



Commercializing the White Spaces

Craig J. Mathias • November 2011

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Our Speakers for Today

- ▶ Craig Mathias
 - ▶ Principal, Farpoint Group
 - ▶ Technology analyst, wireless and mobile
- ▶ Fanny Mlinarsky
 - ▶ President, octoScope
- ▶ Bruce Oberlies
 - ▶ Sr. Director of Advanced Technology, CTO Office, Motorola Solutions
 - ▶ Chair, Wireless Innovation Forum
- ▶ Rick Rotondo
 - ▶ VP of Marketing, xG Technology

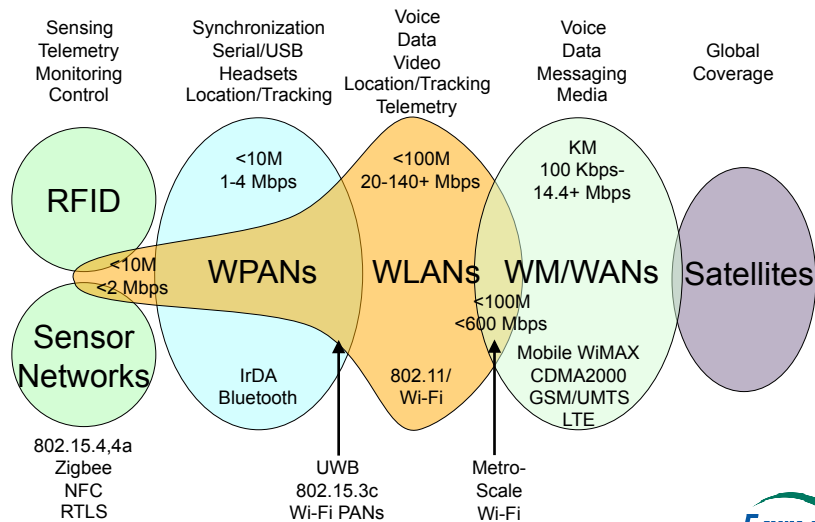


Our Topics for Today...

- ▶ White Spaces – where do they fit?
 - ▶ *Markets* exist at the intersection of *technologies* and *applications*
- ▶ Applications, applications, applications
 - ▶ General/horizontal – the generic ISP case
 - ▶ Specific vertical markets
- ▶ Barriers to success
- ▶ How will the market evolve?
 - ▶ Technologies
 - ▶ Regulatory
 - ▶ Products and services
 - ▶ Market demand and customer acceptance



Wireless: The Big Picture



Source: Farpoint Group

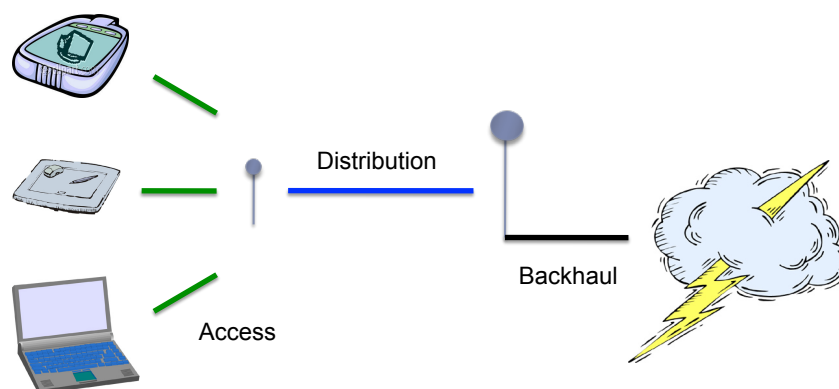


First Question...

- ▶ What we know
 - ▶ Unlicensed
 - ▶ More capacity in rural areas
 - ▶ Good propagation characteristics
 - ▶ IEEE 802.22 may be of value here
- ▶ So, then: What are the general opportunities and constraints inherent in the White Spaces?
 - ▶ I.E., where do they fit in the Big Picture model?



The General/Horizontal/ISP Question



Source: Farpoint Group



Vertical Opportunities

- ▶ Government
 - ▶ Municipalities
- ▶ Sensing and surveillance
 - ▶ Including video
- ▶ Industrial (M2M, etc.)
 - ▶ Smart meters, smart grid, etc.
- ▶ Others
 - ▶ ?



Barriers to Success

- ▶ Where are the chips?
- ▶ Where are the services?
- ▶ Where is the (realistic) marketing?
- ▶ Is Wi-Fi competitive?
- ▶ Is LTE competitive?
- ▶ Others?



Your Questions...



Thank You!



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