

RETHINK IN INDIA
Six rejected mobile aspirants will have their applications reconsidered

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COMMSDAY

ASEAN CHINA EDITION

January 11 2008

Asia's best technology industry title (Media Connect Awards 2007)

Written & published from 5 bureaus worldwide

Asian countries slide down e-government rankings

A United Nations survey of global e-government readiness has found that many Asian countries are sliding down the rankings. The survey ranks countries through evaluating and weighting the quality of the government's web presence, their infrastructure and their human capital.

Just one Asian country—South Korea—made the top ten coming in at sixth, with Japan next on 11th. The next highest was Singapore at a surprisingly low 23rd, and Malaysia at 34th. The top 35 countries are otherwise dominated by Europe, Australasia and North America.

The biggest revelation was that most Asia countries are sliding down the rankings. Singapore was the most prominent to fall from grace, falling to 22nd from 7th position in 2005.

But China fell to 65 from 57, India from 87 to 113, Thailand from 46 to 62, the Philippines from 41 to 66 and Indonesia from 96 to 106. Other countries to slide included Maldives, Sri Lanka, South Korea, Brunei and Myanmar while Japan, Malaysia, Vietnam and Cambodia improved their rankings. Sweden topped the rankings followed by Denmark, Norway and the United States.

“There were large differences between the five regions in terms of e-government readiness, with Europe (0.6490) having a clear advantage over the other regions, followed by the Americas (0.4936), Asia (0.4470), Oceania (0.4338) and Africa (0.2739). Asia and Oceania were slightly below the world average (0.4514), while Africa lagged far behind,” the report found.

“A large part of the success of the European countries has been their investment in infrastructure and connectivity, most notably in broadband infrastructure. It is worth noting that in this year's Survey, there were no countries in the top 35 from the African, Caribbean, Central American, Central Asian, South American, and Southern Asian regions,” it continued.

The report wasn't completely downbeat about regional e-government and indeed singled out some Asian examples as best practice services.

How Asia ranked for e-government

Country	2008	2005
South Korea	6	5
Japan	11	14
Singapore	23	7
Malaysia	34	43
Thailand	62	46
China	65	57
Philippines	66	41
Mongolia	82	93
Brunei	87	73
Vietnam	91	105
Indonesia	106	96
India	113	87
Cambodia	115	128
Myanmar	145	144

For example it said the Indonesian Social Ministry website is an example of a “Best Practice” in user preferences and rankings, by allowing users to directly and indirectly shape their web experience. An example of this in the government context is the “Top 10 Article Lists”, which provides a ranking of the top ten most often read articles, most highly rated items, most often downloaded files, most active commenters, etc. This reflects the wider web trend of user-shaped news and content, and takes the decision of what is important and how it will be displayed out of the government’s hand and into those of the citizen’s, it said.

Grahame Lynch

India’s DoT reconsiders rejected license applications, as TM claims ‘discrimination’

India’s Department of Telecom made a complete 360 degree turn as it is now reconsidering 6 rejected mobile licenses applications from Allainz Infratech, S Tel, Spice Communications, Indiabulls-owned Selene, Parsvnath and Cheetah Corporate Services, said reports.

Telecom Malaysia, which has a 39.2% stake in Spice Communications, pushed for the rethink when it demanded that the DoT take into account its net worth in considering Spice’s application.

Spice’s application had been turned down as DoT said that the company did not fulfill the criteria of having a net worth of about US\$330 million in order to be a pan-India operator. Spice is set to approach the courts over what it claims is ‘discrimination.’

CEO of Telekom Malaysia International Yusof Annular Yaacob said that the net worth of TM on the day Spice applied for licenses was over US\$6 billion.

Chairman of MCorp Global B K Modi which holds about a 40% stake in Spice, said that the company would go to court if the DoT ‘discriminated’ against it. “They are finding fresh excuses to keep us from (licensing). We head the queue for licences and spectrum.

