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Press Information

MEDIA ADVISORY, for Monday, June 15, 2009

Hamid Akhavan, CEO T-Mobile International:

Today's Broadband is Tomorrow's Narrowband

T-Mobile CEO and Saxony State Minister for Economic Affairs and Labour welcomed over 1,700 communications experts to IEEE ICC 2009

Dresden (Germany), June 15, 2009 – The 2009 IEEE International Conference on Communications (IEEE ICC 2009), the annual flagship event sponsored by the IEEE Communications Society (IEEE ComSoc), is dedicated to furthering the discussion of the latest technical and business issues in communications and networking. Highlighting “A Tradition of Innovation,” the event includes a broad track of symposia, technical sessions, panels and keynotes covering timely topics such as energy efficient and vehicular communications as well as “Cognitive Radio,” “Network of the Future,” and the “LTE Revolution.”

The conference began on Sunday, June 14th with a full-day of tutorials and workshops offering presentations on areas like multiple access communications, medical and vehicular applications and networking, cooperative mobile networks, congestion control in heterogeneous networks, key enabling technologies, iterative receiver design and MIMO systems engineering.

Monday, June 15th marked the official start with the conference's opening ceremony featuring keynote addresses by Hamid Akhavan, CEO of T-Mobile International AG, and Thomas Jurk, Saxony State Minister for Economic Affairs and Labour, as well as a plenary panel titled “Innovations – Taking Advantage of Opportunities.”

In his presentation, Hamid Akhavan noted that “the telecom revolution has 3 drivers – digitization of content, mobilization of the Internet, and personalization of services. Technology advancement is the fundamental driver and a prerequisite for growth.” He added that “today's broadband is only tomorrow's narrowband.”

Akhavan pointed out that innovation is happening right here in Dresden as exemplified by the EASY-C project, which for the first time demonstrates technology beyond the next generation systems. Saxony State Minister Thomas Jurk furthered this point by stating that “Dresden has a bright and promising future in addition to its rich culture and glorious traditions. Saxony has a long tradition of innovation.”

During the panel, senior technology executives from telecommunications giants like T-Mobile, Vodafone, Telefonica, BT Group, T-Home and Nokia Siemens Networks addressed the risks, benefits, costs and challenges associated with providing customers with the highest-quality and newest networking and communications services and technologies.

Panelists stressed that “innovation is the oxygen of the business.” We cannot afford to slow down even in difficult times. But also policy and regulation have an important role to play in setting a conducive environment, otherwise we will fall behind. Also highlighted in the discussion was the customer's desire for simplicity; “but simple is hard.” In order to make life easier for the end-users, we need to add complexity to the technology while masking the intricacies.

The day's technical sessions focused on many current industry topics including so-called “Cognitive Radio.” “Cognitive Radio” stands for dynamic high-capacity and “intelligent” end-devices and infrastructures, which shall critically improve spectrum bandwidth utilization. Joseph Mitola III and Gerald Q Maguire Jr. initially presented the concept in a publication in 1999. The idea is based on the fact that end-users are generally not interested in technology, but in its service. Cognitive Radio is a

software-defined radio platform evolving into a fully reconfigurable wireless black box that automatically changes its communication variables in response to network and user demands. To meet these conditions a number of innovations are necessary. Service categories, for instance need to be defined in order to establish “rules of the road” within network usage. They will define some events to have priority over others, e.g. a phone call will rank higher than an email, which can be forwarded at a later point. TV and video on demand require greater stability of data transmission than ‘normal’ uploading of data.

In addition to these activities, attendees have the opportunity to tour the Exhibit Hall and learn about the latest telecommunications solutions currently under development and being introduced by leading communications companies and research institutions. Through the interactive expositions and exciting product demos, attendees will experience the next wave of revolutionary tools and technology.

The IEEE Communications Society has nearly 40,000 members and is the second largest of IEEE's 37 technical societies. Founded in 1952, it has become the major international forum for the exchange of ideas on communications and information networking.

For questions, please email press.icc2009@comsoc.org.