



&  crossfire media

present



4GWE™

4G WIRELESS EVOLUTION

Join the Evolution

The community for daily updates in the
Evolution to **4G Wireless Technology**

- Breaking News
- Feature Stories
- Prominent Bloggers
- Case Studies
- Event Coverage
- Global Online Communities
- Topic Specific Channels
- White Papers and Podcasts
- Product Reviews and Awards
- Resources and more . . .

<http://4GWE.TMCnet.com>

2011

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Powered by:



The Resource on Challenges and Opportunities in the Race to 4G Networks

The 4G Wireless Evolution portal on TMCnet has quickly become the premier resource for current information about the migration to 4G wireless networks. 4GWE examines both WiMAX and LTE technology platforms, as well as backhaul and other technologies that will eventually be blended into a 4G network.

Hundreds of relevant news stories and featured articles are published daily on this vibrant site, covering numerous facets of 4G wireless technology such as hardware and devices, software and applications, broadband issues, networking and more.

4GWE is a joint effort of TMC and Crossfire Media, both of which offer decades of experience in providing educational media, events and resources in technology. Delivering breaking news, blogs by Carl Ford and other industry authorities, case studies, event coverage and hundreds of featured articles written by our staff of experts, 4GWE serves professionals at the C-level and their employees in private and public sector organizations around the world.

4GWE's daily updates enable professionals to:

- Monitor industry news and technical developments
- Stay informed of important regulatory issues
- Follow broadband stimulus spending news
- Analyze and compare new products, services and applications
- Track 4G wireless technology companies' activities
- Monitor financial performance and M&As
- Gather information to make RFPs and decisions regarding purchases and services

Who joins the 4GWE community?

- Communications services and providers
- Hardware, software, and middleware producers and vendors
- Developers, testing and installation providers
- Analysts and consultants
- Regulatory agencies
- Venture capitalists and investors

Who relies on 4GWE?

- C-Level and senior technical professionals, technical staff
- C-Level and senior business management
- Technology strategy executives
- Developers
- Product managers
- Service and installation providers
- Analysts and consultants
- Regulatory agencies
- Investors

If you are a mobile operator, or if your company offers the following wireless broadband products or services, you belong on 4GWE.

- Mobility and wireless hardware, devices and storage
- Mobile Applications
- Handsets, smartphones or Mobile Internet Devices
- Wireless backhaul
- Architecture and networking
- Security
- Software, middleware and development

The screenshot displays the 4GWE website interface. At the top, it features the 4GWE logo and the tagline "Exploring the Opportunities and Challenges of the 4G Future" for the January 20-22, 2010 conference in Miami, Florida. The main content area is divided into several sections:

- Global Online Communities:** Includes links for WiMAX, Wireless Backhaul, and Broadband Stimulus.
- 4GWE HOME:** A navigation menu with categories like Industries, Verticals, Publications, Free Resources, 4G Blogs, WiMAX News, LTE News, and Wireless Backhaul.
- Latest News in LTE:** A list of recent articles, including "Tadira Telecom to acquire Dekimux" and "Travel Alberta is Sending Six People on a Rockies Epic Adventure".
- 4GWE Resources:** A section for WiMAX and LTE resources, including "What is WiMAX", "WiMAX Concerns", and "The Economics of WiMAX".
- 4GWE CONFERENCE:** A prominent banner for the January 20-22, 2010 conference in Miami, FL, with a "REGISTER NOW" button.
- 4G WEATHERED VIDEOS:** A section for video content, including "4G and the Broadband Stimulus: Closing the Digital Divide - Part I".
- 4GWE BLOGS:** A section for the latest 4G blogs, such as "May I have your Attention, Please about Smartphones" and "China and the iPhone".
- FEATURED WHITEPAPERS:** A section for whitepapers, including "Seven Fundamental Plays from the Coachin..." and "Building Blocks for a Solid At-Home Agen...".
- 4GWE FEEDS:** A section for RSS feeds, including "RSS Wireless Blog", "RSS 4G Industry News", "RSS 4G FAQ", and "RSS Wireless Jobs".

Harness the Power of TMCnet The World's Leading Communications and Technology website



Dear Marketing Professional,

I am proud.

Thanks to loyal customers like you and your colleagues we have seen TMCnet grow via not only reinvestment in larger advertising programs from current customers but word-of-mouth referrals the likes of which we have never seen in our 38 years in business. Fifteen years ago, TMCnet was launched as a website serving a narrow audience of online magazine and newsletter readers. It has grown into a powerful vehicle carrying over 5-million pages of news, blogs and industry analysis.

