

Innovative solutions for
tomorrow's challenges

Mobile Internet: The Wireless Revolution



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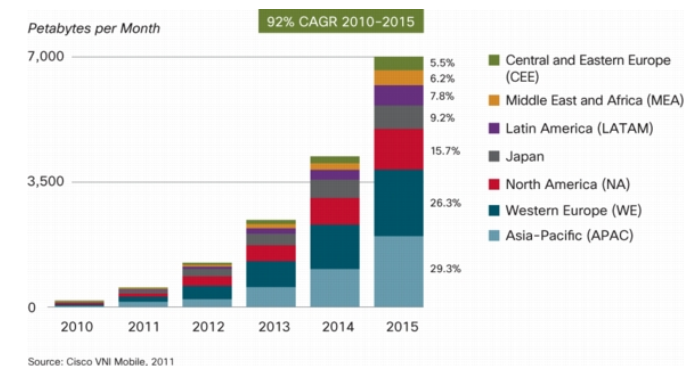
Enabling the Internet Access – the Wireless Revolution

Mobile Broadband is the enabler!

- Covering even large regions in a cost effective manner
- Enabling truly mobile Internet experience

Mobile Access enables the wireless revolution

- Enables the possibility to use Internet anywhere and everywhere
 - Internet connection is not tied to a certain place but more to a person
- Mobile Internet access is doing the same to Internet access as Mobile phones did to voice



Affordability and Economics of Scale

Standardized technologies

- Enable multiple vendors and avoid lock in
- Global standards enable world-wide adoption
 - Bigger markets, roaming, volumes



Harmonized spectrum regulation

- Using standardized spectrum gives access to global products
- Non-standardized bands limit the number of vendors and products

Using widely used technologies

- Using technologies that have good support enable the volumes



Enabling competition

- Making sure that no de jure or de facto monopolies are created

Enabling new use cases

Smart Internet devices are evolving fast

- New technology, e.g. LTE, is becoming more cost effective
- Lower and middle end smart phones are becoming more affordable
- Devices are becoming more energy efficient
- Devices are becoming smaller

Difference between different devices is blurring

- The difference between smart phones, tablets, and PCs is getting smaller

These enable new use cases for Mobile Internet connectivity

- Embedded Mobile Access
- M2M, Healthcare, automotive, safety, etc...

The logo for Renesas Mobile is centered in a blue rounded rectangle. It features the word "RENEASAS" in a bold, white, sans-serif font with a stylized 'R' that has a horizontal bar extending to the left. Below it, the word "mobile" is written in a smaller, lowercase, white, sans-serif font.

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