



How The Business Model for Liberalised Femtocells Could Work

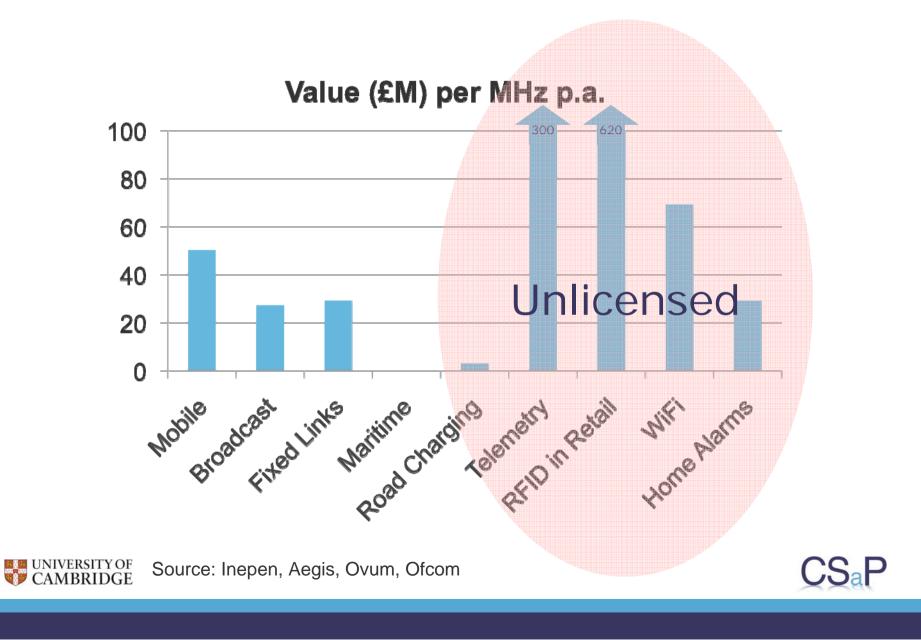
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A conundrum ...



