

# TELMEX

## Latin America's Largest CDMA450 Operator



Teléfonos de México, known as TELMEX, is a leading telecommunications service provider in Latin America. It is the largest CDMA450 operator in the region with networks in Mexico and Peru.

Together with its sister company, América Móvil, TELMEX serves more than 180 million wireless subscribers throughout the Americas. They have CDMA2000® networks in Brazil (Embratel), Chile, the Dominican Republic, Guatemala, Jamaica and Puerto Rico.

After considering several technology options, TELMEX chose CDMA450 to expand coverage to the rural and low population density areas of Mexico, as the most efficient and economic solution to improve teledensity in Mexico and bridge the digital divide.

Using state-of-the-art CDMA2000 1X technology in the 450 MHz frequency band, referred to as CDMA450, TELMEX offers the following wireless local loop (WLL) services to thousands of citizens who live in the marginalized and hard-to-reach communities of Mexico:

- Private voice services
- Short Message Services (SMS)
- High-speed Internet access
- Fax services
- Long-distance calling
- 3rd party calling
- Public telephone services
- Voice mail
- Conference calling
- Emergency call services

Partially financed by Mexico's Fund for Telecommunications Social Coverage (Fondo de Cobertura Social de Telecomunicaciones, FCST), the IP-based CDMA450 public network will eventually cover more than 15,492 pueblos (villages) throughout the country. CDMA450 base stations can support up to 61 simultaneous voice calls and 153 kbps Internet connections at a distance of 84 kilometers.

Besides offering affordable post- and pre-paid services to residential and business customers, the company has set up 500 "TELMEX Digital Agencies" within its CDMA450 coverage areas to provide a full suite of telecommunications and office services, including phone, e-mail, Internet access and fax services along with PCs, printers and other office equipment.

*"CDMA450 is a technically – and commercially – viable mainstream solution for providing affordable telephony and broadband Internet access to small businesses and consumers, particularly in emerging markets. The efficiency of CDMA450 has enabled TELMEX to reap returns from the large volume of geographically scattered users while decreasing time-to-market and reducing operating expenses. Accordingly, TELMEX has expanded its commitment to provide CDMA450 voice and data services to Mexico's low income population."*

Marco Antonio Galvan,  
Vice President of Innovation, TELMEX

TELMEX launched its service at the end of 2007, and is now providing universal telecommunication services to 180,000 CDMA450 subscribers. They expect to reach 210,000 subscribers by March 2010, fulfilling their agreement with Mexico's FCST.

### TELMEX PLANS TO COVER OVER 15,429 PUEBLOS



Source: TELMEX

### CDMA450 NETWORKS IN LATIN AMERICA



In the next phase, TELMEX plans to deploy EV-DO Rev. A to provide broadband Internet access at speeds up to 3.1 Mbps to rural communities, including medical clinics and schools. Their expanded broadband data services may eventually include: multimedia messaging, push-to-talk, location-based services, video telephony, online gaming, video streaming, wireless PBX and DSL replacement services.

CDMA450 offers several performance and economic advantages that are enabled by its spectral efficiency (lower cost per voice or data packet), extended coverage area (fewer cell sites), IP-based transmission network (faster service deployments and lower operating costs), IP and legacy core network interfaces (greater network scalability), adjacent or discrete macro-, micro-, pico-, or indoor cell sites (improved network flexibility), and large economies of scale (greater selection of entry-level devices). More than 113 CDMA450 devices are available from 25 suppliers.

#### About TELMEX

Founded in 1947, Teléfonos de México, commonly known as Telmex, is a telecommunications conglomerate headquartered in Mexico City that provides telecommunication products and services in Mexico, Argentina, Brazil (Embratel) and other countries in Latin America. In addition to traditional fixed-line telephone service, TELMEX also offers wireless services, Internet access, data, hosted services and IPTV.