“The Spice Group is now worth over \$1 billion, so where is the question of not fulfilling the net worth?” he asked. The DoT, on the other hand, reiterated that Spice did not fulfill the net worth clause on the date of application.

Nevertheless, after day-long negotiations and discussions at the DoT on Wednesday, the department decided to send the files of the six companies to telecom minister A Raja, which if the minister clears will also be issued letters of intent along with all the other players who applied before September 25. This would all go down within the next couple of days, or even as early as Thursday, sources said.

Each player, upon clearance, has to pay Rs 1,651-crore (US\$420 million) license fee for a pan-India license or less if it has applied only for some circles, and wait in queue for spectrum, which will be allotted once the defense forces vacate a part of their spectrum, said reports.

Final call for speakers for CommsDay Summit 2008

CommsDay Summit 2008 is currently finalizing the line up for its April 15-16 event, which features a new technology stream format. As part of this we would like to invite CommsDay readers who may wish to present at our event to forward proposals to Grahame Lynch at grahamelynch@commsdaymail.com by today. The streams cover topics such as international capacity, outsourcing, enterprise telecoms, mobile TV, next generation backhaul, FTTN, 3G&WiMax and unified communications. Keynotes currently scheduled include Dr Jeffrey Cole, the director of the Centre for the Digital Future from the University of Southern California. Announced sponsors include platinum sponsor Alcatel Lucent, gold sponsor IPhone, plenary session sponsor Telstra and stand sponsor Mapinfo.

CommsDay at PTC

Communications Day is the official daily newsletter for the Pacific Telecommunications Council’s PTC ‘08, planned for Honolulu next week. We’re teaming up with TelecomTV to give delegates the best online and email information coverage of the event. If you are speaking or exhibiting at the event and have an interesting story to tell the industry contact Grahame Lynch at grahamelynch@commsdaymail.com by tonight.

Application to the DoT's Wireless and Planning Co-ordination Wing for a spectrum license would also be necessary. Only after the spectrum is allocated will commercial services be allowed deployment. Each letter of intent holder, after it pays the license fee, will be entitled to 4.4 MHz of GSM spectrum per circle, subject to availability.

Pamela Perez

MobiFone, Viettel and Vinaphone race for first

As experts forecast that the Vietnam mobile market will grow 40% this year as new players enter the market, major players Viettel, Vinaphone and MobiFone outrun each other to get the top position. According to industry insiders, the market in 2007 saw incredible growth with operators attracting 14 million new subscribers, twice as many as in 2006.

The existing players are likely to focus on service quality.

VMS-MobiFone director Le Ngoc Minh said his company focused on expanding the network by building 4,500 new base transceiver stations, which is equivalent to the total number of BTSs they built in 13 years.

Meanwhile, Viettel reported it expanded its network to 1,005 communes, with a total of 7,000 BTSs. The number of new BTSs installed in 2007 is equal to that of the three previous years. Viettel plans to bring its number of BTSs to 11-12,000 this year, enough to serve 40 million subscribers. "Our policy is expanding coverage to remote and isolated areas, where there are at least 200 families," said a Viettel official.

Vinaphone, formerly the largest mobile network, said that it is trying to complete installation of 3,000 new BTS' in late 2008 to raise the total number to 9,000, according to reports.

The Ministry of Information and Communication reported that Vietnam currently has 33 million mobile users, Viettel holding 14 million of them and MobiFone and Vinaphone with 8 million each. The remaining subscribers are divided between HT Mobile, S-Fone and EVN Telecom.

The mobile market will soon welcome a new addition by the name of GTel. GTel resulted from an agreement in principle last year between Vietnam's Ministry of Public Security and Russia's telecom giant VimpelCom.

Also, many foreign telecom companies are eyeing Vietnam's mobile market with MobiFone's plan to privatize this year. France Telecom, Singtel, Comvik Telecom from Switzerland and Vodafone are said to be interested in buying into MobiFone, according to reports.

Pamela Perez

AT&T to officially block Internet traffic?

