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KINETO SMART WI-FI OFFLOAD SOLUTION ADDRESSES NETWORK CHALLENGES CREATED BY SMARTPHONES

Mobile operators can now use Wi-Fi to deliver high-performance, low-cost coverage and capacity where it's needed most – at home, office and hot spots

Milpitas, Calif., Jan. 13, 2010

Kineto Wireless, Inc., the key innovator and leading supplier of solutions that enable delivery of mobile services over broadband, today announced a new **Smart Wi-Fi Offload** solution that addresses the enormous capacity and coverage challenges mobile operators face today due to rapid subscriber adoption of smartphones.

Kineto's Smart Wi-Fi Offload solution is the only approach that turns existing Wi-Fi access points into seamless extensions of a mobile operator network, enabling smartphone users to receive all mobile services over Wi-Fi, including voice, SMS, data, IMS and web-based services. The solution offers a number of operator benefits:

- **Solves the capacity crunch:** Kineto's Smart Wi-Fi Offload solution enables mobile operators to get the most from Wi-Fi by offloading all services, including voice, SMS, and all mobile data services (WAP, MMS, IMS, Mobile TV,...), along with web traffic.
- **Resolves the indoor 3G coverage challenge:** Since all services are offloaded, mobile operators can now use Wi-Fi to address the indoor 3G coverage problem. With Smart Wi-Fi Offload, Wi-Fi access points worldwide can provide high-performance, low-cost cellular coverage for mobile operators' primary revenue-generating services.
- **Addresses the mobile VoIP threat:** With smartphones, it's easier than ever for subscribers to download and use mobile VoIP applications to make inexpensive calls when on Wi-Fi. With Kineto's Smart Wi-Fi Offload solution, mobile operators can now offer discounted or free Wi-Fi calling, giving subscribers an incentive to choose the operator's own mobile services versus VoIP alternatives. In addition, operators can use discounted Wi-Fi calling as an incentive for subscribers to use Wi-Fi more frequently and thereby realize significant network capacity improvements.

"Smartphones are driving tremendous increases in mobile data usage, straining mobile networks in the process," commented Peter Jarich, service director with Current Analysis. "Mobile operators need to dramatically increase network capacity in short order, while meeting the performance requirements of their subscriber base. Wi-Fi, installed in millions of homes and offices around the world, as well as in many smartphones themselves, is a natural technology choice for mobile operators to address these growing problems."

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Today, smartphones only offload Internet-based services to Wi-Fi. As a result, web services like Skype and YouTube end up receiving 'five bars' of coverage, while the operator's own revenue-based voice, data and video services struggle for coverage. In addition, handsets are faced with additional battery drain, caused by the simultaneous use of both the cellular and Wi-Fi radios. This results in a disincentive for subscribers to use Wi-Fi, leaving the operator's capacity and coverage problems unresolved.

Kineto's Smart Wi-Fi Offload solution addresses these issues by delivering all mobile services over Wi-Fi rather than the macro network. Because of this, the cellular radio can be turned off whenever a smartphone is connected to Wi-Fi, thereby eliminating the extra battery drain. Also, using Wi-Fi for service delivery keeps smartphones off the macro network, freeing up valuable spectrum for outdoor users.

Kineto's Smart Wi-Fi Offload solution consists of two products:

Kineto Smart Wi-Fi Application for Smartphones

At the heart of the Kineto solution is the new Smart Wi-Fi application. Available for a wide range of mobile operating systems, the application can be pre-loaded onto smartphones or made available to subscribers through Application Stores or Market Places.

The Smart Wi-Fi application enables operators to get the maximum benefit from Wi-Fi offload by making smart routing decisions and offloading web traffic directly to the Internet, while routing the operator's premium services over a secure connection to the mobile core network. The application also improves handset battery life and provides clear notification to subscribers when offload is active.

Kineto Multi-Service Access Gateway

The Kineto Multi-Service Access Gateway connects to a mobile operator's existing voice and data service core and securely extends all mobile services over broadband access network. It supports a wide range of interfaces, including 3GPP GAN (for Smart Wi-Fi Offload), 3GPP Home NodeB (for femtocells) and VoLGA (for voice over LTE). It is a robust, proven gateway deployed in operator networks worldwide.

More information about Kineto's Smart Wi-Fi Solution is available at:

http://www.kineto.com/solutions_smart_offload.php

More information about Kineto's products is available at:

http://www.kineto.com/products_overview.php

About Kineto Wireless

Kineto Wireless is the key innovator and leading supplier of standards-based solutions that enable mobile operators to embrace the cost and performance advantages of fixed and mobile broadband access networks. Kineto provides software and services to major wireless infrastructure and device vendors to enable the development of products compliant with the leading 3GPP FMC and Voice over LTE standards. Kineto customers and partners include NEC, Motorola, Samsung, LG Electronics, HTC, Qualcomm, Texas Instruments, Infineon, ST-NXP, Cisco/Linksys, Ubiquisys, Netgear and Westell. For more information about Kineto, please visit <http://www.kineto.com>.

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