

## MOBILE PATENTS

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## JACK SO

**Former PCCW boss takes lead Asia position at CSFB**

## PLUS

**Full round-up of latest news from the world of telecommunications**

# COMMSDAY

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## Qtel eyes more SE Asia investments as Indonesia launches another telco probe

Qatar's Qtel is eyeing more SE Asia investments despite foreign investment issues in its key Indonesian market. Qtel came on board earlier this year as a 25% partner with Singapore Technologies Telemedia in Indosat and StarHub owner Asia Mobile Holdings and now says it eyes south east Asia and North Africa as its major investment focus.

CEO Dr Nasser Marafih said in an interview with the Oxford Business Group "We see the main growth potential to come geographically from North Africa and Southeast Asian markets. Qtel's strategy is to focus on opportunities within these markets. From a business line perspective, we see growth potential in corporate services as well as in fixed wireless (WiMax)"

Qtel's Asia Mobile Holdings and Wataniya Telecom stakes have already seen it expand into new markets. Together it now boasts 14 million customers in the MENA region and almost 30 million mobile customers worldwide.

Qtel has previously expressed intentions to become a top 20 telco worldwide.

Dr Nasser's comments came just a day after Etisalat of the UAE took a 16% stake in Indonesia's Excelcomindo.

But the pitfalls of foreign telco investment in the region haven't appeared to deter Qtel. Just days after the Indonesian government effectively forced Qtel's indirect AMH partner Singapore's Temasek Holdings to divest one of its two stakes in the Indonesian telco sector on the grounds of price collusion, the country's anti-trust agency KPPU was at it again launching a probe into alleged price fixing in SMS.

Mohammad Iqbal, chairman of KPPU, said "We have launched a preliminary investigation which could take 30 days. It has been going on for a week or so". The move prompted an across-the-board drop in Indonesian telco stock prices.



## Nokia claims initial victory in Qualcomm dispute

The U.S. International Trade Commission issued an Initial Determination in favor of Nokia in the action brought by Qualcomm against Nokia alleging patent infringement.

The judge found that Nokia's GSM/GPRS/EDGE-only handsets do not infringe three Qualcomm patents. Moreover, it was determined that one Qualcomm patent—473—was invalid.

"The administrative law judge, after a review of the record developed, finds inter alia that there is jurisdiction and that there is no violation of section 337 of the Tariff Act of 1930, as amended," said Judge Paul Luckern.

Alleging infringement by Nokia of six Qualcomm patents, Qualcomm filed its complaint on June 9, 2006. Prior to the hearing, which began on September 10, 2007, Qualcomm voluntarily withdrew 3 of the 6 patents from its complaint. The remaining 3 patents relate to a CDMA invention Qualcomm claims it made.

Qualcomm declared the 3 remaining patents as essential to the GSM standard and subsequently attempted to withdraw its declaration on one of those patents.

Similar patents, relating to CDMA inventions, are at issue in the European and China cases filed by Qualcomm against Nokia.

Still, Qualcomm has yet to prevail in any patent litigation action against Nokia despite it having filed 11 lawsuits around the world over the past 2 years.

Separately, Rick Simonson, Chief Financial Officer, Nokia said, "We are pleased with Judge Luckern's decision and believe it is consistent with and supported by the facts."

"This decision confirms our belief that Qualcomm does not have relevant GSM patents. This is another failed attempt by Qualcomm to mislead both Nokia and the telecommunications industry."

However, the circus is not over yet as Qualcomm said that under applicable ITC rules, it intends to petition the Commission for review of the judgment as the ruling is only an initial determination, which will now be forwarded to the full Commission for review.

The Commission is scheduled to make its Final Determination by April 14, 2008.

Pamela Perez

## **SingTel signs with BEA Systems to leverage third-party content**

Singapore Telecommunications has deployed BEA WebLogic Network Gatekeeper at the core of its next-generation service delivery platform, announced BEA Systems. This will enable SingTel to leverage content and services from a wide ecosystem of third-party partners and the latter to access the operator's telecom network capabilities such as messaging, call control, charging, presence and location.

