



Global Forum 2010

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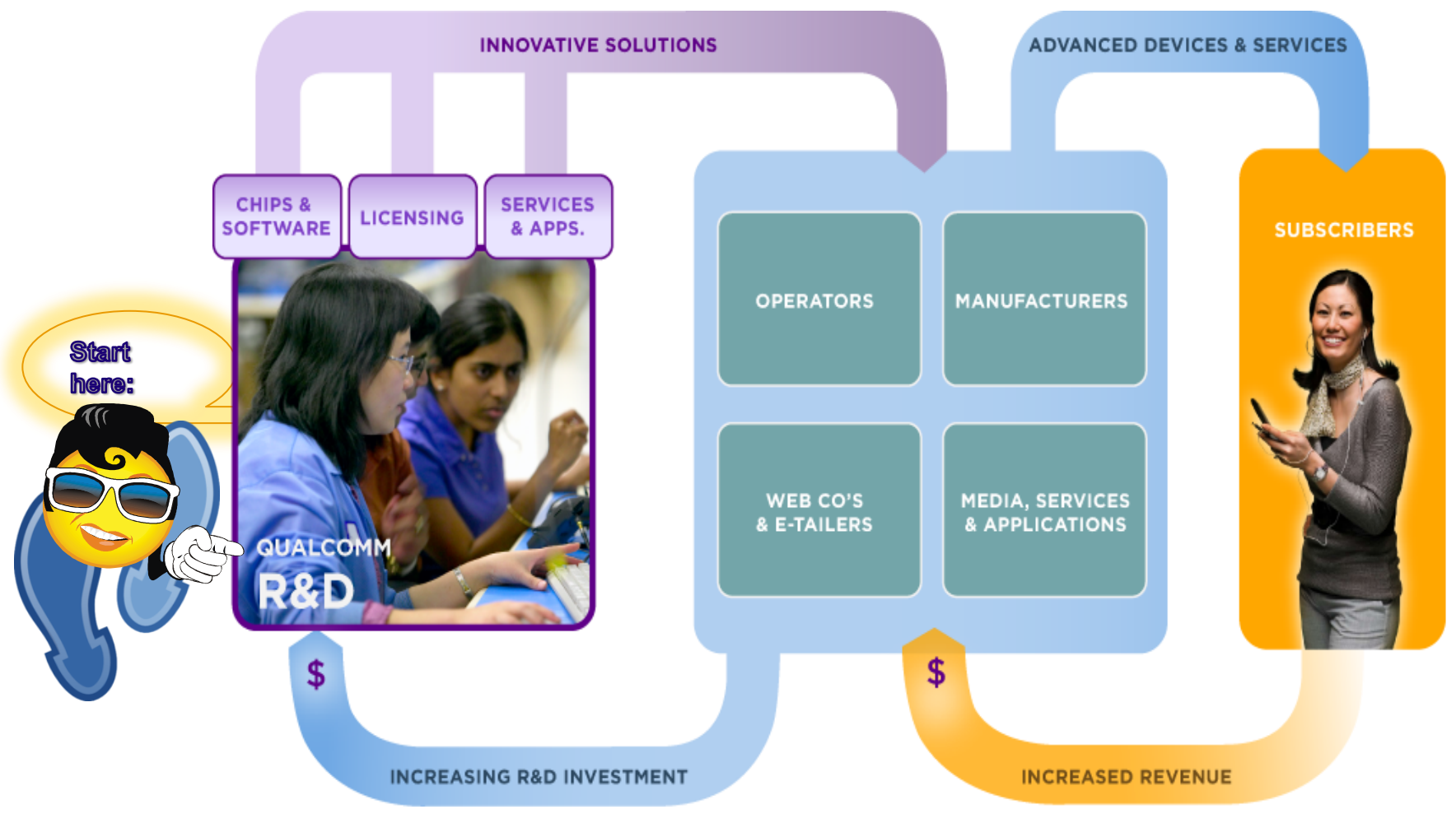
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Technology and Value Chain Enabler



Open Innovation and Market Creation

- R&D efforts and investments are aimed at developing core technologies and new peripheral products plus support/develop
- Enables licensees to avoid making same R&D investments, thereby saving licensees significant expenditures:
 - Lowers the cost of entry; Accelerates time to market
 - Allows more companies to enter the market
 - Licensees can focus on their strengths and value-adds, not reinvent core wireless technology
 - Together, these efforts drive down SME costs and increase choice of features and functionality for the end consumer
- Disrupting: goes against traditional vertical business models