AT&T could become the first US carrier to officially block Internet traffic from its pipes. Representatives from the firm told the New York Times that data flows could be reaching a critical point where heavy content policing is necessary. Speaking at this week's Consumer Electronics Show, legal affairs head James Cicconi said major service providers probably ought to begin inspecting traffic and quashing infringing works to help kill off piracy and improve bandwidth.

"What we are already doing to address piracy hasn't been working. There's no secret there," he told the paper, adding the carrier has already spoken with a number of players about digital fingerprinting. "We are very interested in a technology based solution and we think a network-based solution is the optimal way to approach this."

The comments are likely to win plaudits from content owners but inspire yet more wrath from consumer groups, which have already lashed out at the carrier's willingness to expose its subscribers to illegal federal spy programs and direct NSA taps. Critics claim filtering at the network level poses significant freedom of speech concerns and is almost certain to steamroll over fair use provisions. Allegations that Comcast was blocking P2P traffic last year inspired a backlash that included the threat of Congressional oversight and fueled demands for a 'Net neutrality law.

"Whatever we do has to pass muster with consumers and with policy standards. There is going to be a spotlight on it. We've got to figure out a friendly way to do it," Cicconi admitted, noting a technological solution is not yet in place.

FCC PROBE: The threat comes as Comcast wrestles with the fallout from its own traffic shaping scandal. The cable giant yesterday promised to cooperate with a fresh Federal Communications

Commission probe into its policies but denied claims it quashes P2P traffic. By some estimates illegal P2P files make up the majority of Internet transmissions.

“Comcast does not, has not, and will not block any Web sites or online applications, including peer-to-peer services,” executive vice president David Cohen said in a statement. “We believe our practices are in accordance with the FCC's policy statement on the Internet, where the Commission clearly recognized that reasonable network management is necessary for the good of all customer.”

Sprint Nextel to launch WiMAX in April—but at a price

Sprint Nextel plans to launch commercial WiMAX services in April but warned the costs could shock consumers amid a potential recession. CTO Barry West told CES attendees the operator would not subsidize hardware and would charge more robustly than for mobile services. “People will be excited about our rates. They won't be ecstatic about them because we're not going to give [WiMAX access] away.”

Sprint is gambling its \$5 billion WiMAX network finally reverses a downward spiral that has seen the operator lose ground to larger mobile rivals AT&T and Verizon. It plans to initially limit hardware to a desktop modem and a notebook access card and will not offer WiMAX handsets in the near term. That leaves the field wide open for independent vendors, which must still contend with unspecified WiMAX access tariffs that are slated to include daily and weekly subscriptions aimed at tourists and travelers. Nokia has already promised an Internet device while West says around 10 terminals will be ready by April. Sprint kicked off a "soft launch" of the service in Baltimore, Chicago and Washington, DC earlier this week.

Patrick Neighly

Verizon fights security threats with new UTM service

Communications and IT solutions provider Verizon Business says it wants to help companies defend themselves from rising security threats with its new Unified Threat Management offering, according to a press release. The new service includes firewall, antivirus and spam services, content filtering and VPN capabilities.

According to Cindy Bellefeuille, director for solution and product marketing for Verizon Business, customers will be able to filter content, block spam and host VPNs without deploying multiple boxes at their facilities as the new offering rolled multiple security services into one device.

UTM complements mid-sized businesses and remote locations within an enterprise as it offers an efficient approach to security, said Verizon.

“Unified threat management is gaining traction in the corporate marketplace,” said Kerry Bailey, vice president of Verizon Business Security Solutions. “We have the expertise to manage these inherently complex devices, allowing our customers to streamline their approach to security and focus

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on their core business.”

The UTM service will be deployed on-site and will be compatible with both Cisco Adaptive Security Appliances and with Juniper's Unified Threat Management platform, said reports.

The company also said the option of either managing their own UTM service or of letting Verizon manage the service for them will be given to customers. In both options, Verizon is responsible for monitoring the customer's network for security threats.