"We are committed to providing our customers with convenient, valuable and innovative services via wireless and Internet platforms and recognize that these services must be developed quickly and must function reliably in order to meet the needs of today's consumer," said Ho Siaw Hong, vice president of Consumer Mobile Engineering, SingTel. "By extending our service delivery platform, BEA WebLogic Network Gatekeeper enables our partners to build on SingTel's service capabilities in order to create these new services for our customers and enhance revenue opportunities for the company."

BEA WebLogic Network Gatekeeper is a service access gateway solution in service delivery platforms for telecom network operators and can be seamlessly integrated with fixed-line, mobile, IMS, cable or broadband networks.

Pamela Perez

## **Bebo launches SMS with JanglME**

Jangl's latest application JanglMe is being used by social networking portal Bebo to allow its users to send and receive SMS messages through mobile handsets and personal computers – the latter for free.

JanglMe complements a year-long implementation of voice-oriented Jangl deployments within popular social networks, such as Phonebook for Facebook, Jangl for Friendster, CallAnyone for Tagged and Jangl CallMe for Fubar.

"In working with Bebo, it is clear that SMS is key for this class of global social network and its highly mobile membership," said Michael Cerda, CEO and co-founder of Jangl, based in California. "For a leading Voice 2.0 company like Jangl, the convergence of the social web and mobile industries means that we have to do more, faster, in order to take full advantage of all of the new consumer communications service opportunities. Being the first Voice 2.0 company with SMS and launching first with leading networks like Bebo is an example of this rapid develop-and-deploy mentality. In 2008, you'll see Jangl deploy with more social web partners to redefine functional expectations of voice, voicemail, SMS – even email and IM."

The new JanglMe application allows Bebo users to initiate text messages, right from a Bebo profile, and then continue the conversation on their mobile devices, with their "real" phone numbers protected.

Furthermore, sending messages directly from the Bebo interface is free because the JanglMe functionality is persistent for Bebo users who have installed the application on their profiles.

Bebo is amongst the largest and fastest growing social web sites in the world, with 40m users.

Pamela Perez

## **Credit Suisse takes on PCCW's Jack So as vice chairman**

Previous PCCW deputy chairman and group managing director Jack So joined Credit Suisse at the rank of managing director. So will answer to the CEO for Asia, Kai Nargolwala, who himself was recruited just three months ago from Standard Chartered.

"I don't see this as a sort of nine-to-five, clocking in and clocking out kind of job," So said. "It is more of a leadership and advisory role, more relationship building."

He will be joining the second-largest Swiss bank on January 2 in Hong Kong and would be focusing on Hong Kong, Taiwan and mainland China.

So's range of experience across both the corporate and government sectors include heading up the MTR Corporation between 1995 and 2003 as CEO and then joining PCCW between 2003 and 2007, with the title of deputy chairman and group managing director. He also sits on the boards of Cathay Pacific Airways Ltd. and American International Assurance, a unit of American International Group.



## **3COM APPOINTS NEW REGIONAL PRODUCT MARKETING MANAGER**

3Com appointed Lee Yee Shiean as the new Regional Product Marketing Manager for 3Com Asia Pacific. With a MBA in International Business from the University of Western Sydney, Australia, he has seven years of experience in marketing and has expert level knowledge on enterprise data networking with a strong focus on LAN, WAN and security. Yee Shiean was Product Marketing Manager for HP ProCurve in the Asia Pacific region including Japan before joining 3Com

## **CELCOM TURNS TO LIVE RADIO TO PROMOTE BRAND**

Malaysia's Celcom is offering live radio streaming via its 3G network through its collaboration with Star RFM. Red FM's live broadcast is transmitted wirelessly over Celcom 3G to receivers on the KL Monorail. According to Zalman Aefendy Zainal Abidin, Celcom's Marketing senior vice-president, the partnership would give the company another platform to position its 3G offerings.

