ENHANCING DEVICE VARIETY

OMH™ IS AN INDUSTRY INITIATIVE LED BY THE CDMA DEVELOPMENT GROUP (CDG) TO INCREASE DEVICE VARIETY AND OFFER NEW CHANNELS AND DISTRIBUTION OPTIONS WITHIN THE CDMA ECOSYSTEM.

With approximately 50 industry participants from various operators, device OEMs, SIM/R-UIM vendors, and distributors, OMH (formerly referred to as Open Market Handsets), changes the paradigm in CDMA by enabling the purchase and use of an OMH device for any OMH-compliant operator network. OMH requires that all operator and subscriber specific provisioning be moved from the device onto the Removable User Identity Module (R-UIM) or OMH SIM. With support for a wide breadth of core functionality that includes features such as voice, SMS, packet data (both 1X and EV-DO), MMS, WAP/Browser, BREW, Java, and LBS, OMH allows OEMs to develop full-featured devices that can be sold across the entire CDMA ecosystem of OMH-enabled operators rather than to a single operator.

The result is an open market that creates access to a wider variety of CDMA2000® devices for consumers, greater economies of scale for manufacturers, and more flexibility and efficiency for CDMA operators to expand their voice and data services.

Freedom to choose your device. Flexibility to choose your CDMA network.

The benefits of OMH include:

Operators
■ Lowers handset inventory costs
■ Raises handset tier and subscriber ARPU
■ Increases handset variety for its subscriber base
■ Reduces costs associated with device customer support
■ Reduces device testing costs

Handset OEMs
■ Reduces inventory risk by enabling the same device to be sold across multiple operators / markets
■ Improves time-to-market and eliminates operator-specific testing
■ Increases amortization of higher tier device costs (via a larger addressable market)
■ Creates opportunities for new, OEM-hosted services
■ Increases brand awareness

Distribution
■ Creates an open distribution channel to complement an operator's current distribution model
■ Simplifies supply chain management
■ Expands volume and variety of CDMA2000 devices

Subscribers
■ Widens available selection of CDMA devices
■ Increases customer touch-points / retail locations for CDMA devices

Smart Phones, Feature Phones — TV Phones — Data Connectivity Devices — 3G Android Tablet — Fixed Wireless Terminal

More than 50 Devices from over 20 Vendors

OMH creates access to a wider variety of CDMA devices for consumers, greater economies of scale for manufacturers, and reduces inventory costs for operators

Industry Participation

The OMH initiative receives support and participation from almost 50 CDG members including operators, manufacturers and SIM card vendors.

OMH Operators

OMH Devices

More than 40 OMH devices from over 20 manufacturers. A complete list of devices and manufacturers can be found at www.omhworld.com.

Target Markets

OMH is a global program initially focused on emerging markets that use SIM cards and have rapid subscriber growth, such as Central Asia, China, India, Latin America, SE Asia and parts of Africa. The North American CDMA market does not yet use SIM cards.

Get more information about offering OMH devices and enabling OMH on your CDMA network:
E-MAIL ....OMHinfo@cdg.org
WEB ....www.cdg.org/omh
WIKI ....wiki.cdg.org/wiki/OMH

Industry Support

"We are excited to be part of the OMH initiative. Now, we will be able to offer our customers a wider variety of devices more quickly, while leveraging the economies of scale from the other OMH markets and operators."

Mr. Adrian Steckel,
CEO,
Iusacell (México)

"The MILESTONE™ XT800, India's first Android™-powered dual mode/dual SIM touch screen smartphone for both, CDMA-EVDO and GSM. Open Market Handset (OMH) support allows the user to choose the network and offers an added advantage to the consumer to choose CDMA and GSM service networks. We have especially designed the MILESTONE XT800 to provide infotainment-on-the-go for consumers who want a device that matches the demands of an hectic lifestyle like that of a senior professional. We believe in bringing the power of Android closer to the Indian consumer through stylish and unique form factors, innovative and compelling features and, experiences that offer greater flexibility and ease of use. MILESTONE XT800 delivers on all this and much, much more!"

Mr. Faisal Siddiqui,
Country Head of India,
Motorola Mobility

"PTCL is pleased to be the first CDMA2000 operator in the Central Asian region to obtain OMH network certification, which will enable us to launch more EV-DO devices with our OEMs and distributor partners. OMH is a natural migration for all CDMA2000 operators that have launched data services with EV-DO networks. As the leaders in mobile broadband services in Pakistan, we look forward to an exciting growth period ahead."

Mr. Naveed Saeed,
Sr. EVP, Commercial Services,
PTCL (Pakistan)

"As for consumers, the open market model brings freedom of choice of both the handsets as well as the network operator… Growing upgrade demand of CDMA handsets and the forthcoming number portability scenario [in India] is driving the increase in the number of open market CDMA handsets."

Mr. Sunil Dutt,
Country head,
Samsung Telecom Division (India)

"The OMH initiative offers a flexible experience that exceeds that of today's R-UIM cards due to the advanced capabilities of 3G CDMA… on one hand we reduce our inventory and testing costs while on the other hand CityCell seamlessly introduces new, lower-cost handsets to consumers."

Dr. Anand Rajasingham,
Head of Marketing,
CityCell (Bangladesh)

"Customers seek a variety of handset options. The Open Market Handsets' (OMH) initiative supports our efforts to offer customers a greater flexibility in their selection of devices, at relatively lower costs and increased touch points. OMH creates a "level playing field" for the CDMA ecosystem and opens opportunities for all operators, OEMs and channel partners who are expanding CDMA in India, one of the fastest growing telecommunications' markets of the world."

Mr. Anil Sardana,
Managing Director,
Tata Teleservices Ltd. India