

Nokia Siemens Networks exhibits 'greener' technology at 3GSM Middle East

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*Driven by its vision to connect 5 billion people by the year 2015, **Nokia Siemens Networks** is developing communications products and services that are energy efficient, environmentally sensitive and use recyclable components wherever possible.*

"Advanced communication technology can play a significant role in creating a sustainable future, in reducing adverse environmental effects while maintaining opportunities for economic welfare and growth," said Jan Cron, Head of Middle East and Africa region for **Nokia Siemens Networks**. "We see tremendous interest from the region's telecom service providers in improving the energy efficiency of their networks and using renewable power sources for their telecom infrastructure."

As one of the world's top 40 companies in terms of R&D investment, **Nokia Siemens Networks** integrates wind, solar and hybrid wind/solar power to complement the outstanding low-energy performance of its base stations. Using renewable power sources reduces the need for costly, carbon dioxide emitting diesel generators. In contrast, wind and solar powered sites have predictable, low maintenance cost and are relatively easy and increasingly inexpensive to install with no need for re-fuelling infrastructure.

"Energy costs are the third most significant operating cost for mobile operators and fluctuating energy prices are a significant concern," adds Cron. "More than 80% of mobile operators' energy is consumed by the network. Energy efficient Solutions provided by **Nokia Siemens Networks** can bring that energy use down by 70%. Such solutions together with renewable power sources are excellent choices for many emerging markets because they contribute to lower the total cost of ownership, that is vital for providing affordable communications services to subscribers."

At 3GSM Middle East and Africa exhibition, **Nokia Siemens Networks** will also showcase its leadership in service management, charging, subscriber data management and applications aimed at enriching the customers experience of telecommunications and Internet services. Visitors to the stand no: 8.55, can witness the company's efforts to help mobile, fixed and converged telecommunications service providers generate more value from the connectivity they provide.

"We are rapidly moving to a world where everyone can be connected," states Christian Bartosch, Head of Services, Middle East and Africa, **Nokia Siemens Networks**. "Understanding and managing customer experience is crucial for service providers to retain customers and generate profits. This includes customer service, quality, right cost and billing, a relevant portfolio and a dynamic brand." He adds, "Real-time user profiling and increased customization are also vital. The time of day a user makes a call, the location, the online application she or he uses - all provide priceless insight that will help operators to understand their users' behavior, preferences and usage patterns."

Additionally at the conference, on December 15, 2008, **Nokia Siemens Networks** will address the topic of "Broadband without boundaries: Maximizing Revenue Streams by Introducing New Services" specifically sharing its thoughts on new and creative services that can optimize revenue streams on 3G networks.

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