



Telecom World Insights

GLOBAL ANALYSIS LTD

Volume 1, Issue 159

Newsletter Date: September 28, 2008

By Rodney Espinoza

Solar-powered Site with Satellite Transmission and Biofuels - Time to reduce OPEX or should we say “go green”....



Solar Power is becoming affordable and a great allied to increase performance and decrease your OPEX

You must be aware that approximately the 80% of a Network Power consumption is by the radio.

The Solar Power is becoming a serious option for remote sites and difficult access sites as well as for normal sites where the space allows it. New generation of RBS stations consumes about 50% of the power of the old ones and therefore a hybrid solution combining Biofuels, Solar Power and normal electricity are becoming quite attractive for Cellular Operators.

With the lowers cost of satellite interconnection, the solution is complete for remote sites, in which the combination of biofuel, solar power and satellite interconnection make the complete solution in order

to get the service on areas until the moment considered absurd in terms of cost/deployment/maintenance.

What vendors are providing such low power consumption RBS?

ALL VENDORS

Ericsson, Nokia Siemens Networks, Huawei , Alcatel Lucent, ZTE and Motorola all are moving into a “green” direction, which is moved, obviously, by the OPEX reduction with an impact on the environment nevertheless.

All vendors are investing in R&D in order to provide the best solution, Nokia Siemens Networks is in my opinion the pioneer, with their Flexi solution commercial since 2007, other vendor leader as Ericsson have introduced this year outstanding solutions as well worth to study and test.

In a press release Nokia Siemens Networks stated that in a network with approximately 5000 base stations, the annual energy saving would be the equivalent of 73,000 tons of CO2 emissions, equivalent to the annual footprint

of 21,000 cars.

The Advantages:

If you consider that 80% of the power consumed is on Radio, a 50% reduction on your power consumption is a must have, specially for new deployments and swaps, as well as intelligent resource management in your already mature operator, moving the legacy old RBSs to new locations in the Urban areas and locating such low power units in border or difficult access areas.

Another good policy is to audit your network for long feeders, it is well known the reduction in power expenses that you will have by only reducing the feeder length as much as possible, start thinking on having your RBSs as close as possible to your antenna systems. This new RBS generation allows you to do so with remote heads.

The Cons:

None!

Deployment Strategies:

A careful designed -cont.

Inside this issue:

[SOLAR POWERED SITES WITH SATELLITE TRANSMISSION AND BIOFUELS?](#) 1

[GOOGLE PHONE REVIEW, HOW IS THE ANDROID PERFORMING?](#) 2

[THINK GLOBAL](#) 4

[Download your complete PDF newsletter HERE](#)



Telecom World Insights

Solar-powered Site with Satellite Transmission and Biofuels . Cont.



Dishes with solar power built in

“DO YOU HAVE A DESIGNED STRATEGY FOR THE USE OF LOW POWER RBS?”



The Android from Google using the HTC Dream is the newest toy to check, promising in deep

strategy is required, in Global Analysis Ltd we recommend our clients to follow up basic simple rules:

- Get in touch with all vendors and request a workshop on the new RBS generation, get to understand their benefits in power reduction.
- Stop buying old RBS types and

change your orders to the new ones

- Identify your sites with high power consumption and make a swap plan with timelines.
- Check the possibility to reduce Cable length by locating your RBS as close as possible to your antenna system, new RBS generation allows you to do

so, saving power and feeder cost.

The plan requires a proper study and expertise, an accurate strategy changes from market to market, create a tiger team to perform the task or hire an experienced consulting firm to run the audit and provide you with an efficient plan.

Google Phone Review, How is performing Android?

Today I have a great time reading the reviews from many sources about the new Google Phone, which is a wrong statement, we should say, the new HTC phone called G1 with the new Google Mobile OS by the name of ANDROID.

