

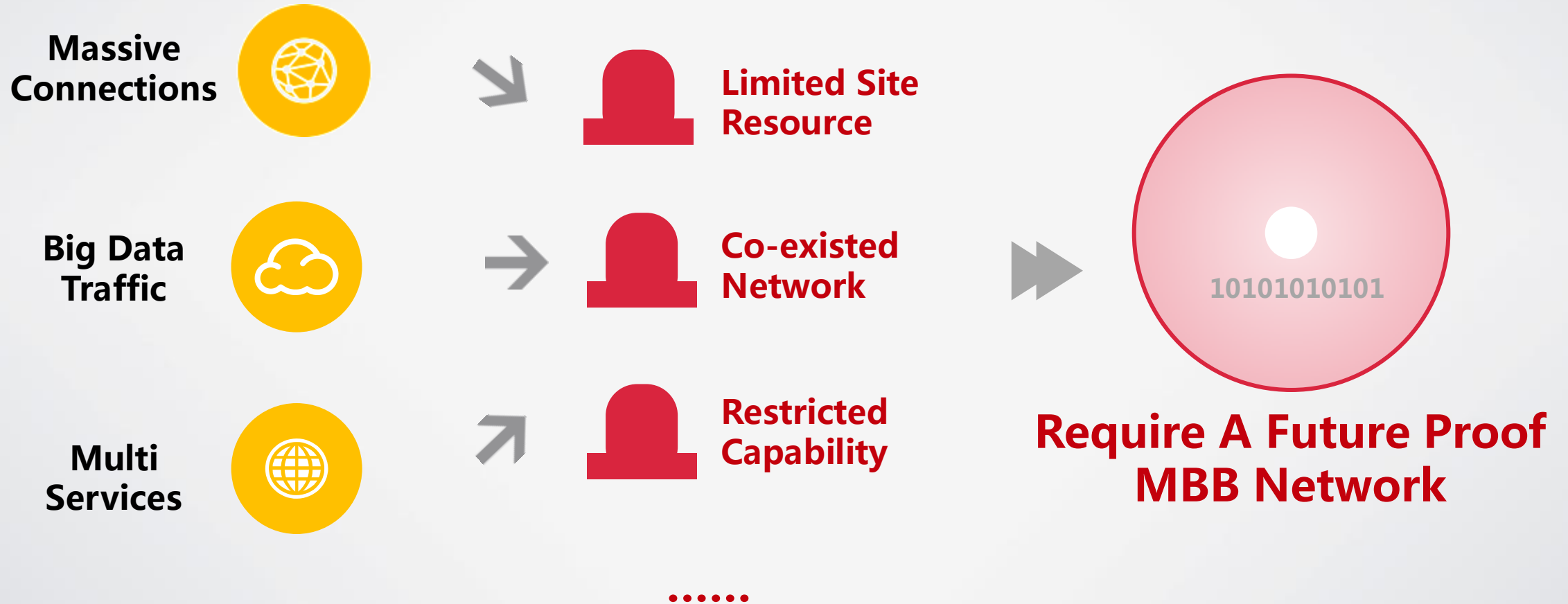


Bucharest, May 20<sup>th</sup>, 2014

**SoftMobile**

# **Simplicity for Sustainable Growth**

# More Opportunities, But Severe Challenges





# The Most Profound Takes the Simplest Form



**Simplify Deployment** for MBB Everywhere

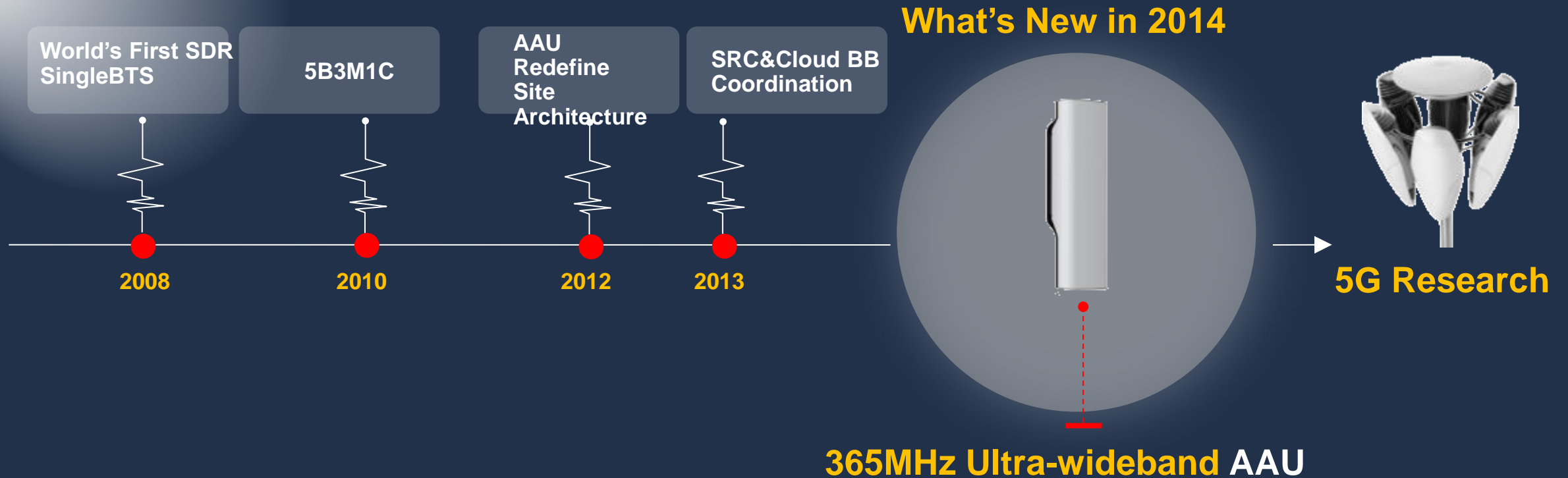


**Simplify Evolution** to Maximize Efficiency



**Simplify Scalability** for Business Growth

# SingleRAN Inspired Innovation



# LampSite: Simplify