## **STARHUB CHOOSES OUTBLAZE FOR PFINGOMAIL SERVICE**

Outblaze was chosen to power StarHub's pfingo – an integrated application that offers mobile & PC users access to online communication and information services. Outblaze is a world's major online service platform providing white label email, collaboration, security and social media services, Outblaze was selected to be the main communication engine and deliver services such as pfingoACTIVE and pfingoTALK because of its webmail features and end-to-end service.

## **MICROSOFT BUYS MULTIMAP**

Microsoft has paid an undisclosed sum for UK online mapping firm Multimap. The software giant expects to maintain the unit as a subsidiary while integrating its technology into Windows Live, Virtual Earth, Live Search and other services. "We are thrilled to welcome Multimap onboard. This acquisition will play a significant role in the future growth of our search business and presents a huge opportunity to expand our platform business beyond the UK and globally," said Microsoft online services group general manager Sharon Baylay.

## **TYCO KICKS OFF AFRICA-EUROPE-INDIA CABLE**

Tyco Telecommunications has kicked off construction of the SEACOM cable linking southeast Africa with France and India. The 1.28Tbps submarine build includes a landing station in South Africa and boasts 15,000 kilometers of fiber reaching Marseille and Mumbai via hubs in Kenya, Madagascar, Mozambique and Tanzania. The privately funded project, slated for completion by June 2009, will offer twice the capacity of the sole regional link and ensure bandwidth for African operators wishing to deploy broadband services such as IPTV and P2P networks. "The overwhelm-

ing demand for increased bandwidth in East and South Africa grows greater each day,” said SEACOM president Brian Herlihy. “SEACOM is making massive new bandwidth available, enabling prices to come down dramatically and opening up the possibility of developing new fields of economic activity in all the countries served. SEACOM will be ready to serve Southern and East African markets from 2009, well in time to meet the bandwidth needs of the Confederations Cup and the 2010 Soccer World Cup in South Africa, and the growing requirements of the economies in the countries it serves.”

### **CHINA TOPS FOR TEXTS**

An analysis of the \$1.7 trillion global communications market by UK watchdog Ofcom reveals China to be the top market for mobile text messages. The nation traded 429 billion texts last year - an average of 967 per subscriber. India meanwhile doubled its mobile subscriber base last year but reached a penetration rate of just 14% of the population. France leads the IPTV sweeps with 1.5 million subscribers while the US and Japan boast the highest daily television viewing averages with 4.5 hours per viewer. But mobiles dominated sector growth with 53% of total telecom revenue.

### **INDIA FOCUSES ON COMPETITION FOR SPECTRUM**

Indian regulators must do everything they can to ensure mobile competition in a series of upcoming spectrum awards. So says Prime Minister Manmohan Singh, telling attendees of an industry conference that “the policy regime for making spectrum available should be fair, transparent, equitable and forward-looking. It should not create entry barriers to newcomers or barriers to the continued growth of the sector.” India's mobile sector is fast running out of available spectrum and policy issues are holding up new allocations. Critics maintain the government should refrain from awarding fresh spectrum to incumbent carriers based on the attainment of previously declared milestones until the awards process can be overhauled. Singh appears sympathetic, admitting "spectrum availability can be a constraint for the growth of the sector for the future" and calling for an embrace of technologies to maximize bandwidth.

### **SET TOP BOXES SET FOR REBOUND**

The global set-top box market should rebound in the current quarter after weakening in the three months through September, according to new figures from Dell'Oro Group. The analyst expects to see a 21% improvement sequentially with volume up 18% from the earlier quarter. That performance would create a \$10.9 billion year for the sector after a 7% volume contraction in the third quarter after holiday sales kick in. “Holiday sales of televisions lead consumers to upgrade or change their television service,” said analyst Greg Collins.

## **COMMSDAY ASEANHK**

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## Google aims to accelerate renewable energy development

Internet-giant Google took the industry by surprise with news that it will launch a new initiative known as RE < C, or renewable energy cheaper than coal.

RE < C's core objective is to build 1 gigawatt of renewable energy capacity at a cost cheaper than current coal power. 1 gigawatt of energy is enough to supply a city the size of San Francisco.

