

GSM Association

Making Wireless Work Globally





Making Wireless Work Globally

Imagine a world without wires; a seamless, limitless world of verbal and visual communications. The GSM Association is dedicated to turn that imagination into reality – promoting and driving a global platform for wireless communications.

The GSM Association is a unique organisation, with a truly global reach, offering a full range of business and technical services to its members. GSM, the world's first global wireless network, is a technological success story of our age that ranks proudly alongside other wonders of our age such as mass air travel, the television, and that other marvel of the last ten years, the Internet. In fact, more people now have GSM mobile phones than are online globally.

But it's not just about numbers. GSM ranks alongside them, because of its power to change our lives. For those of us privileged to work in this wireless industry, we can be proud of what we have already achieved, and excited by the opportunities and challenges ahead.

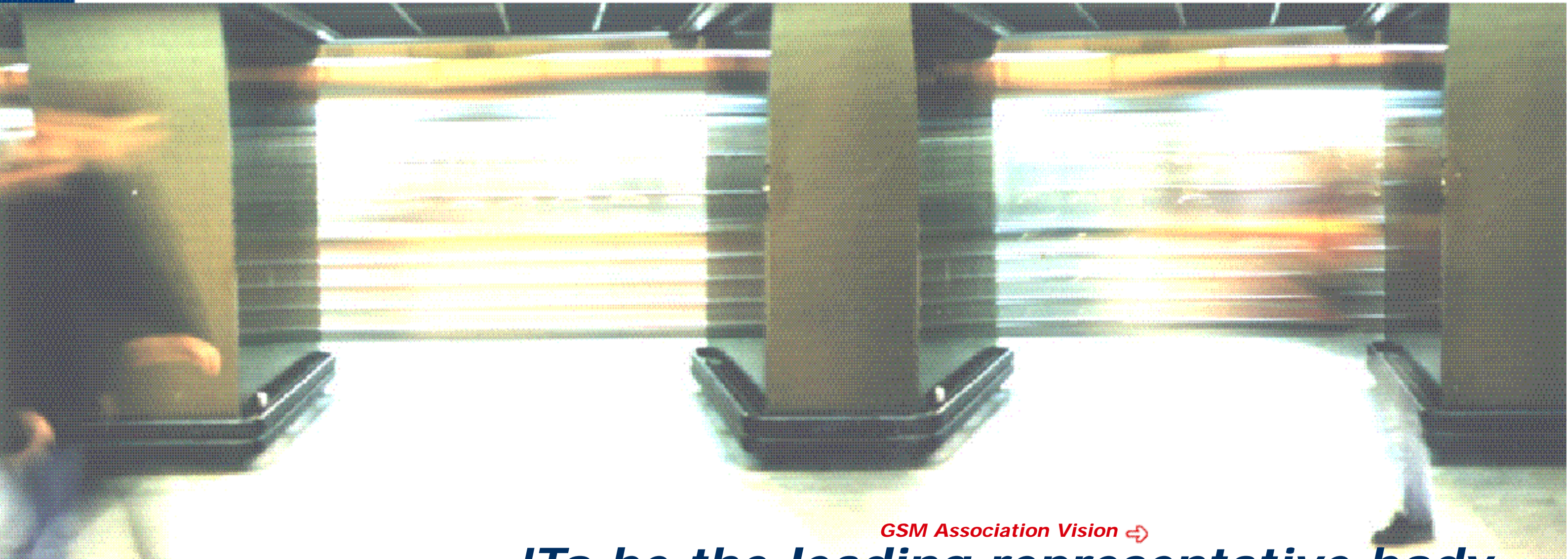
We are already enabling people to cut loose and communicate easily and quickly on one number, almost anywhere in the world. Now, as the GSM family develops and evolves into 3GSM and beyond we are driving forward our vision of the seamless, limitless, wireless world of communications.

Welcome to a world without wires.