Indoor SmallCell to Enhance Experience

**Simple but Super**



**Multi-RAT**

- UMTS / FDD LTE / TDD LTE / WiFi
- CA Available

**Easy Expansion**

- Cell split/add new cell by software

**Seamless Coordination**

- Unified OSS & Coordination with outdoor macro site



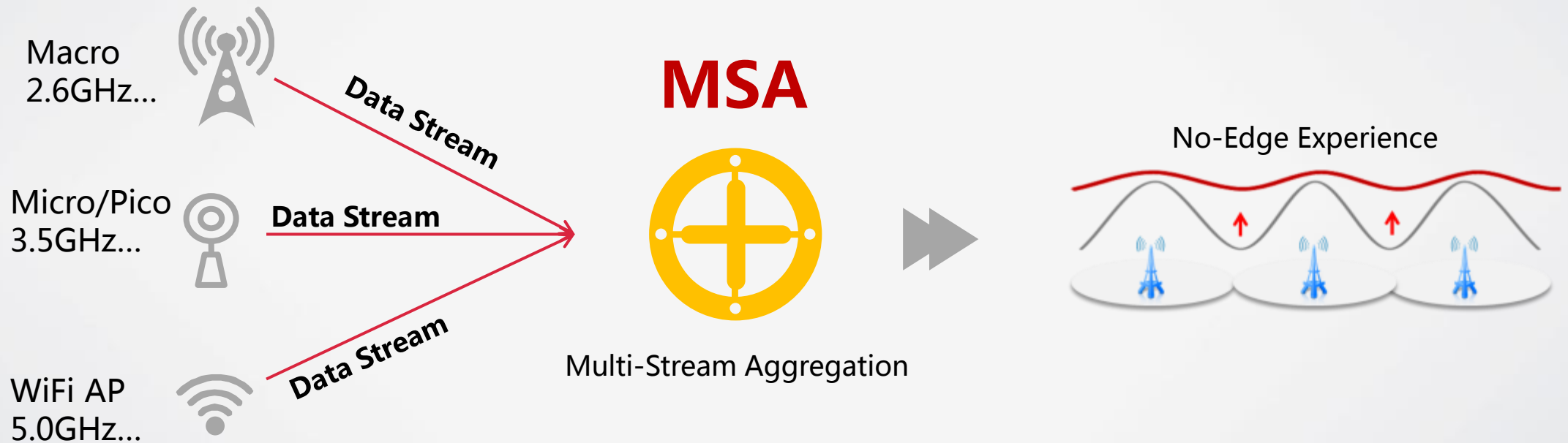
Office



Mall

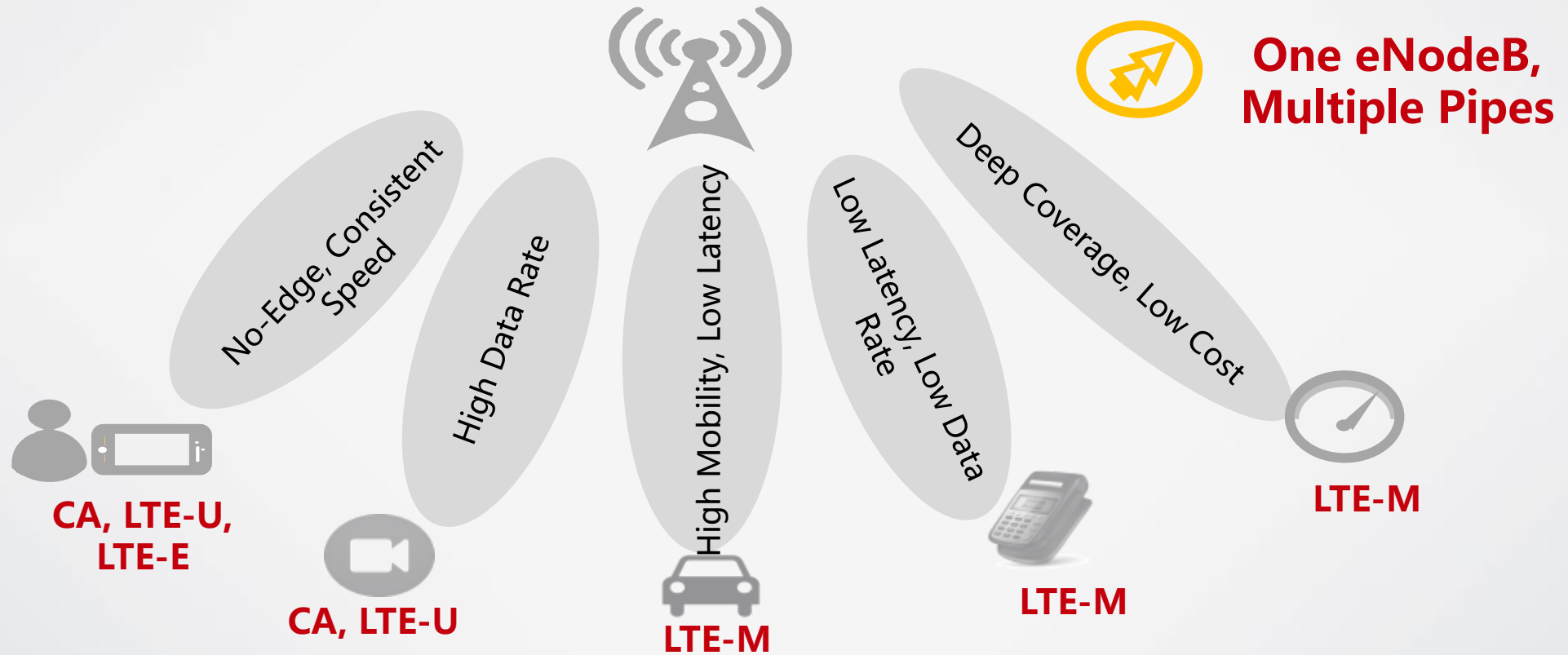


# MSA: Simplify Access Evolution for No-Edge Experience



# Simplify LTE Evolution to Meet All Terminals