With power being a major cost for Google, the company has focused much effort on planning and resolving energy requirement issues, including the installation of a 1.6 megawatt solar power system at its Mountain View headquarters, which provides 30% of the peak power necessary to fuel the buildings. While Google has consistently declined to reveal its energy requirements and usage, industry insiders say the availability of sufficient and cost effective power plays a major role in the location of the company's massive data centre facilities.

"We have gained expertise in designing and building large-scale, energy-intensive facilities by building efficient data centres," said Larry Page, Google Co-founder and President of Products. "We want to apply the same creativity and innovation to the challenge of generating renewable electricity at globally significant scale, and produce it cheaper than from coal."

As part of the RE < C initiative, Google is building up its internal expertise and is hiring a team of engineers in renewable energy technologies and green business strategy, as well as technical skills in a range of areas, including regulatory issues, land acquisition and management, construction, energy project development, mechanical and electrical engineering, thermodynamics and control systems, physics and chemicals and material science.

Page continued, "With talented technologists, great partners and significant investments, we hope to rapidly push forward. Our goal is to produce one gigawatt of renewable energy capacity that is cheaper than coal. We are optimistic this can be done in years, not decades."

Google is working with two companies, eSolar and Makani Power Inc, in advancing their technologies. eSolar specializes in solar thermal power while Makani Power is developing high-altitude wind extraction technologies.



## HP sources solar and wind power for Irish, US facilities

Joining an increasing number of corporations tapping into alternative energy solutions, HP announced that it has entered into two purchase contracts for solar and wind energy.

In the US, HP has entered into an agreement with solar power systems producer and systems integrator, SunPower, to install and maintain a 1-Megawatt solar power generation system at its San Diego facility. The solar electric system will be financed and owned by an unnamed third-party, allowing HP to benefit from the project with no upfront capital costs.

HP will then buy back the electricity from the solar installation at a "reduced, locked-in rate under

the SunPower Access program.” With the SunPower Access program, SunPower designs, constructs and maintains solar electric power systems to the customer’s requirements. Rather than paying for the system itself, the customer pays for the solar electricity generated over a long-term power purchase agreement. SunPower is also the supplier for solar power installations for Google, as well as big names such as Walmart.

Initial estimates by HP indicate a savings of about \$750,000 in energy costs during the next 15 years and result in renewable energy credits because the solar facility will reduce carbon emissions by over 1 million pounds per year.

The San Diego installation includes 5,000 solar panels atop five of seven HP buildings. The panels, which are made up of photovoltaic cells, will generate approximately 1,676,000 kilowatt-hours of electrical energy per year – enough to provide more than 10 percent of HP’s energy use at the facility.

Meanwhile, HP has contracted Irish wind energy producer, Airtricity, to provide as much as 80 Gigawatt-hours of renewable energy, equivalent to nearly 90% of HP’s power requirements in the country. Through the use of wind energy, HP estimates an approximate savings of \$40,000 over the 1-year contract, with reduced carbon emissions equalled to taking 9,600 cars off the road for the period.



## **Business leaders call on UN to develop legally-binding framework to tackle climate change**

Senior executives from 150 global companies have signed a communiqué to the United Nations calling for a comprehensive, legally-binding framework to combat climate change.

Led by The Prince of Wales’s UK and EU Corporate Leaders Groups on Climate Change, which are developed and run by the University of Cambridge Programme for Industry, the communiqué was submitted at the end of November – days ahead of a two-week UN Climate Change Conference in Bali, Indonesia to discuss international carbon emission reduction measures after the expiration of the Kyoto Protocol in 2012.

As of November 2007, 174 states have signed and ratified the Kyoto Protocol. The only major economy that does not support the Kyoto Protocol is the US.

Citing “very serious global social, environmental and economic risks” from climate change, the group states “the benefits of strong, early action on climate change outweigh the costs of not acting.”

The communiqué goes on to state: “The shift to a low-carbon economy will create significant business opportunities,” and argues that a “sufficiently ambitious, international and comprehensive legally-binding United Nations agreement to reduce greenhouse gas emissions” is essential in providing “business with the certainty it needs to scale up global investment in low-carbon technologies”.