Robert G. Conway
CEO, GSM Association

communications

its a wireless world



GSM Association Vision ⇨

'To be the leading representative body in the wireless industry'

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Taking a global lead

At the GSM Association we have a simple yet compelling vision - to be the leading representative body in the wireless industry. Today, more than 500 organisations are members of the Association - including the world's leading wireless network operators who together provide service to more than 70 per cent of global mobile phone users.

We are, therefore, well placed to achieve that vision and our network operators are reaching out towards the goal of one billion mobile wireless customers globally. And now, as we evolve to third generation wireless technology and beyond, the GSM Association is providing the direction befitting of a leader and ensuring a smooth transition to the future.

Our foundations are strong and wildly successful. Our vision is compelling and our membership is united in a common cause - to make wireless work globally. Together we are the leading exponents in our field, and we are the only organisation with truly global service roaming at the heart of its business.

In wireless communications we represent the leaders of today and the drivers of the future.



The world's first global wireless network

Our starting point

Founded in 1987, the GSM Association has played a pivotal role in the development of the GSM platform and of the global wireless industry.

Since its introduction our members and staff have created the landscape of success for global mobile communications via GSM.

Ours is a story of international co-operation and collaboration, between people, companies and governments to create the world's first global wireless network.

Roaming all over the world

And although in each country, its introduction met a local need, it was designed for a global audience with global roaming capability at its heart. The freedom to travel across countries and continents using the same telephone number is the liberation delivered by GSM. It is the key symbol of our success.

Picture this

And with more users today than the Internet, we are dedicated to developing a 3GSM world without wires. A world of visual and verbal communications. A world of mobile multi-media communications - with a limitless array of globally seamless services for customers around the world.

Delivering the Dream

The GSM Association continues to lead the way in wireless business and technical matters by:

- creating **global industry fora** for the wireless community of operators and suppliers
- helping to advise on and shape wireless **regulation and public policy** matters around the world
- promoting and delivering **global seamless wireless services**
- driving **technical change** to create a global wireless services platform
- embracing **new services** to enhance the consumer experience
- providing a **clearing house** for inter-operator business and technical matters
- initiating a **global roaming forum** to embrace other standards and share GSM's success
- ensuring the **security and integrity** of the global wireless network
- providing a **co-operative forum** to share common operator experiences
- bringing **Industry Leaders** together to set the **direction** for the future of the wireless industry
- sharing **environmental** research, information and knowledge
- promoting the socio-economic benefits of **wireless communications** to communities around the world

Leading the way to the future

To grow and prosper, the wireless industry must adapt and change to meet ever-changing wireless consumer needs. We at the GSM Association are leading the way towards the universal, ubiquitous, wireless services.

Our position is a direct result of our planning. GSM was originally introduced as a voice technology, but its data capabilities were built-in from the start. Adaptable to local needs but meeting a global requirement, the GSM family has built-in flexibility.

Ours is therefore a robust and proven wireless platform, which the GSM Association has nurtured, encouraged, and developed through a series of initiatives, innovations and partnerships that have produced a platform for today and for tomorrow.

The sound and vision of a wireless world

From today's GSM to the 3GSM services of tomorrow, the GSM family roadmap is clearly marked, and ready to meet new challenges and opportunities.

The GSM family's ability to grow and accommodate new services, new technologies and new features means our members are able to evolve their services to meet their customers needs. With GSM, change is welcomed and embraced.

The GSM family

Today's standard GSM networks deliver high quality voice communications across the globe, as well as providing a powerful and easy-to-use data capability.

Advanced GSM networks now offer Internet-based content, and soon, packet-based data transmission will further speed data and content capability through the GSM Packet Radio Service - GPRS.

Additional enhancements in data speed and capability will be provided with the introduction of Enhanced Data for GSM Evolution - known as EDGE.

The world is converging towards one global wireless standard. Only GSM offers this pathway. Only 3GSM delivers the dream.