TMC is dedicated to exceeding customer expectations and as a result, we invested in community building, SEO boosting technology over a decade ago which today powers over 150 paid, monthly online communities for our customers/marketing partners. These areas of our site are viral, news generated portals which not only allow our customers to rank high on search engines they are also able to power their social networking initiatives with links back to pages with marketing messages they control.

Millions of visitors come to TMCnet each month to view news-oriented, product-focused content specifically designed to attract purchasing decision makers. As our online customer base of advertisers has grown into the hundreds, we have never lost sight of what has made TMCnet one of the most popular b2b technology and communications sites in the world... Reinvestment.

Over the years, we have invested in proprietary content-targeting systems which match viewers with the correct content. This engine has been infused with a decade of SEO experience focusing on tens of thousands of relevant keywords giving us SEO best practices unrivaled outside the walls of the search engine companies themselves.

In addition, to serve your customers better we have invested in state-of-the-art video equipment allowing us to provide content to purchasing decision makers and investors in the manner they prefer. We have also added dozens of writers and each month on average 100 people are paid to contribute content to TMC and another 100+ from the industry contribute as well. Thousands of pages of content are also received daily via global syndication partnerships.

As our customers have grown, we have taken the opportunity to grow with them and continually improve our products and services to keep pace with the industry and the needs of our clients. You can rest assured TMCnet will remain the premiere destination for technology and communications in the future and will continue to be the global location where the technology and communications market converges.

We sincerely look forward to exceeding your expectations.

Cordially,

A handwritten signature in black ink that reads "Rich Tehrani".

Rich Tehrani
CEO

On 4G Wireless Evolution (4GWE), you will gain unrivaled visibility, strengthen your brand, gain fresh leads and nurture them.

Reach a vast community of prospects and buyers seeking solutions. Use 4GWE to:

- Create your own robust online community and gain top organic SEO
- Grow your global market share
- Advertise on the daily resource for 4G wireless news, products and services
- Post your white papers, podcasts and other premium content to generate highly qualified leads and augment your reputation as a thought leader and solution provider

Harness the power of the growing 4GWE audience with these resources:

Global Online Communities (GOCs)

Why pay per click when you can hold a very high—often the #1—organic position on search engine results pages? Your custom-designed community on 4GWE, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are regularly populated with exclusive content, attracting influential readers. GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. See page 9.

4GWE Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring prospects from major search engines to your fully customized page. A Channel develops a community of professionals seeking specific information while it delivers news about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. See page 10.

Space Advertising on 4GWE

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. See pages 7 & 8.

Webinars

Host a Live Webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. See page 11.

White Paper Program

Your fresh ideas will generate fresh leads! Post your white papers on 4GWE and receive a steady flow of top quality leads. Not only will this enhance your company’s reputation as a solutions provider, it will also build brand awareness and generate leads at the time when a purchase is being considered. White papers are archived for 18 months.

Podcasts

Deliver your message to eager prospects at their convenience. Podcasts convey relevant information in a rich format, catering to an audience actively researching 4G technology ideas and solutions. Multiple language translation extends the reach of your recording.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. Readers are strictly opt-in subscribers, assuring a high-quality, interested audience. See page 11.

4G Wireless Evolution (4GWE) is supported by TMCnet and its dominant resources

4GWE is hosted by TMCnet, the world's largest communications and technology website. With more than 150 successful Channels and Global Online Communities (GOC'S) carrying in excess of 5 million pages of content, TMCnet has a powerful, extensive online presence.

TMC's proprietary content-targeting technology and its massive team of experienced editors, bloggers and global contributors provide a formidable amount of focused content across an array of market niches. These unrivaled assets can cost-effectively extend your company's reach to prospects at all stages of purchase—research, comparison, specification, and finally, authorization.

