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### CTIA Recognizes Marty Cooper For Wireless Achievements



Do you remember what happened April 3, 1973? Martin Cooper, RCA VP and considered the "father of the cellular phone," placed the first cellular call from New York City on that day. That first call, reportedly placed to Joel Engel at Bell Labs, caused a fundamental technology and communications market shift toward the person and away from the place.

Last week, on the 35<sup>th</sup> anniversary of that call, CTIA President Steve Largent presented an award commemorating Cooper's contribution to the cellular industry in creating the first handheld cellular phone, and Marty in turn presented a replica of that phone to Largent for his leadership of the cellular industry as head of CTIA.

Believe it or not, Jay Leno also mentioned the 35<sup>th</sup> anniversary of the first handheld cellphone call the "Tonight" show April 3<sup>rd</sup>,

Cooper also sat down recently with Reuters reporter Sinead Carew to discuss his dreams of the future. Her story, "Cell Phone Inventor Dreams of Human Embeds," starts out like this: "When Martin Cooper invented the cellphone 35 years ago, he envisioned a world with people so wedded to wireless connections that they would walk around with devices embedded in their

bodies. But while phones have come a long way since the former Motorola researcher made the first-ever wireless call from a busy New York street ..." [More](#)

Instead of being paid for a speaking engagement, Marty is donating the money to the Radio Club of America. What a wonderful idea! Anyone want to match that?

### CTIA Wireless 2008 Wrap-Up

CTIA Wireless 2008 - and this year is the 25<sup>th</sup> anniversary of the first commercial cellular phone call - officially kicked off last week in Las Vegas with a spate of statistics, including record-breaking U.S. wireless subscriber numbers and service revenues.

According to its annual survey released about this time each year, as of December 2007, the industry served more than 255 million wireless users, representing a year-over-year increase of more than 22 million subscribers. The previous 12-month record for subscriber growth was reached in 2005, when 25.7 million new users signed up.

First and foremost, more than 2 trillion minutes were burned in 2007, up nearly 18 percent compared with 2006. The survey also recorded six-month wireless service revenues of \$71 billion. Wireless data service revenues for the entirety of 2007 rose to more than \$23 billion, a 53-percent increase compared with 2006, when data revenue was \$15.2 billion. Wireless data revenues for 2007 amounted to about 17 percent of all wireless service revenues and represents money consumers spend on non-voice services.

According to the survey, "text messaging continues to be enormously popular," the association adds, "with more than 48 billion messages reported for the month of December 2007 alone--1.6 billion messages per day." As such, this means an increase of 157 percent year over year. Wireless users also are sending an increasing number of photos and other multi-media messages, with nearly 4 billion MMS messages sent during the second half of 2007 alone, compared with 2.7 billion sent in 2006.

To read more about this survey, [click here](#).

And then CTIA Chairman Lowell McAdam, whose day job includes being president and CEO of Verizon Wireless, outlined some number of his own:

>>The U.S. wireless industry spent \$24 billion on infrastructure in 2007

>>The U.S. wireless industry employs some 3.5 million workers.

>>4G services are expected to generate \$50 billion in revenues by 2018.

>>More than 20 percent is added to the typical Chicago-area cellular bill, most of which is attributed to local services charges and not to the carrier, and this is just one example of how wireless is seen as a cash cow for ailing state and local governments.

"If you think this is a mature industry, think again," McAdam noted. "Our next 25 years will make the first 25 look like the on-ramp to the next information superhighway."

### **What's So Good About 4G?**

The leaders of three wireless infrastructure superstars agree on one thing: They wish they could be the only 4G gear suppliers moving forward.

Talking among themselves about 4G and other future wireless issues during Wednesday's keynote roundtable were Pat Russo, CEO of Alcatel-Lucent; Carl-Henric Svanberg, president and CEO, Ericsson; Mike Zafirovski, CEO at Nortel; and their host, CTIA Chairman Lowell McAdam, who also serves as president and CEO of Verizon Wireless.

With 4G services coming closer day by day, McAdam asked the panel how many infrastructure manufacturers could be sustained, what with convergence and consolidation, and the resounding answer was, "Three!"

"There were nine or 10 competitors in the 3G marketplace, and they've been consolidating," said Russo. "Maybe 4G could support four."

As far as end users are concerned, 4G - which will concentrate on broadband services, data in particular - probably won't be noticed by many by name. "4G is the opportunity for technology enhancements to deliver a better user experience," Russo added. "People won't notice if it's 3G or 4G. It will just be better." As such, Nortel's Zafirovski says carriers are pushing manufacturers to go faster, to have some kind of product in place by 2010 (although Nortel is well-ahead in WiMAX testing and soon will begin on LTE). "4G will be three to five times more efficient than the networks today," he said. "It's really a digital-divide thing," commented Svanberg.