... and a Practical Step

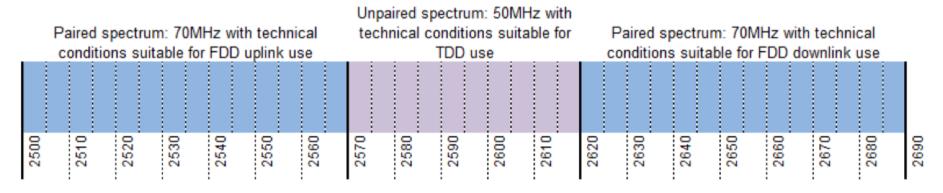






190 MHz is Available

Figure 4.3: 2.6 GHz band plan

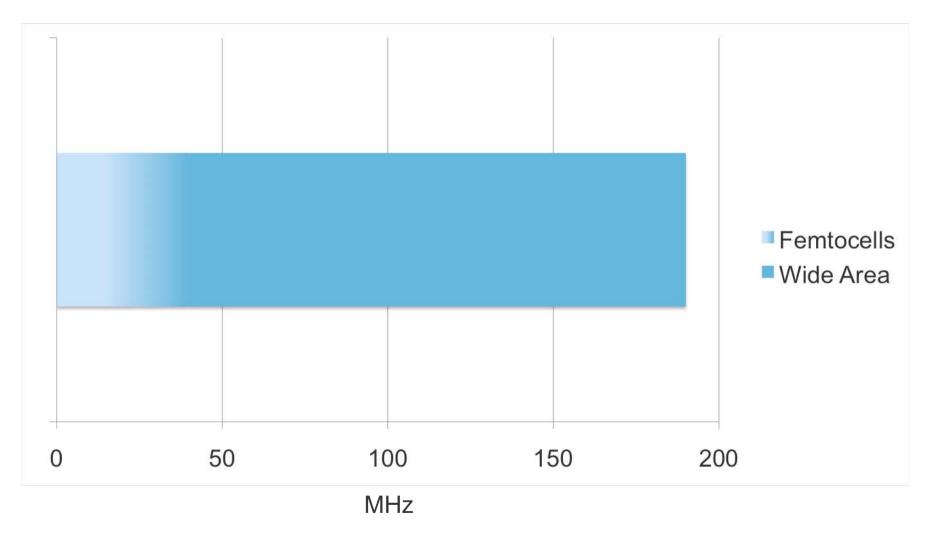


Source: Ofcom





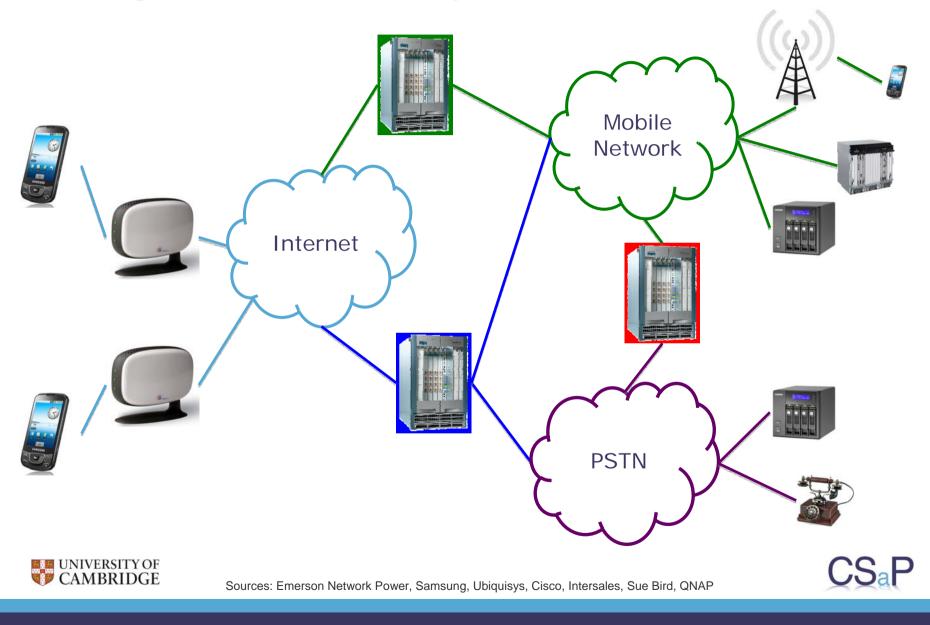
How much spectrum do you need?



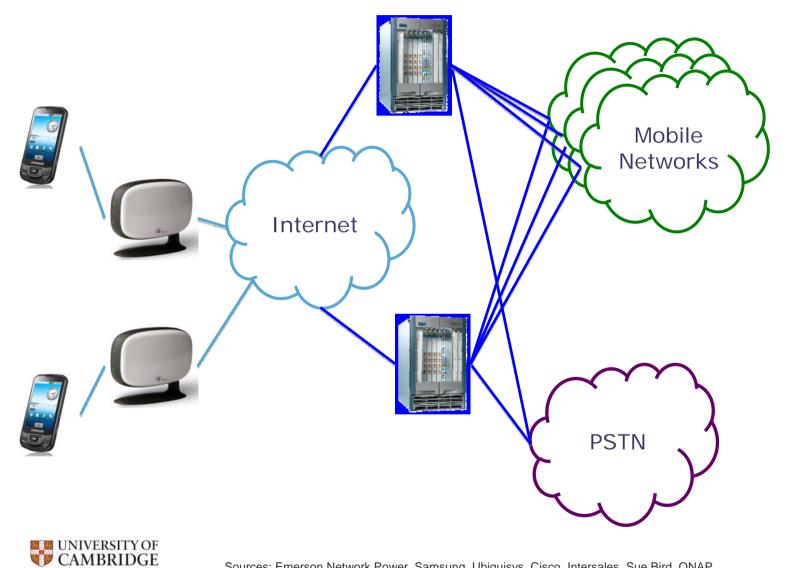




Adding a New Kind of Player



Changing the Competitive Landscape





Sources: Emerson Network Power, Samsung, Ubiquisys, Cisco, Intersales, Sue Bird, QNAP

Where's The Money?







Better to Spread the Bet





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