4GWE Traffic

June 2010

Page Views2,977,253
Unique Visitors105,257

May 2010

Page Views2,698,032
Unique Visitors95,171

April 2010

Page Views2,447,781
Unique Visitors103,016

March 2010

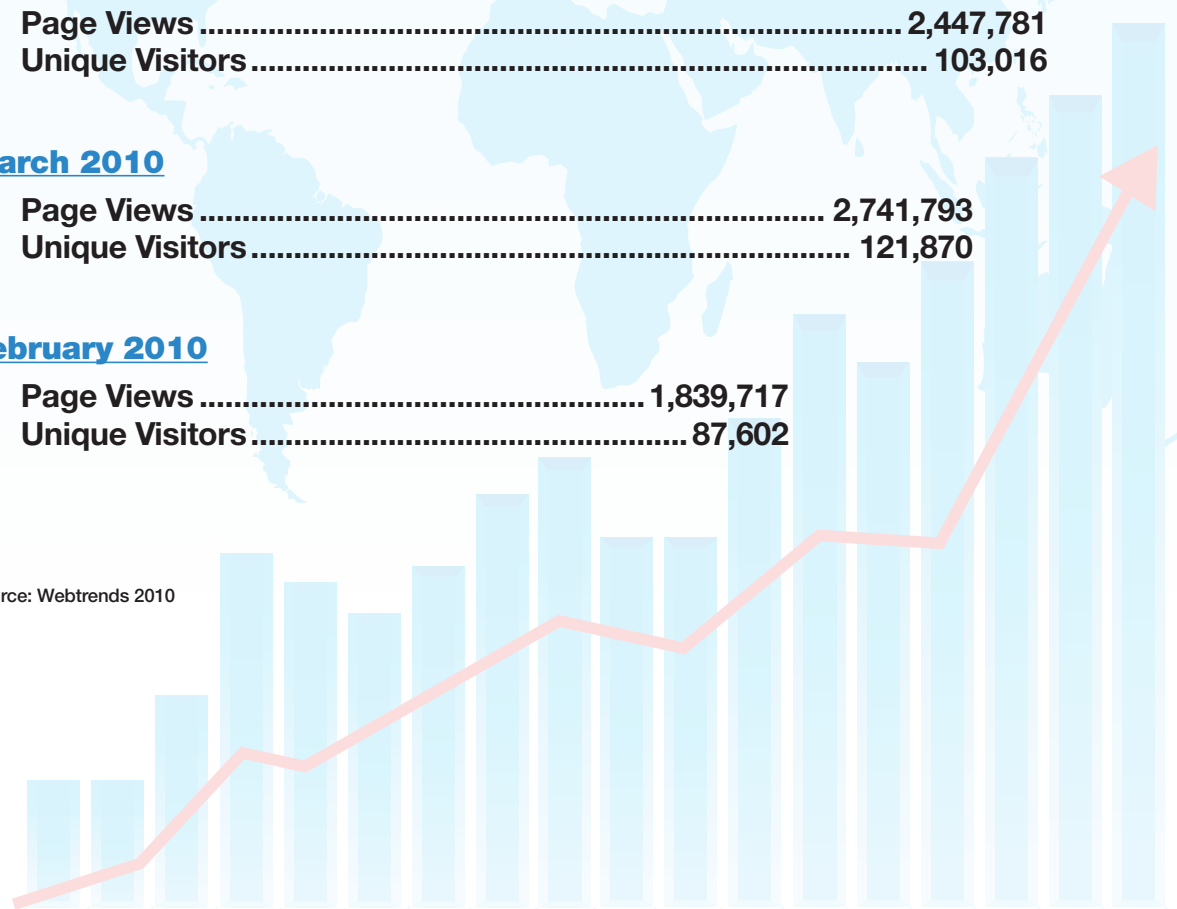
Page Views2,741,793
Unique Visitors121,870

February 2010

Page Views1,839,717
Unique Visitors87,602

Source: Webtrends 2010

4G WIRELESS EVOLUTION



About 4GWE

4GWE helps professionals stay on top of developments in the market for 4G wireless technology solutions. This is the centralized portal providing news, strategies and case studies of those who are innovating in this competitive marketplace. 4GWE covers technology developments that will positively affect so many facets of our professional and personal communications.

Wireless communications devices and solutions are covered extensively by 4GWE writers daily. The 4G portal is hosted by TMCnet, by far and away the most visited communications and technology website in the world.

INFLUENTIAL

73% of 4GWE Visitors influence purchases

POWERFUL

Sales Volume of Companies of 4GWE Visitors:

\$1 Billion+ 20%

\$500M - \$999M 13% \$10M - \$99M 17%
 \$100M - \$499M 7% Up to \$10M 43%

More Content + Fresh Updates = More Traffic + Higher SEO

TMC's global editorial team posts hundreds of relevant articles and fresh news stories to 4GWE every day. This updated content prompts return visits, builds links and maximizes the site's SEO.