## Simplify LTE Evolution to LTE-X



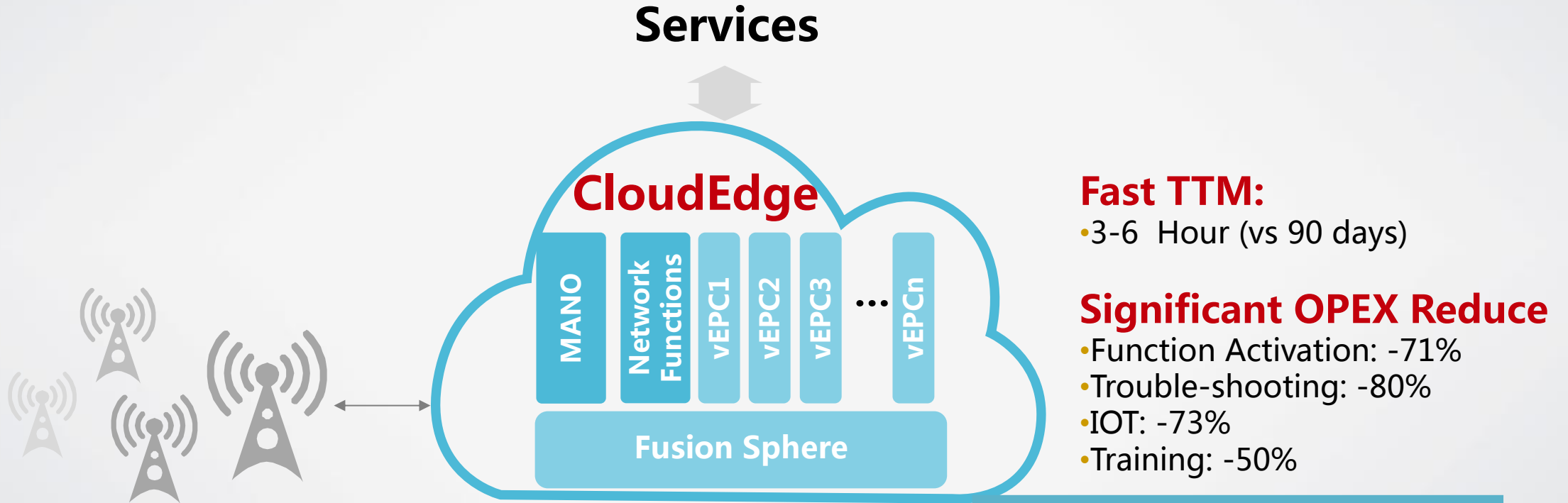
# 5G: Simplify the Radio to Connect All Things



**0 Waiting, 10Gbps User Experience, 100 Billion Things Connected.**



# CloudEdge: NFV Agilely Provides New Services



## Fast TTM:

- 3-6 Hour (vs 90 days)

## Significant OPEX Reduce

- Function Activation: -71%
- Trouble-shooting: -80%
- IOT: -73%
- Training: -50%

# Thank you



**Simplicity for Sustainable Growth**

**SoftMobile**