3GSM



3GSM's world without wires

GSM is a living standard, demonstrating a natural evolution path towards third generation multi-media services. The introduction of 3GSM third generation wireless networks will herald a revolution in high-speed visual and verbal communications all over the world.

Imagine sending and receiving photos of family and friends, imagine an email with moving pictures attached – say the trailer for the latest big budget Hollywood movie. In a 3GSM world without wires you will be able to experience all this and more – on the move. 3GSM will offer all the high-speed voice, data and video communications power you will need, on a single wireless device, with a single contact address or number. It will receive all your calls, messages, photos, music, news, and video - with several applications or services running in parallel if required. You will be able to reply, forward, subscribe and enjoy.

And you will be able to carry that with you. Everywhere.



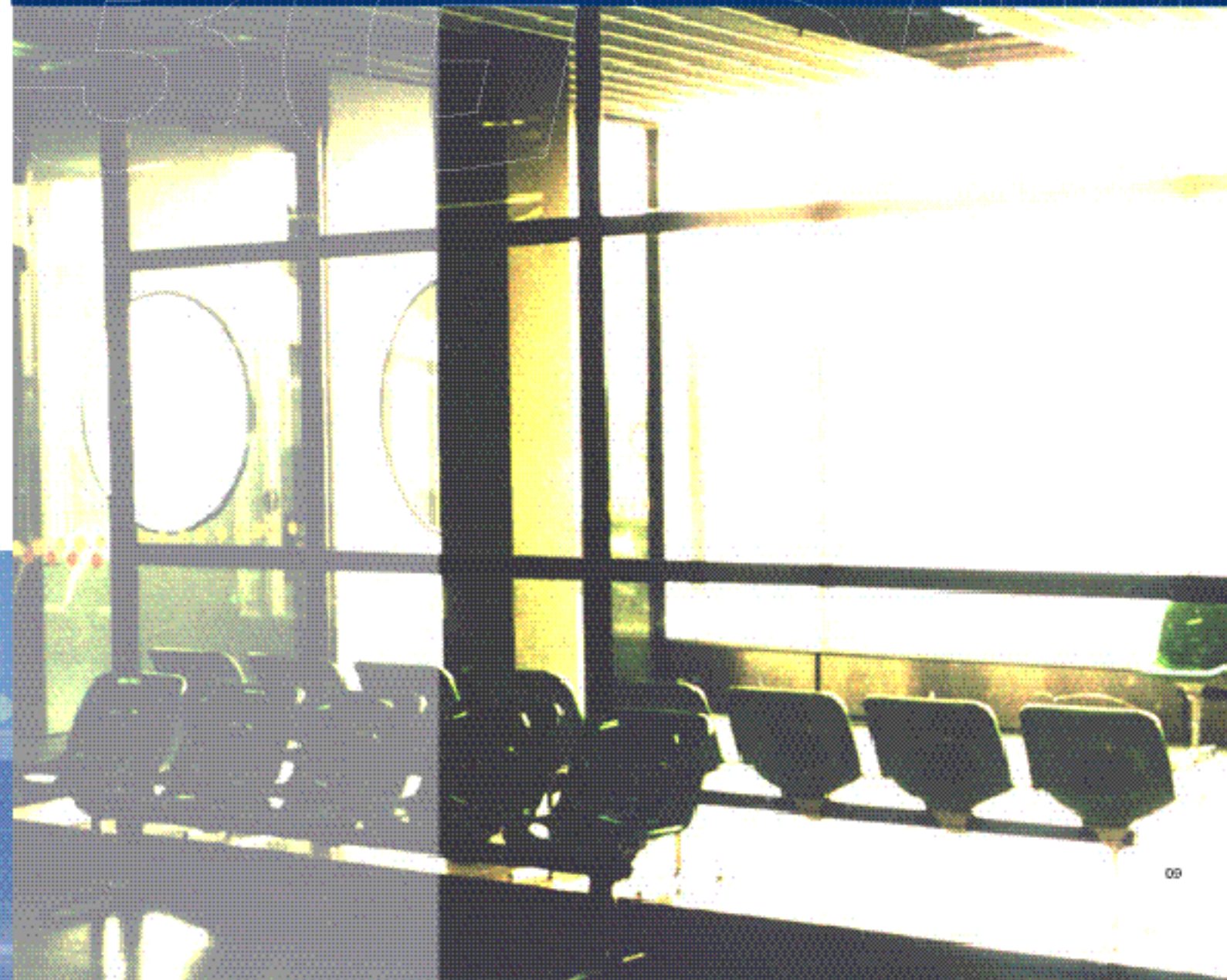
Building on solid ground

The GSM Association's capability to evolve is the source of its power and its birthright for the future. This is derived from its membership, and their partnership with the headquarters team. From the outset, the Association's structure – determined by its members – was geared to deliver leadership, direction and success from an unprecedented level of global co-operation and collaboration.

On a daily basis, full-time professional staff, led by the Association's CEO, work hand-in-hand with the members' representatives to refine and implement policy and oversee - on behalf of the Executive Committee and the operators of the GSM Association - the activities of the Working Groups. Many of them leading experts in their field, they ensure that the Association's strategic goals and direction remain on course.

The Chairman and deputy Chairman are elected from the membership for a term of one year. An Executive Committee of 12 members acts as the board, and oversees, with the CEO, the developments of the Association's strategic direction.

The Plenary is our global membership assembly which meets twice a year to decide on major strategy and policy directions.



Structured for success

The GSM Association's members and professional staff work closely everyday to enable a multi-billion dollar global wireless network business, and to guide the strategic planning for the future. Working Groups of operator and supplier members from around the world oversee the practical aspects of running wireless services today. In addition, specialist interest groups look at the needs of a particular region or the impact of new services or technologies.

This grass roots involvement ensures that the operations of today and the plans for the future are the product of the people actually involved in the running of the business. It makes for a powerful and successful structure.