Verizon's UTM service is available in the U.S. and in many countries in Europe and the Asia-Pacific region and can be integrated with its portfolio of security products and services to give customers a holistic view of their security environment, said the release.

Pamela Perez

Qualcomm to hit back on court penalty

Qualcomm yesterday indicated it could fight back against legal sanctions handed down by a US magistrate. Judge Barbara Major this week hit the CDMA developer with an \$8.6 million penalty after determining it was deliberately missing court deadlines to hand over 46,000 documents to rival chipmaker Broadcom as part of the discovery process. She cited "monumental and intentional discovery violation" and further referred six outside attorneys to the state bar for disciplinary action.

Qualcomm said it "regrets the discovery errors" and could appeal the fine as it ultimately handed over the documents, just as it is likely to appeal its loss of the patent infringement case itself. "These actions defy any suggestion that Qualcomm engaged in intentional misconduct. We are considering our options, including further appeal," the vendor said in a statement.

FIBRE CONNECTIONS IN EAST MALAYSIA TO BE LINKED

Malaysia cable operator Safcoa signed an agreement with Telekom Brunei and Celcom's eastern Malaysia unit to connect a fibre network across Sabah, Sarawak and Brunei. The network will combine three separate holdings of eastern Malaysia land links held by the three with a 1,000km under-sea cable operated by state owned Safcoa that links Kuching to Johor in peninsular Malaysia. The 4,000km of island holdings are mainly owned by Sacofa with 2,900km rounded out by Celcom Timur (605km) and TelBru (410km).

TOT INVESTIGATED OVER CONTRACT SWAP

Thailand's TOT is being investigated by the Auditor General as to why it awarded and then disqualified ZTE a large national security-oriented broadband contract in favour of local firm se Forth Corporation. The Bangkok Post says that the 850m baht deal calls for the provision of 167,500 broadband Internet ports and 2,000km of fibre links for military and governmental use. The report says that TOT changed its mind after a request of the Army although this has been denied.

C-COM GOES MOBILE WITH IPSTAR

C-COM Satellite Systems said it completed the integration of its iNetVu mobile antenna systems with Shin Satellite's IPSTAR broadband satellite. The iNetVu mobile integration with the IPSTAR modem makes it now possible to deliver mobile solutions to existing and new potential IPSTAR customers in its Asia markets. "We are pleased to have been able to cooperate with IPSTAR and implement a seamless integration of the iNetVu controller with the IPSTAR modem. This integration will allow us to deliver jointly with IPSTAR a cost effective and reliable mobile solution to a very large area in the Asia Pacific region covered by the IPSTAR network. C-COM will be working closely with our own reseller channels in the region as well as with the large IPSTAR distribution network to promote this new business opportunity" said Leslie Klein, President and CEO of C-COM Satellite Systems Inc.

NEW INTERNATIONAL CALL FORWARDING SERVICE EXPANDS IN CHINA

Beijing GRT Information Services has signed contracts with eight sales agents located at Nanjing, Urumchi, Hangzhou, Zhengzhou, Guangzhou, Chengdu, Chongqing and Jinan to provide International Call Forwarding Services to outbound travelers. The sales agents agreed to pay SMGH a fixed one-time fee of RMB 240,000 for the joining fee and agreed to purchase a minimum number of business travel mobile SIM cards. Before the addition of these eight sales agents, Beijing GRT

had one branch established in Shanghai, which provides ICFS to only Hong Kong and Thailand – already claiming annual sales of \$1.57 million. The market for the ICFS is Chinese residents who travel abroad for business reasons. Between 1999 and 2006, this market grew by 22% annually, increasing from 9 million travelers in 1999 to over 34 million travelers in 2006.

ASIAINFO SHANGHAI BOSS CONTRACT

AsiaInfo Holdings signed a contract with Shanghai Mobile, a subsidiary of China Mobile, to optimize its Business Operation Support System (BOSS). Under the terms of the contract, Asiainfo will upgrade the carrier's system to comply with China Mobile's BOSS 3.0 specifications and expand the system's capacity to accommodate future subscriber growth. The updated system will offer strengthened support for revenue management and value-added services and will provide a consistent customer service experience.