I started reading on The Times, where the Technology Reporter stated that the “phone” cannot compete with the slick design of the iPhone (what a good laugh I have)... “Impressive technical observation I though...” more over considering that the iPhone is not a business phone, but a cute toy lacking the business applications of windows mobile and

therefore a no-no choice for the road business warriors

The Google Mobile OS implemented on the “HTC G1 handset” is out and all in all looks like a winner to me and here is why:

Innovation is something important and Google nailed by far in many areas, however the business road warriors still need to wait a year for the applications to come

Some of the impressive features:

- Bar code reading on any product on site and price comparison on the fly! **WOW!**
- OPEN SOURCE platform, very soon the applications for

this OS will be flourishing everywhere

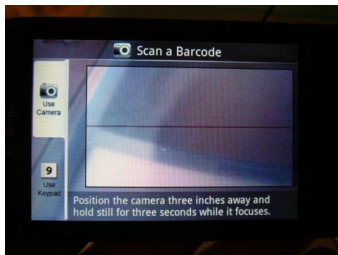
- Multitasking, applications can run in parallel
- Google Maps Street View, which enables virtual street-level exploration, syncs with the built-in compass on the phone to allow users to view locations and navigate 360 degrees by simply moving the phone with their hand. **WOW!**
- Email HTML (gmail, hotmail, yahoo..) POP3 and IMAP
- Android Market, giving you access to applications music and shopping
- Amazon MP3 store access



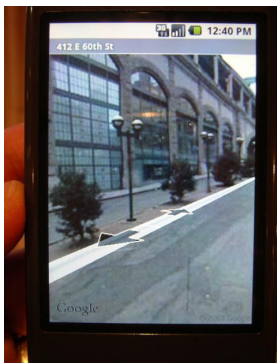
Telecom World Insights

Volume 1, Issue 159

“THE OS ANDROID IS MORE THAN A SIMPLE MOBILE OS, IT IS A VERY INNOVATIVE STATE OF ART MOBILE OS THAT WORTH A TRY AND PROBABLY A LONG RELATIONSHIP. “



Scan Bar Code on the HTC G1 running OS Mobile ANDROID



Street view with compass and GPS, an amazing feature, a must have

Google Phone Review, How is performing Android? Cont.

- Wi-Fi, EDGE, HSDPA, the G1 is not HSUPA, but that is not related to the OS ANDROID.
- Instant messaging support (all types)
- The phone have a decent 3 megapixel camera, not great but decent, and at least takes VIDEO, something the iPhone does not do....incredible...
- Music player supporting all existing formats in the market from MP3 to OGG.
- microSD slot, so you can use your 16GB micrSD for your music or applications.
- Bluetooth (stereo)
- myFaves
- GPS
- Voice recognition
- Voice dialing and SpeakerPhone
- Many of the applications are free and easy to download

In conclusion:

Impressive but still not an enterprise device due to missing applications.

Indeed powerful and promising . In the case that developers speed up work, we will have a strong contender to Windows Mobile OS for the year 2009.

Samsung and LG believe it, they are announced already that they will be soon launching their phones with the ANDROID Mobile OS. Good news for mobile users.



THINK GLOBAL

GLOBAL ANALYSIS LTD

Our Mission:

To assist wireless network operators and vendors with the most technologically advanced consulting and man powering service solutions available, ensuring value for invested money and client satisfaction.

Operations:

- Consulting, Training and Software for Cellular Operators
- Multiple vendor expertise
- Vendor service provider: Ericsson, Nokia, Motorola, Alcatel Lucent
- Advanced understanding of all major system technologies
- Proven 2G, 2.5G, 3G(UMTS/HSPA) man powering in system roll outs, planning and optimization
- *Leading Optimization Techniques*

Our Products:

NetShieldX, our Cellular Configuration Management, Network Audit and Troubleshooting tool.

NetShieldX is our enterprise solution, containing the necessary tools that every Operator requires, in order to reduce its CAPEX/OPEX



Visit our web site product section:

<http://www.globalanalysis-ltd.com/products.aspx>