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Unwire Unveils Regional Competence Center

Unwire has announced that it has made significant progress with its pan-Asian Wireless Broadband Operations by completing the first building block of its Centralized Operations Support Organization, in its home country Malaysia.

Unwire has today unveiled, in collaboration with a leading network services company, Asia's first Interoperability Lab focused at identifying and resolving all Consumer Premise Equipment (CPE) to Base Station (BS) and Applications to CPE interoperability and operational issues associated with for its South Asia and Central Asia operations.

“This significant milestone – the Interoperability Lab – is part of our master plan for aggregating all the Network Operation Support functions into one central and strategic hub: Malaysia. This Competence Center, geographically located right at the core of our operations, allows us to intervene swiftly and professionally” said Unwire Asia Inc's CEO, Devid Gubiani.

From Unwire's past experience in rolling out mobile and broadband networks, when mass-market terminals are involved, the key to smooth operation and high customer satisfaction is the elimination, at the earliest stage, of critical issues such as Interoperability and Applications Compatibility thus making the service experience more rewarding for the end-users. Moreover this approach allows Service Providers to introduce competition in CPE sourcing strategy and as such reduce the entry-cost of rolling out services to the masses.

As services evolve, the Interoperability Lab will expand its focus beyond Layer 1 and Layer 2 functionality to validating end-to-end connectivity of key value-added applications constituting Unwire's differentiated offering.

In addition to the interoperability testing and certification, Unwire plans to use this new facility as an Integration Lab – a critical activity as WiMAX is still a nascent technology and at the early stages of the learning curve compared with 2G/3G or similar broadband technologies.

“This first component of our Regional Competence Center will be fully operational in September to support our scheduled WiMAX roll-outs in the Region”, Devid Gubiani continues. “It is the first step in a major



Competence Center taking shape in Kuala Lumpur, Malaysia – a well established ICT hub – that will change the landscape of how multinational operations are managed and set a new reference in streamlining Operational Expenses (OPEX) and lead the industry with this innovative approach”.

The next step is the consolidation our OSS/BSS/Billing and Device Management functions, for which vendors have been selected and is to be implemented by an established consulting firm.

Unwire aims to have all the back-office functions ready by the time the network vendor selection is completed. Unwire is today in the final Proof of Concept stage spearheading its Asia and India deployments.

For more information contact: investors@unwire-asia.com