But most significantly, the business leaders argue that “the overall targets for emissions reduction must be guided primarily by science”. This is in contrast to the argument that has previously been made by some parts of the business community that it is concerns over competitiveness and cost that should set the limit of emission cuts.

The Bali Communiqué was sent directly to the 130 Environment Ministers that will be attending the Bali conference

Communiqué signatories from the telecoms and IT-related space include, Sir Richard Branson, CEO of Virgin; René Obermann, CEO of Deutsche Telekom AG; Olli-Pekka Kallasvuo, CEO of Nokia and Simon Beresford-Wylie, CEO of Nokia Siemens Networks; Zouhair A. Khaliq, president and CEO of Mobilink Pakistan; Simon Lewis, group corporate affairs director of Vodafone; Hideki Komiyama, president at Sony Ericsson Mobile Communications, as well as representatives from Sun Microsystems, Cable & Wireless, O2 and Symantec.



## **2.7% of energy is used for data processing in data centres**

Despite high energy consumption by data centre installations, only a fraction of a fraction of the power goes to actually processing data inside existing facilities.

According to Gary Chan, IBM Greater China's Executive IT Architect, Systems Architect Leader at the Systems & Technology Group, typical data centres spend 55% of their overall power on cooling and other environmental control and only 45% on the IT load such as servers and hardware. Of that 45% on the servers, 70% is used to maintain the power supply, memory, fans and drives, leaving only 30% for actual processor, which in itself is idle 80% of the time. This means that only 20% of 30% of 45% of the total power consumption (or 2.7%) is actually used for data processing.

Chan was speaking at the Green Computing Forum 2007, organized by the Hong Kong Open Source Software Centre.

## **Macquarie picks Sun servers on 'green' credentials**

Macquarie Hosting says it awarded a \$1 million supply deal to Sun Microsystems based on energy saving criteria. It claims the new equipment will drive up to 60% less energy usage compared to current systems.

Macquarie managing director Aidan Tudehope says Sun's selection followed a six months energy monitoring project across its data centre facilities. It found that the greatest sources of power consumption were servers, switches, firewalls and air conditioning units which contributed over 85% of the total cost of operation.

Tudehope said, "there's a lot of vendor hype around green IT in the market at present. In our experience it's really important to measure the technologies that actually deliver in a range of environments. On the basis of our study findings, with an absolute focus on reducing our carbon footprint, we're now moving to Sun."

The initial \$1 million contract will see 200 Sun Fire X64 Series servers deployed in Macquarie's so-called Intellicentre. The move is expected initially to improve efficiency of Macquarie Hosting's data centre energy consumption by more than 650,000 Kwh per year. Average households consume between 7,000 to 8,000 Kwh annually. This equates to over 600 tonnes of CO2 emissions, according to Energy Australia.

Macquarie's announcement follows news of plans for Nextgen's data centre operator Metronode to expand its 'green' facilities. Both Macquarie and Metronode report increasing demand from customers for environmentally conscious communications solutions.

**Tim Marshal;**

## **Environmentally-friendly data archiving in Iceland**

Hitachi Data Systems has partnered with Icelandic facilities operator, Data Íslandia, to offer what the companies' claim is the world's most environmentally friendly outsourced data archiving service.

The service will leverage Data Íslandia's storage facilities near the town of Sandgerdi on the Reykjanes peninsula in southwest Iceland, which are completely powered by geothermal and hydroelectric energy, as well as archiving technology from Hitachi to manage stored data for optimal compliance, risk containment, governance and operational advantage.

"Organisations are focused on making their data centres more efficient, but virtualising six-month old information, which is effectively digital toxic waste, is a very poor use of resources. Instead, they should be looking to completely remove this data from the corporate network," said Sol Squire, executive member of the Board of Directors and CBDO for Data Íslandia. "We offer an ideal solution, with our geographic, regulatory and environmental advantages combining to offer very stable long-term rates on archival storage."

Data Íslandia will use the Hitachi Content Archive Platform as the core digital indexing and archival platform, and will utilise Hitachi's flagship storage system, the Universal Storage Platform V, for the storage of the archived data. The service aims to offer decades-long archival services, including the migration of data across generation of storage technologies. The platform also allows online access to archived data.