The wireless world at work

The GSM Association Working Groups

International Roaming: The backbone of GSM depends on compatibility - of networks, of handsets, of software and of systems. The international roaming group ensures that this is delivered. The group specifies technical, operational and performance matters supporting international roaming, as well as focusing on the study, from compatibility and interoperability perspectives, of the signalling and interworking of roaming issues.

Billing & Roaming: One phone, one number, one bill - wherever you use it. The billing group ensures that this simple promise - which lies at the heart of global roaming - is a reality. The group supports international roaming through the on-going evaluation and assessment of the specifications, focusing on financial, administrative and procedural matters. This work includes the definition and implementation of charging principles for international roaming, together with the related inter-operator procedures, credit control and liaison with other groups regarding fraud control.

Data Interchange: This group is responsible for defining the interchange procedures for transferring account data between operators. Its main focus is billing, including TAP - the GSM Association's world standard mobile call billing protocol. They are also responsible for other technical interfaces such as interface between operators' equipment identity registers.

Fraud: The GSM family remains one of the most secure mobile communications platforms in the world today and as the wireless Internet and mobile-commerce markets begin to develop, the fraud prevention inherent in the network becomes even more important. The fraud group promotes fraud awareness and encourages best practice by recommending solutions and sharing information, to help operators tackle fraud related issues.

Security: Not only is the GSM family strong on fraud, it has also proved its integrity. The security group intends to keep it that way and as such is charged with maintaining the overall security of the GSM family. In addition, the group maintains the necessary security algorithms, and on behalf of the Association participates in the main international standards bodies.

Legal & Regulatory: Our members deal with a wide variety of differing legal and regulatory matters. This group provides expert guidance and advice to our members in considering the legal and regulatory matters related to the introduction of third generation and the implications for roaming; by building expertise related to third generation licensing globally; in looking at the regulatory framework for m-commerce and in considering certain aspects of environmental matters.