ATLANTIC ACM AWARDS BEST WHOLESALERS NEXT WEEK

Atlantic-ACM will deliver its 2008 Global Wholesale Carrier Excellence Awards on Monday, January 14 at 12:30pm during the Global Wholesale Session at PTC '08, which is taking place at the Hilton Hawaiian Village in Honolulu, Hawaii next week. The awards are derived from hundreds of wholesale customer evaluations of global carriers.

NEW NORTEL SALES HEAD

Nortel has hired an executive at EMC to become its new head of sales. Bill Nelson will become executive vice president of global sales effective January 18. Nelson is currently a senior vice president at EMC, where he heads up the company's resource management software group. He also has worked in various positions at AT&T and Lucent, Nortel said.

VONAGE DOESN'T EXPECT REDUCED LOSSES

Vonage Holdings doesn't expect to slow the pace of subscriber losses in the current quarter. The ailing VoIP operator told analysts it would likely miss 2007 revenue forecasts by some \$30 million with an \$800 million haul. Protracted legal battles over its IP telephony patents drained 4Q coffers to create an operating loss, but officials said Vonage closed out the year with \$190 million cash on hand. The company has long been expected to close shop amid sluggish subscriber performance and a series of lawsuits filed by carrier rivals hoping to quash competition from cheaper services.

JUNIPER WINS IN TAIWAN

Chung Hwa Telecom has tapped Juniper Networks to construct a unified IP core for its domestic operations. The proposed infrastructure is intended to support the Taiwan carrier's fixed-mobile convergence strategy while slashing costs by migrating to a single platform capable of supporting multiple services including fiber access, video and 3G wireless. Financial terms were not disclosed. "This is an important and exciting agreement for Chung Hwa Telecom, especially considering it is the first contract for our five-year NGN renewal plan. IMS is a key technology to further develop VoIP services and next generation telecommunications. We are proud to be the first operator in Taiwan, and in Asia Pacific, to deploy IMS-based VoIP," said carrier business head Hsieh Chun-Ming.

INDIA ADDS 11M LINES IN 2 MONTHS

India continues to swell its mobile subscriber base at a record pace, adding more than 11 million GSM lines in the last two months alone. New figures from the Cellular Operators' Association of India indicate 5.7 million GSM users signed up last month and 5.8 million more came online in November. The numbers do not include monthly additions from second-ranked operator Reliance Communications, which operates a minor GSM network but heavily favors its CDMA operations. The nation has an estimated 166 million consumers using the wireless technology out of more than 225 million total mobile subscribers. The market is one of the fastest growing in the world with cellular penetration hovering around the 20% mark.

> Motorola trials green energy BTS'

> Data center growth will fuel voracious increase in power consumption

ITU ponders systematic standards review in light of climate change

In a statement to the UN Conference on Climate Change in Bali, Indonesia, the ITU outlined a list of activities aimed at enhancing its efforts to combat global warming.

The ITU says its Telecommunications Standardization Advisory Group (TSAG) strongly backs the hosting of an international symposium that will call for a systematic review of all its standards under the ITU-T Recommendations category in the light of climate change. The TSAG will also look to come up with a checklist to ensure that climate change migration is taken into account at an early stage of standards development, in order to avoid retrofitting.

Meanwhile, the ITU is also looking towards an upcoming international symposium in April 2008, organized as part of the UN agency's Technology Watch function, to raise awareness of the role that the information and communications technology sector can play in climate change, including the identification of new areas for standardization work to reduce the impact to the environment, such as reducing power requirements of telecommunications equipment, terminal devices and networking equipment, and the roll out of next generation networks that can bring about 40% energy savings compared to today's networks.

