

## Upcoming Cambridge Wireless Events in London

Cambridge Wireless is hosting two London events focused on changing mobile operator business models and the future of connected wireless devices.

With the number of wireless networked devices and machine-to-machine (M2M) applications increasing rapidly, "Connecting the next 50Bn Devices" on 7th June at BDO Offices in London, will bring together industry leaders from Neul, Numerex, Pachube, Onzo, TTP, Cambridge Consultants and Arkessa to share their thoughts on the next generation of connected devices and services.

The second Cambridge Wireless seminar entitled "Is it time to transform the wireless operator business model?" takes place on 6th October hosted by Dorsey & Whitney. With Analysys Mason forecasting global wireless traffic to grow at a 48% CAGR from 2010 to 2015, if operators continue to use flat-rate pricing models their expected revenues will be less than USD5 per GB by 2015 across both developed and emerging markets. Industry leaders from Alcatel-Lucent and Analysys Mason will question whether investment in next-generation networks will generate greater profits unless the market changes and look at what strategies and business models can be incorporated to increase profitability?

"Many in the industry are asking penetrating questions about mobile broadband business models," said Mark Neild, Head of Business Transformation at Nokia Siemens Networks and Mobile Broadband SIG Champion at Cambridge Wireless. "It will be very valuable to hear contrasting opinions on this fascinating and challenging subject and whether the future is indeed as bleak as some commentators suggest. Is transforming the business model inevitable?"

The two events are being organised by the Cambridge Wireless Connected Devices and Mobile Broadband Special Interest Group (SIG). "These are very critical and topical issues in the global wireless industry and by holding the events in London, we are also making them accessible to the international Cambridge Wireless audience."

For more information please visit, [www.cambridgewireless.co.uk/events](http://www.cambridgewireless.co.uk/events) [1]

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