TMCnet is read by nearly 2 million unique visitors every month, drawing upwards of 40 million page views monthly. Visitors to TMCnet explore its various market segment portals, including 4GWE, Global Online Communities and Channels. Take advantage of its vast reach and power!

Hands-On Tech and Senior Business Managers

- 21%** Tech/IT/IS Management: CTO, CIO, CSO, VP, Systems Integrator, Tech Consultant
- 12%** IT Staff
- 27%** Senior Business Management: Owner, CEO, COO, Pres., VP, GM
- 6%** Other Business Management
- 14%** Marketing/Sales/Business Development
- 20%** Other

Representing Global Businesses

- 59%** Canada/USA
- 5%** Latin/South America
- 10%** Europe/Middle East
- 26%** Africa/Asia/Australia

Types of Businesses

- 35%** Wireless Operator/Carrier/Internet/Network
- 23%** Telecom Dealer/Wholesaler/Mfr./VAR
- 7%** Enterprise/SMB User
- 12%** Govt./Education/Public Sector/Utility
- 23%** Other

Source: 2009 4GWE Visitor Profile Survey

To advertise please contact Anthony Cassio at acassio@tmcnet.com or 203-852-6800 ext. 105

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Leaderboard

Dimensions:
728x90 px
72 dpi, 50k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Skyscraper

Dimensions:
125x600 px
72 dpi, 70k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Ad Box

Dimensions:
336x280 px
72 dpi, 30k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Most advertising units can be customized to “expand and contract” giving your advertising message greater presence and the ability to highlight more pertinent information.

Page Curl

4GWE's Page Curl is an eye-catching advertisement. The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over it. This will cause the page to unfold and reveal the full ad message.

Benefits:

- Eye-catching ad
- Seen on every page

Page Curl

Dimensions:
640x480 pixels
Live area is smaller
72 dpi, 75k max
Acceptable files: .gif, .jpg, png, Rich Media Enabled



Splash Page

4GWE's Splash Page is a stand-alone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On 4GWE the splash page appears randomly between pages of content when the visitor is browsing the site. The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition, the advertiser owns the page
- Has the ability to animate the advertisement to create excitement and increase click throughs
- The ability to create a complex advertising message

Splash

Dimensions:
640x375 pixels
72 dpi, 60k max
Acceptable files: .gif, .jpg, .swf, png, 1-frame



Global Online Communities (GOCs)

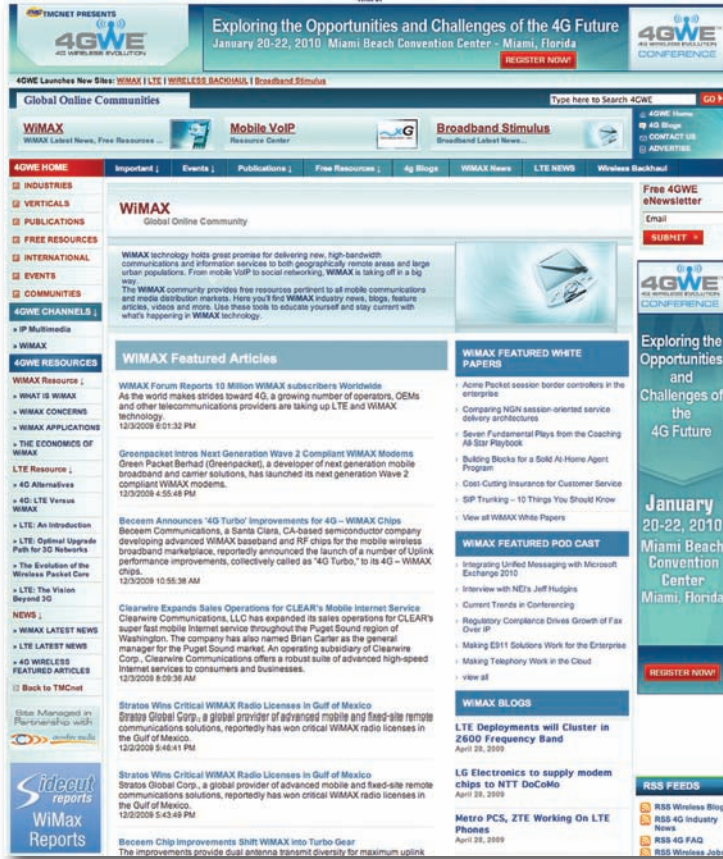
Your custom designed resource does it all:

- Builds awareness with your robust online community
- Serves as the daily resource for news, product information and case studies in your market segment
- Achieves high—often top—organic search engine prominence
- Generates leads and nurtures them with exclusive content
- Educates prospects with a dedicated biweekly eNewsletter
- Outperforms PPC ads for value
- Seamlessly integrates with your website

Global Online Communities have proven their value repeatedly. They deliver superior organic results on the leading search engines.