Services: Introducing new technologies and the applications and services that go hand in hand with them is the focus of this group. This experience in the actual implementation of new technology and services will be vital during the introduction of 3GSM. The services group aims to harmonise services between operators, identify and specify common service requirements and ensure seamless services roaming globally.

Terminals: The terminals group is the custodian of the many matters that go hand in hand with modern terminal production techniques, as well as the various changes in the regulatory regimes affecting terminals which occur. Quality of performance, interworking issues and liaisons with the supplier community are but a few areas that are given the particular attention of the experts in this group.

Environment: Concentrating on the environmental aspects of wireless services, this group monitors and contributes to global scientific research, reports regularly to the membership, and provides a central knowledge base for members on these topics. Technical advice focuses on environmental matters related to wireless mobile communications.



Other Groups and Key Initiatives...

3GSM: Evolving today's wireless platforms to tomorrow's 3GSM services requires careful and strategic planning, which is a key role of the IMT2000 Steering Group(ISG). The technical pathway to the future is being driven and designed by this interest group, ensuring a smooth migration for our members and their customers.

GPRS Roaming: The ability for customers to roam from their home service area and automatically make and receive calls is a key feature of GSM. To ensure that GPRS data services are similarly available globally, the Association launched the GPRS Roaming initiative to identify and develop the required enablers for seamless service availability globally for customers.

we're in good hands

GSM Roaming Forum: Roaming lies at the heart of GSM and, as well as driving the international roaming requirements of its current members, the GSM Association has established an interstandard roaming Forum for other technologies wishing to co-operate with and experience the benefits of GSM roaming. Proving beyond all doubt that the GSM Association is the place where the wireless world comes to roam.

Satellite: Remote areas of the planet and its vast expanse of seas often depend on satellite communication. This group works with the GSM operators to ensure seamless service between terrestrial and satellite operators.

Certification Forum: Launched by the GSM Association, the GSM Certification Forum is an independent programme that operates in partnership with global manufactures to verify and monitor a global voluntary certification process for testing GSM handsets and terminal devices.