The statement also highlights the need for the coordination of the orbital and frequency resources for satellites for gathering data on climate change. At the same time, the UN agency also plans to step up its role in providing high-level policy review and guidelines to help developing countries take full advantage of ICT applications for environment management and sustainable development.

Two technologies, RFID (radio frequency identification) and ubiquitous sensor networks (USNs), were spotlighted in their ability to reduce energy consumption by using motion sensors that switch on lights only when necessary or by automatically adjust heating requirements. The agency is also planning significant work on the use of ICT for disaster preparedness to mitigate the negative effects of climate change and provide solutions for disaster relief.

The proliferation of ICT products inside homes and offices and the evolution to "always on" broadband and mobile service models, "places an increasingly heavy burden on energy consumption," especially when compared with traditional fixed line phones, which do not require an independent power source, ITU said.

Motorola eyes potential for alternative energy systems

After the conclusion of a successful trial of a base station powered by wind and solar energy with a Namibia mobile operator last year, Motorola says such solutions will be ideal for Asian operators faced with geographically-challenged locations.

The Namibia trial, conducted in conjunction with the GSMA, consists of a commercial base station in a 6 carrier configuration using a Motorola Horizon II DC Macro BTS powered by a 5 kilowatt solar array and a 6 kilowatt wind turbine. The site took a small crew 4-5 days to set up – not counting geological surveys of the site prior to design and installation, and operated 24 hours a day carrying live traffic.

"The solar array charged a set of batteries during the day, which were then discharged to power the base station during the night," said Richard Martin, global marketing manager for 2G/2.5G solutions at Motorola Home & Networks Mobility. "At various times of



the day, the wind turbine kicks in and tops up the battery as needed.”

The system was developed by engineers at a Motorola research facility in Swindon, UK and first trialled in 2005. Martin adds that with experience from the Namibia trial, the company is now offering the solution as a standard product to operator customer around the world.

As Asian operators move beyond metropolitan areas and begin to roll out network coverage to rural and remote regions, renewable energy-powered network equipment offers an ideal alternative to traditional grid-powered and diesel power systems, Martin adds.

While he declined to give a direct cost comparison with traditional base station sites, he highlights several advantages with renewable energy-powered systems, including the elimination of ongoing opex and regular visits to the site. With sites such as the one in Namibia, maintenance visits can be reduced to once a year.

“Sites with diesel generators are still cheaper to build but you need to delivery fuel to the site,” he said. “In easily accessible locations, then you need to look at the cost and find the cross over point. But in some sites, and there are some that are only accessible by helicopter, then there is no comparison.” The same factors are applied to choosing renewable energy over grid power, he adds. With some sites costing several thousand dollars per kilometre to reach with the main power grid, installing renewable energy makes a lot of sense.

Despite operating in the winter months in Namibia, where conditions for such systems were least favourable, the system exceeded performance expectations. “The system worked so well that we probably could have used a smaller array and turbine for the site,” Martin said.

The Namibia system was selected as a medallist in the category of “Best Use of Green Technology” by the British Computer Society Industry Awards.

Trox AITCS rolls out CO₂-based cooling system

Trox AITCS (Trox advanced IT cooling system) plans to step up promotion of a new cooling system that promises up to 7x more heat dissipation capacity as traditional air or water-based systems.

The system is being marketed to data centre operators and large financial institutions that have large IT installations in close proximity such as trading floors.

The Trox AITCS system uses recycled carbon dioxide – a bi-product of industrial processes – as the liquid coolant to take away heat from increasing deployment of IT systems. According to the company, CO₂ has over seven times the heat capacity of chilled water, which enables a slim-lined construction that would not be possible with chilled water. Trox AITCS solution offers a 10-30% energy saving over chilled water systems and a typical 250KW installation can reduce CO₂ emissions by 290 tons per annum.

The company’s CO₂OLdesk system is already deployed by JP Morgan and ABN Amro, on trading floors to reduce the demand of traditional overhead air conditioning systems by removing the heat near PCs under the trading desk.