- 68% of search engine users click results on the first page.¹ With the growth of mobile search this number is likely to increase.
- 9% of those conducting searches believe that companies whose websites are among top results are the leaders in their field.¹
- 3 out of 4 user “click-throughs” from search engines to a website are the result of that site’s optimized, organic search results rather than a pay-per-click ad.²
- 71% of clicks on PPC ads are navigational, with the ad serving as an easy way to reach an already familiar website, rather than reaching new prospects.³

1 (iProspect/Jupiter)
 2 (Clickstream American Internet User Survey)
 3 (Atlas Institute)



Community Building

Your GOC is dedicated to community building in your market segment by providing your target audience with extremely relevant, helpful content. Featured articles created solely for your GOC are discovered and virally spread over time, leading to larger numbers of targeted readers. More content attracts more readers which leads to more bookmarking and more link building. The depth of content on a GOC enables greater likelihood of being found through long-tail searches.

Prime Real Estate

GOCs have the ultra-premium location at the top of all the 4GWE pages in addition to the five million TMCnet pages. This is the best positioning available on the world’s leading communications and technology site.

More Content, More Visitors

4GWE editors publish at least 16 Featured Articles per week exclusively for your community, highlighting your company’s products, services, applications, management, partnerships and other news. This amount of content brings a larger audience and increases search engine prominence. Within the first 6 months of launch, a GOC typically attracts 100,000 page views. Some GOCs gain 20x the traffic of the sponsor’s own website.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. You can post video demos and interviews, white papers, spec sheets, brochures, podcasts and more. This additional content can be accessed after completing customized surveys, in which interested readers supply their demographic and contact data. Your sales team gains fresh, actionable leads.

Obtain Excellent ROI

GOC sponsors have renewed their communities 90% of the time when their contract expires. They realize that the superior SEO results, exclusive editorial content, customized design, biweekly eNewsletter and powerful reach of 4GWE deliver outstanding value in their marketing portfolio.

SEO, Brand Recognition and Lead Generation with 4G Wireless Evolution

Channel Program

Build a Community Around Your Keyword

4GWE's Channel Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the 4GWE home page and directly accessible from all of the 5 million pages on TMCnet. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

Because of the extensive reach of 4GWE to some 100,000 unique monthly visitors, your sponsored Channel will gain tremendous visibility. Channels achieve prominent—often top—placement on leading search engines' results pages.

Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. 4GWE's veteran editors post one to two Featured Articles weekly to deliver fresh, exclusive content and to boost SEO in long-tail searches.

This powerful vehicle, a customized microsite for your company, can include:

- Industry News and Weekly Featured Articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Videos such as Product Demos
- Training Opportunities
- Catalogs and Brochures
- Calls to Action and Lead Capture Forms
- Link to your Company website

4GWE's expert marketing, design and editorial team have created over one hundred fifty online Channels, delivering relevant editorial and marketing messages for clients in an array of markets. Over 90% of TMC's GOC and Channel sponsors have renewed their contracts. Consider how we can put our reach and expertise to work for you.



4GWE Webinar Program

Host your Webinar on 4GWE – A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless

We make it easy for you to **reach customers and impress your best prospects with a Webinar**. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

Pre-Event: TMC's expert team handles all the marketing, promotion and registration. A veteran 4GWE editor is available to help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer an experienced 4GWE editor to serve as a moderator.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. We continue to promote the event online, and often in TMC magazines as well. The event is available in our Webinar Archive on 4GWE long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction.

Your event will deliver your message via streaming audio or telephone. A PowerPoint presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions to the featured speaker(s). Attendees are fully engaged in this Q & A session.

Turn-Key Events

- Reach Qualified Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as a Leader

eNewsletters

4GWE's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, email newsletters are delivered daily, weekly, biweekly, or monthly. These achieve a vast reach among thousands of communications and technology decision makers who **actively opt-in to subscribe**.

4GWE's eNewsletters focus on an array of topics covering numerous facets of communications and technology. Your company's sponsorship and ads gain a reach into "in-boxes" that would otherwise be difficult to access.



