



ASIA  
2008

The lack of adequate connectivity has been one of the biggest causes of the limited impact of ICT to bridge the digital divide. Mobile phones have spread throughout much of the developing world more quickly and deeply than any previous technology-based as rolling out a mobile phone network is far cheaper than building a fixed-line systems and Internet networks for computers.

Mobiles offer a variety of services other than communication and entertainment. These include: News, Stock Prices; Location tracking; Telephone directory; Mobile banking; Ticket reservation; Trading, health services, education, m governance and so forth.

mServe Asia 2008 discussed and showcased the different aspects of mobile services, technologies, implementation and implications, developments on the public administration and tie them to the existing and future m-Government, education, agriculture and other applications across different countries. The conference provided a platform to share local and international developments, experiences and lessons learned for knowledge sharing, and promoted networking and business opportunity development.

#### SESSION 1: BROADBAND & WIMAX .. WHAT'S NEXT?

First session in mServe Asia 2008 was on Broadband and Wimax... what's next? Speakers in this session were Zamani Zakariah, GM, MyICMS Technology and Standards Division, MCMC, Malaysia; Abu Saeed Khan, Head-Strategy Analyst, Ericsson. Malaysia; Werner Sutanto, Managing Director, Wimax Program Office, Southeast Asia, Intel Corporation; Zainab Hussain, Senior Manager PMO, Pakistan Telecommunication Corporation Ltd., Pakistan; and Vinodan Nair, Assistant General Manager, PMO, HSBB Project, Telekom Malaysia.

Abu Saeed Khan spoke on Simplifying Universal Access He stressed on Addressing the special needs of the least developed countries. That includes tariff and quota free access for their exports, enhanced programs of debt relief, and



more generous official development assistance. He further said, "We cannot meet twenty-first century challenges with a twentieth century bureaucracy."

on the Wimax front he said that despite the increasing availability of LTE and WiMAX, HSPA (and HSPA+) will still account for 54% of wireless broadband customers (1.1 billion) by the end of 2015. WiMAX will be a niche technology in the wireless broadband market, with less than 100 million users by the end of 2015.

Werner Sutanto pondered over the challenges in growth of broadband in Southeast Asia. He further said that Falling WiMAX Chipset Prices Spell Good News for Adoption of Smaller Mobile Devices. He also, stressed the need for Low cost hi-speed connectivity in educational institutions.

#### SESSION 2. CONTENT & SERVICES : AN INDUSTRY PERSPECTIVE

This session was chaired by Ir. Wan Murdani Mohamad, Multimedia Development Corporation, Malaysia and Speakers in this session were Michael Bjärhov, Director, Government and Industry Relations, Asia Pacific, Ericsson, Malaysia; Syamsul Bahrin Zaibon, Lecturer, University Utara Malaysia (UUM), Malaysia; Zainab Hussain, Senior Manager PMO, Pakistan Telecommunication Corporation Ltd., Pakistan; and Asish Sanyal, Sr. Director, DIT, Govt. of India

Asish Sanyal focused on Rural Connectivity in India its Challenges &

Opportunities. He said that About 72% population lives in rural India and there is a Huge urban-rural divide in terms of deployment of lines. He further said that Rural teledensity is approx 2.4% (target 4% by 2010) against overall teledensity of 14% (Urban around 28%). He also, said that Rural connectivity in India is becoming a reality and Broadband penetration is also picking up.

Zainab Hussain Siddiqui talked about Mobile Banking in Pakistan. He said that A very large 'under-class' that is totally reliant on cash for all their day-to-day expenses. This under-class makes no use of the banking sector and so is 'invisible' in terms of its cash value. Proliferation of mobile communications offers a unique opportunity for improving access to financial services thus, bringing the forgotten millions into the banking net. He further laid emphasis on Many barriers to successful roll-out exist, but an 'acceptable' arrangement must be made for all stakeholders in terms of regulations.

Syamsul Bahrin Zaibon spoke on MOBILE GAME-BASED LEARNING. He talked about Best Practice for Mobile Game Development, Scrum Methodology, Game Development Methodology, Game Life Cycle and Comparison of the Development Methods. He also said In order to make the mGBL successful in learning environment, it should embrace both entertainment and education purposes. students preferred learning through mobile phone rather than other devices. ■