And what about those dueling standards: the long-touted WiMAX and the newcomer LTE? Which will win? Could there be two? Speaking earlier Wednesday morning, Vodafone Group CEO Arun Sarin believes LTE should be the global standard, and that idea was kicked around for awhile.

"In a perfect world, we should have one standard," Svanberg continued, "but different standards have pushed each other." Added Russo, "Aspiration to one global standard would be nice, but the reality is that there will be many competing standards. While the technologies of WiMAX and LTE are similar, there will be co-existence for quite some time." Zafirovski believes the two will be complementary but he also thinks carriers are showing a preference for LTE.

It seemed to take forever for 3G products and services to take hold, and they're still in a nascent state in many areas of the world. Will it take just as long for 4G to be accepted and implemented?

Zafirovski said carriers and users already are clamoring for it, and manufacturers have product in trials, while Russo pointed out that the industry "is smarter now and know what it takes to make such a transition. But what will happen to 3G networks, McAdam asked, and the panel made it look like they will operating for quite some time, despite the transition to the bigger, better, faster broadband.

Russo believes 3G will continue to be a good investment for carriers, "and 3G networks will continue to carry traffic for as long as we're around. They will work alongside 4G."

"3G will carry the majority of voice, while 4G will be IP-based," Zafirovski noted. "And you won't see much of a downturn in GSM usage for at least the next five years.

### **Spring Gathering Held In Albuquerque**



The fifth annual Radio Club of America Spring Gathering was took place April 1 at the Hyatt Regency in Albuquerque, N.M. The gathering was held in conjunction with APCO's Western Regional Conference, and members from just about every part of the country were in attendance. We had a larger turnout than was expected but we managed to get everyone a seat and some dinner.

**Alan Tilles**, counsel to numerous land-mobile licensees, trade associations and manufacturers, was our guest speaker. Tilles provided an update on rebanding along with some other timely topics. The presentation was entertaining and informational, and several members stayed after the dinner to ask questions and to gain more information.

Thank you Alan Tilles for giving your time to our association, and thank you APCO for providing a venue for us to meet.

## Texas Event Scheduled For Galveston

Please make plans to attend the Texas Event, scheduled for April 29 at the Galveston Island Conference Center, with Craig Jorgensen as the guest speaker. Please contact Carroll Hollingsworth at [dhlago@aol.com](mailto:dhlago@aol.com) for more information or to be a sponsor, helper or attendee.

## Calling All Canadian RCA Members!

Canada's Telecommunications Hall of Fame will hold its 4th Annual Telecom Laureate Awards gala dinner and induction ceremonies in the Grand Hall at the Canadian Museum of Civilization in Gatineau, Quebec, on Oct. 29. This prestigious industry event celebrates Canada's telecom pioneers and innovators, and one of them could be you!

Established May 30, 2005, Canada's Telecommunications Hall of Fame is a not-for-profit organization with a mission to safeguard and promote the past, present and future excellence of Canadian telecommunications, much akin to The Radio Club of America. The Hall of Fame fulfills its mission through three principal programs: The Telecom Laureate Program, the Education Program and the Outreach Program. These programs serve to celebrate the historical legacy of success of Canadian telecommunications, to promote current innovation leaders within the industry and to encourage Canadian youth to choose the industry as a fulfilling career choice.

The Hall of Fame will announce mid-May the four categories of Telecom Laureates to be inducted at this year's gala: Inventors and Innovators, Icons of Business, Servants of the Public, and Advocates and Academics. The Hall of Fame's coveted Special Recognition Award will also be announced in May. The award is conferred annually on an organization or group of individuals, a technology, a location or an event that has contributed to the excellence of Canadian telecommunications.

The nomination and selection process for the 2008 Telecom Laureates is currently underway. Nominations are sought on an ongoing basis from the industry as well as the public at large. Nominations can be submitted to Canada's Telecommunications Hall of Fame via its website at [www.telecomhall.ca](http://www.telecomhall.ca). For information on tickets and sponsorship opportunities please contact Rachel Crossan at [Rachel@telecomhall.ca](mailto:Rachel@telecomhall.ca) or call the Hall of Fame at 613-878-1532.

"We are very pleased with the venue for this year's gala," says Lorne Abugov, Founder of Canada's Telecommunications Hall of Fame. "The Museum of Civilization is a beautiful building that, similar to the Hall of Fame, underscores Canadian achievements. Once again this year we expect some 400 guests from industry and government."

Do you know someone who isn't yet a member of the RCA? Click [here](#) for more information..

Do you know someone who wants to sponsor an event at a trade show? Contact us!

 **We'd love to hear from you! Send your feedback to [karen@radioclubofamerica.org](mailto:karen@radioclubofamerica.org) or phone 303/948-4921.**

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