The system can help reduce temperature in office environments from an intolerable 30-degree, to 23-degree and enabled JP Morgan Chase to install traders in its Wood Street office in London, which was previously deemed unsuitable due to overheating concerns.

Ericsson wins Vodafone deal for energy saving systems

Vodafone Germany has deployed Ericsson’s new Base Transceiver Station (BTS) Power Saving feature, which was developed to reduce energy consumption of mobile networks. The initiative is part of the operator’s strategy to reduce energy usage and corresponding carbon emissions.

The new feature works by putting parts of the network that are not being used during low traffic period on standby mode. Traditionally radio equipment is continually turned on even during low usage times.

According to Ericsson, the Power Saving feature can save between 10 and 20 percent of the energy per BTS during operation without any degradation of service quality to end-users.

The feature will only work with Ericsson GSM radio base stations introduced since 1995.

China Award: Meanwhile, Ericsson was selected for the China Information Industry Energy Efficiency Innovation Award by the China Center for Information Industry Development (CCID), an industry think tank under the direction of the MII.

The Award was presented to Ericsson as part of the seventh Annual Economic Conference of

China IT Industry in Beijing and recognizes the company's efforts in improving the energy efficiency of its products as well as optimization of network energy consumption.

In addition to the BTS Power Saving features, Ericsson initiatives in this area include a commitment to improve the energy efficiency of its base stations by up to 80% by end-2008, the introduction of the Ericsson Tower Tube, a base station design that reduces carbon emission by 30% during construction and 40% when in operation. Ericsson also offers systems using renewable energy such as solar and bio-fuel and installed its first solar site in 2000.

Server electricity requirements could add 10 GW power plants by 2010

A new study released by chipmaker AMD forecasts massive electricity requirements to power global growth in data centres unless new energy efficiency initiatives are deployed.

The study, conducted by Standard Ph.D Jonathan Koomey and based on historical and projected server shipments from analyst firm, IDC, documented server energy use across five regions: the US, Western Europe, Japan, Asia Pacific (ex. Japan) and the rest of the world.

The study forecasts that, based on current growth trends, the US share of total world server electricity use from data centres will likely decline from 40 percent in 2000 to about one-third by 2010, while the Asia/Pacific region (excluding Japan) will increase its share from 10 percent to about 16 percent over that period.

The absolute electricity consumption for servers in the Asia/Pacific region under this scenario would more than double from 2005 to 2010, requiring electricity capacity equal to output from two new 1000 MW power plants. For the entire world, server consumption from 2005 to 2010 would require additional capacity equal to more than 10 additional 1000 MW power plants. One 1000 MW coal-fired power plant emits between 1.4 to 4 million tons of CO₂ annually, equivalent to the emissions of up to 850,000 cars.

“Our hope is that this research helps bridge the gap between knowledge and action by furthering worldwide understanding of the economic and environmental costs associated with escalating data centre energy consumption,” said Bruce Shaw, director, Server and Workstation Marketing, AMD.

“According to a recent U.S. EPA Report, data centre energy consumption in the United States five years from now could be cut by as much as 20 percent with relatively minor efforts by data centre managers, including turning on available power management features, enabling higher rates of resource consolidation, shutting off unused servers and improving infrastructure operations.”

Going green among top 10 trends for China's ICT sector in 2008

CCID Consulting, a Hong Kong-listed research, consulting and IT outsourcing service provider, identified Green ICT as a key trend for China's information and communications technology sector for 2008.

“Green ICT is prevailing among the semiconductor, product, database and IDC fields

“Under the rise of energy prices, the state's energy saving policy, and rising corporate social awareness in the environment, ICT enterprises and users are attempting to be dedicated to creating a healthy environment,” CCID Consulting said.

“Because semiconductor manufacturers are devoting themselves to the R&D of chips at low energy, the ratio of performance and energy consumption becomes an important measurement index. Downstream products such as PCs, printers, mobile phones and consumer electronics also pay attention to power waste reduction, environmental-friendly quality and circular application. Furthermore, not only the hardware industry, but also the software becomes green. The green software industry based on the green library is rising to save storage resources and system cost, reduce energy waste and increase efficiency. All are attempting to be the first to present a green effect in the IDC application.”