A Message from Carl Ford



Massive Mobility!

The facts speak for themselves.

People are choosing wireless as their primary line with smartphones expanding saturated markets, and wireless networks delivering higher and higher broadband speeds. Consumer choice is only part of the story. Network operators are placing big bets in many areas: building backhaul, enticing application developers and testing new services.

This is a race.

Hopefully this race does not conclude at the bottom with a price war, but to contextual and visual communication of our wireless future. As Sir Terry Matthews, Chairman of Wesley Clover and recent 4GWE Keynote, points out - everything is in a flux as we head to this next generation of 4G technology. Almost every industry has been impacted by the Internet and it is logical to expect that mobility will be even more disruptive.

Wireless Disruption and 4GWE

This disruption has changed the event business considerably as well. When Rich Tehrani and I first talked of working together, the discussion went beyond the conference and show floor and on to the need to continually support the community.

Community Development

4G Wireless Evolution is a joint venture created to support the companies, technologies and people that drive the wireless broadband market. 4GWE supports an ecosystem spanning from the ether of spectrum to the hardware that blends software applications with the movement of the user's hands.

4GWE visitors represent a significant portion of the 2 Million unique visitors that come to TMCs community sites. Our goal is to be the home of the wireless community on TMCnet and to double the visits to the site. It is a realistic goal and one that we are going to meet. TMC's success in reaching the community comes from the Global Online Communities and Channels program. These solutions take you beyond the ad-word strategies to embed your company into the awareness of the motivated searcher. If a user is searching for your services, we can help connect you to their needs.

These programs are a great way to brand, expand and increase demand for your company's products and services. As you consider how to best use your marketing budget to gain market awareness please know that developing communities and increasing awareness is what we do. I look forward to working with Anthony to utilize our community to build your brand and drive your success. Put our experience to work for you.

Kind Regards,

Carl Ford
Co-founder Crossfire Media

Who's on TMCnet

TMCnet is a Who's Who of industry leaders and rising stars.
 Hundreds of companies already profit from TMCnet's dominant industry reach.



Our 100+ Member Global Editorial Team

Editorial Leadership

David Rodriguez, President

David Rodriguez identifies new areas of opportunity for TMC while ensuring effective execution of editorial and sales missions, and ultimately, client satisfaction. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

Tom Keating, Executive Technology Editor

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 10 years of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

Erik Linask, Group Editorial Director, TMC

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

Patrick Barnard, Group Managing Editor for TMC's IP Communications Group, including TMCnet

In this position, Patrick Barnard oversees the editorial team for TMCnet, TMC's global resource for communications news and information. Barnard joined TMC as Senior Web Editor for TMCnet. Prior to TMC, he was managing editor for Multichannel Merchant magazine and former editor of the Darien Times, a community newspaper serving the town of Darien, CT.

Carl Ford, Partner and Community Developer, Crossfire Media

Carl Ford has been exploring internetworking issues his entire career. From the development of private networks, SONET Rings and fiber optics to special AIN features, Carl's 20+ years have always focused on satisfying customers' needs. This focus has given him a unique grasp on the impact that cost, regulatory and marketing issues have on rolling out new services.

Today as a partner at Crossfire Media, Carl is developing programs that bring to light an understanding of the issues required for delivering broadband wireless Internet services with existing technologies and facilitated by a variety of smart end user devices. Crossfire Media has a partnership with Technology Marketing Corporation (TMC) to produce events and websites related to disruptive technologies. Crossfire Media is a division of Crossfire Consulting, a full service Information Technology company based in New York.

TMC's Editorial Team

Nadji Tehrani - Chairman
 Rich Tehrani - CEO
 Dave Rodriguez - President
 Erik Linask - Group Editorial Director
 Patrick Barnard - Group Managing Editor
 Tom Keating - CTO and Executive Editor
 Paula Bernier - Executive Editor,
 IP Communications Group
 Brendan B. Read - Senior Contributing Editor
 Stefania Viscusi - Assignment Desk Editor

Erin Harrison - TMC Executive Editor,
 Strategic Initiatives
 Erin Monda - TMCnet Editor
 Gary Kim - Contributing Editor
 Bob Emmerson - TMC European Editor
 David Sims - TMCnet Contributing Editor
 Susan J. Campbell - TMCnet Contributing Editor
 Ed Silverstein - TMCnet Web Editor
 Juliana Kenny - TMCnet Web Editor
 Stephanie Mosca - TMCnet Web Editor

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