireless network providers are failing to meet the requirements of reasonable public policy objectives or, more specifically, the needs of their customers?" the group asked. "Frequently cited characterizations of market failure in the wireless sector have been largely disproven, notwithstanding skeptics among us, by a combination of technological change and evolving market behavior by network suppliers, applications providers, equipment device manufacturers and, most importantly, the actions of consumers. Our review of the record reveals little basis in fact, and none from competent consumer welfare analysis, to justify rate and service regulation of wireless networks, which by standard performance measures, and comparisons with other countries, are performing admirably."

Cisco agreed to acquire IP-based mobile infrastructure company Starent Networks for \$2.9 billion, continuing its investment into mobile video after its recent \$3 billion agreement to acquire videoconferencing company Tandberg. Cisco will pay \$35 per share in cash for all Starent's shares and assume outstanding equity awards, the companies said. The proposal was approved by the boards of both companies and is expected to close during the first half of 2010. Upon completion of the deal, Starent Networks will become Cisco's new Mobile Internet Technology Group, led by Starent CEO Ashraf Dahod. Starent's mobile core network solutions fill a gap in Cisco's product portfolio and enhance the company's offering to service providers, said Ticonderoga Securities. Cisco recently forecast that about 60 percent of data traveling across mobile networks will be video content by 2013. Starent should provide additional revenue of some \$250 million annually, said Gimme Credit analysts.

Video applications and services will dominate operators' LTE networks, though voice will continue to account for most revenue for a while, Ericsson officials said during an Alliance for Telecommunications Industry Solutions webinar Tuesday. Mobile operators should be creative in establishing LTE data subscription models, the key to LTE revenue growth, said Bob Gessel, Ericsson's head of network and technology strategy. Combining video with other applications like location-based services is a good potential revenue stream, he said. Depending

on operators' spectrum holdings, LTE handsets could be commercially available in early 2012, Gessel said. LTE will also play a critical role in the machine-to-machine market as demand for realtime bandwidth increases, he said. But operators should have strong network management tools to deal with significant increases in bandwidth consumption, he warned. -- YW

State Telecom Activities

The Relay Missouri advisory committee is to meet Wednesday to elect officers, review its finances, discuss a proposal for a public service announcement on assistive technology and hear reports on state and federal affairs. The Relay Missouri fund stood at nearly \$3.75 million Aug. 31, up from \$3.42 million 11 months earlier, the committee said. The committee will meet at 11 a.m. in room 130 of the Governor Office Building, 200 Madison St., Jefferson City.

International Telecom

ITU Telecom World had only about 18,000 attendees, a spokesman said. That's well below the 40,000 expected, and the 200,000 that attended a decade ago. No figures were immediately available on those who participated remotely, the spokesman said.

Telecom Notes

Supercomm returns later this month with its old name but a new focus on broadband applications, services and content, said the show's managing director, Jan Maciejewski, in an interview. This year's event will be the first Supercomm managed by Maciejewski and Expocomm Events. Organizers expect the show to take a hit on attendance and exhibit space due to the poor economy, but are aiming for quality, not just quantity, Maciejewski said. Supercomm under its various other names has seen declining attendance and shriveling exhibit space rentals for the past several years (CD Sept 29/08 p1). The 2008 show in Las Vegas had 13,000 attendees, less than half the number that came in 2005, and 180,000 square feet of exhibit space, down from 300,000 in 2004. Maciejewski wouldn't speculate on attendance for 2009, but said "we are tracking ahead of our expectation at this time." Exhibit space is "clearly going to be smaller than [it was in] the hey-day of Supercomm," he said. "The trend in the industry due to the economy ... has had an impact on expectations, but if we get the people that we've seen have preregistered, then I think we will have met our expectations," he said. "We're trying to be realistic. We've very specifically targeted and segmented the market into key buyers [and] key industry leaders. ... What I would like to see is the exhibitors going home saying, 'It may have been smaller due to the economy ... but the quality of the people I met while I was there was outstanding.'" Maciejewski's team studied past Supercomm shows, with an eye on "what's worked well [and] what we can develop," and collaborated with exhibitors to pick the right location, content and direction for the show, he said. For example, exhibitors almost universally wanted the show in Chicago, and Maciejewski's team has already targeted the city for next year's edition, he said. The 2009 program includes an emphasis on broadband stimulus efforts, with keynote speakers including federal Chief Technology Officer Aneesh Chopra, NTIA Administrator Larry Strickling and CEOs of big service providers, he said: "We're trying to steer [the show] ... in a way that is relevant to the market, showcases the very latest, next generation of applications and services, and make it very focused on business." Supercomm was originally scheduled for the summer, but was delayed primarily to better align it with possible dates for stimulus funding announcements, Maciejewski said. The extra time allowed the team to improve educational programming, as well as better target and attract potential attendees, he said. -- AB