The announcement highlights the demand for data archiving and managed storage services, says Ian Brown, senior analyst at Ovum.

"The second trend - that of building data centres and facilities away from urban centres and closer

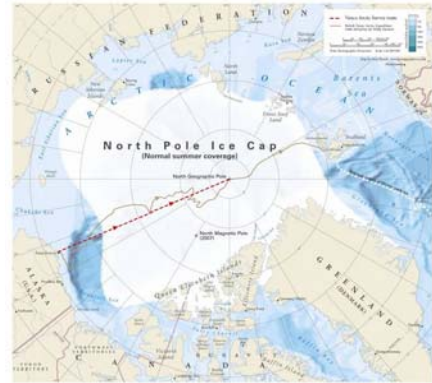
to energy sources - is one that we expect to become more prevalent in the years to come," Brown said.

"Google is already building data centres close to power stations on the banks of the Columbia River. On a smaller scale, IT services companies such as Data Islandia see the value of locating their facilities close to sources of renewable energy and it goes beyond just wanting to be green. The principle is a good one: it's easier and more efficient to transmit data over long distances, than it is to transfer electricity."

## Team embarks on Vanco Arctic Survey

Telecoms service provider Vanco is sponsoring a survey of the Arctic ice cap. The expedition consists of explorer and environmentalists Pen Hadow, Ann Daniels and Martin Hartley. The team will be equipped with ice-penetrating radar to capture the thickness of the ice every 20 centimetres, which will result in the most detailed and accurate data of the thickness of the Arctic polar ice cap. Their conclusions will assist governments throughout the world to prepare for the consequences of its meltdown.

The expedition will leave Point Barrow, Alaska USA in late-February 2008 and is expected to arrive at the North Pole by early-June 2008. The team will walk 1,890 kilometres in 120 days in temperatures as low as -50 degrees Celsius. Green Telecom will bring you regular updates of the Vanco Arctic Survey.



**12% of Americans will pay more for green electronics:** A new study conducted in the US by Forrester Research has found that over 50% of Americans are concerned about the environment, while 12%, or some 25 million Americans, are "absolutely" willing to pay a premium for environmentally-friendly electronic goods. The study, *In Search of Green Technology Consumers*, surveyed 5,000 adults on their attitude towards green electronic goods.

**WebEx releases Green Guide for Office:** Web conferencing provider, WebEx, a Cisco company, has released what it calls the Green Guide for offices. The booklet includes contributions from The Climate Group, WebEx, Quocirca, Cisco, Vodafone and Fujitsu-Siemens, and outlines tips on reducing energy consumption and waste from the perspective of travel reduction, employee behavioural management, mobile communications, desktop computing and data centre operations.

**Bouygues Telecom to build positive-energy facility:** French mobile operator Bouygues Telecom will build two environmental-friendly facilities located at the entrance to the Meudon-la-Forêt business park outside Paris. The first facility will be a technical centre built according to a High Environmental Quality approach, which leverages advanced architectural design and materials to reduce the building's heating and cooling requirements, as well as other systems such as photoelectric cell-equipped lighting that auto-adjusts luminosity depending on the availability of natural light.

**Xerox raises emission reduction target:** Having bested its 10% emissions reduction target by 2012 with an 18% reduction in greenhouse gas emissions since 2002, Xerox says it has set a new target of reducing its emissions by 25% from 2002 levels by 2012. In addition to preventing the emission of 87,000 metric tons of carbon dioxide in 2006, the equivalent of taking more than 18,000 cars off the road, Xerox's GHG reduction program saved the company \$18 million last year, the company said.

**LG Electronics forays into new energy:** Starting next year, LG Electronics will diversify its business by launching energy solution services and energy-efficient systems. LG plans to begin an energy consultancy, which will be customized to help different customers develop their own eco-friendly management. LG will work with customers through the entire process of establishing an energy system for public buildings, from suggestion to planning, ordering, operational supervision and maintenance of the energy system.