Think local, roam global

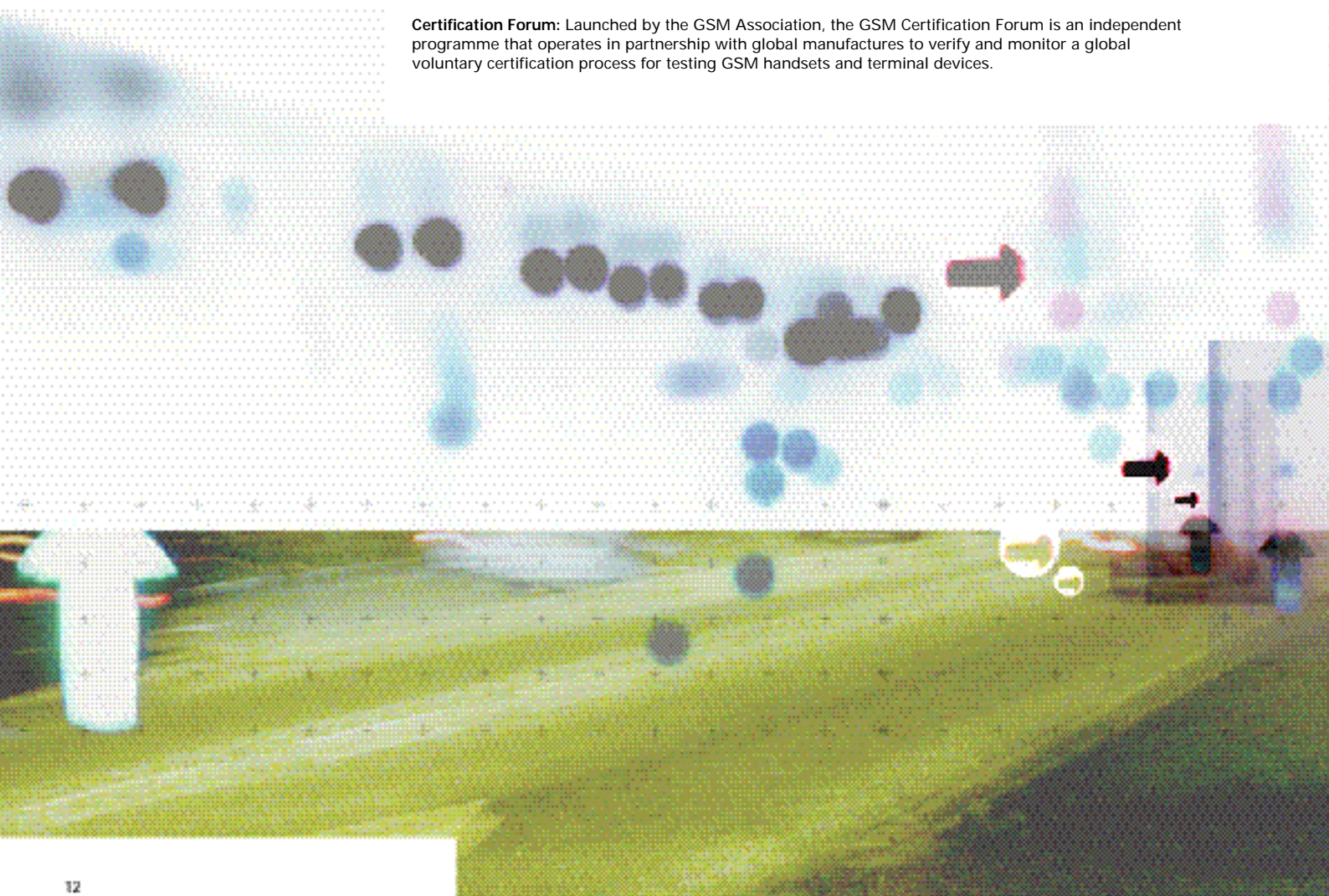
GSM Association members can be found on every populated continent on the planet. Different areas of the world are at different stages in their development and the Regional Interest Groups serve to ensure that their regions' voice is heard and that knowledge is pooled and shared at a regional level.

Think local, roam global.

GSM Association Regional groups exist in:

Africa
Arab World
Asia Pacific
Central Asia
Europe

India
North America
Russia
South America





Expertise at your fingertips

At the Association's headquarters, a dedicated team of full-time directors and experts, recruited mainly from the wireless industry, is on hand to guide and shape policy and to drive implementation of new wireless developments.

The team supports many services invaluable to members, in specialist areas such as regulatory matters, roaming and billing, fraud and security, terminals, environmental affairs, marketing and communications. This contingent of focused professionals serves to ensure that our community's voice is heard in a crowded communications world.

Unique information resources provided by the GSM Association

Our website www.gsmworld.com is a world leading Internet source for information about our wireless industry and its global reach.

An additional exclusive benefit to our members, the Infocentre is a unique one stop knowledge resource for wireless professionals, of unequalled substance.

The home of wireless on the web...

www.gsmworld.com

Join us

Membership of the GSM Association is open to second and third generation mobile network operators committed to building wireless networks from the GSM family. Licence issuing authorities can also become members.

Associate membership is open to the wireless supplier community. It is this partnership and collaboration between operators and suppliers that lies at the heart of our success.

For more information visit our website: www.gsmworld.com/membership/ or email: membership@gsmworld.com

www.gsmworld.com/membership/

To support its activities the GSM Association offers profile building opportunities to suppliers to the wireless industry. If your company is interested in profile building opportunities in the wireless industry, we can help you.

Opportunities include key events such as the Association Plenary meetings, group meetings, specialist workshops, seminars, the 3GSM World Congress, along with targeted promotion via our websites and promotional material.

For more information please contact: marketing@gsm.org or telephone our marketing group at: +353 1 209 1800

A great opportunity



GSM Association

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