Other trends highlighted by CCID include: growth of supply chain optimization; high performance computing solution that speed up time to market of business applications; rapid deployment of new services for the 2008 Olympic Games; more outsourcing of both software and hardware services for business; the emergence of domestic manufacturers for 3.5G devices; a difficult integrated-circuit (IC) sector; business will put performance as an important criteria; a transfer to flexible and adaptive IT

platforms; and implementation of e-commerce in traditional industries.

Norway's Telenor and 12 peers form partnership to fight climate change

Norwegian operator, Telenor, and 12 global corporations headquartered in Norway, will collaborate on a project called KlimaGevinst or "Climate benefit," to make the country's businesses a leader in reducing greenhouse gas emissions.

"Telenor want to contribute to combat climate change and have therefore decided to join forces with KlimaGevinst. The shared outlook of partnering companies is that we all have ambitions and the means to make a difference, and we have defined climate as an area for strategic development. This is a knowledge-based collaboration, enabling the participating companies to contribute to meet climate challenges. Joint efforts across industries will help all involved parties to achieve results faster," says Per Simonsen, Senior Vice President Corporate Strategy.

The project's outlined goals for 2008 include significant energy savings with emissions of greenhouse gases to a minimum, to promote Norway as a major exporter of renewable energy, as well as clean energy technology, and to reduce the exposure of commercial and residential buildings and other infrastructure to future impacts of climate change.

13 initiating companies: KlimaGevinst involves 13 companies: Telenor, Det Norske Veritas, DnB Nor, Elkem, The Grieg Group, Hydro, NorgesGruppen, Scatec, Statkraft, TrygVesta, Veidekke, Veolia and Yara. These companies represent total earnings of NOK 450 billion (approx. US\$83 bn). Through the project the companies will collaborate to develop the market for climate friendly products and services.

CES urges visitors to offset emissions: In addition to a commitment to offset the environment impact of the show through donations to renewable-energy, energy-efficiency and reforestation efforts, organizers for this year's 2008 International CES (Consumer Electronics Show) is urging visitors to the show to offset the carbon footprint of travelling to the event. According to the online offset service providing by the organizers – www.carbonfund.org – the price of offsetting travel emissions for a visitor from Hong Kong to the show is US\$39.18 – at least double that for business class travellers.

Recycled handset shipments to exceed 100m units in 2012: A new study by ABI Research says that the worldwide shipment of recycled handsets will reach 100 million by 2012 as a result of shorter replacement periods, growing demand for low-cost units from emerging markets and regulatory requirements. According to the report, handset vendors including Nokia, Motorola, Sony Ericsson, Samsung, and LG are concentrating more on designing and manufacturing mobile phones to ensure that they are easily recyclable and contain a minimum of hazardous elements. This is being complimented by the efforts of mobile operators, retailers, recycling companies, charities and various take-back schemes, resulting in more users starting to return their old, no longer used handsets for recycling. ABI Research expects the market for recycled handset to grow steadily in the next five years, generation over US\$3billion in revenue in 2012.

EC mandates Energy Star-compliant procurement for all government institutions: The European Council has adopted a new regulation requiring European Union institutions and member-state governments to use energy efficiency ratings 'no less demanding than the US's Energy Star certification program when purchasing new office equipment. "This is only a small step, however. Simply buying Energy Star products will not lead to significant energy savings without changes in behaviour and IT needs to play its part. While most CIOs have enough to do trying to stabilise and reduce costs in the data centre, they shouldn't neglect their responsibilities for those power-hungry PCs sitting on so many desktops," commented Ovum senior analyst Ian Brown.



Terje Osmundsen, originator of the project, Aslaug Haga, Minister of Petroleum and Energy and Per Simonsen, Senior Vice President Corporate Strategy in Telenor.