Title: Open WiMAX – the path to Mobile WiMAX

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OPEN™ WiMAX is revolutionizing the Telecom world by bringing a disruptive operator-centric culture to the telecom market. OPEN WiMAX creates a fresh attitude replacing the vendor-centric environment maintained by the large telecom vendors. With OPEN WiMAX operators can choose the combination of vendors and partners that best fit their specific requirements.

It was always in the best interest of the large telecom vendors to build the telecom access network in a closed standard architecture so that service providers had to stick with their equipment.

However, with OPEN WiMAX operators can choose the equipment that best fits their specific requirements. OPEN WiMAX guarantees open access and interoperability among vendors' equipment for the benefit of the operator.

Some of the key advantages provided to service providers by OPEN WiMAX are

- Service Provider-centric - OPEN WiMAX is highly scalable making it equally suitable for large, medium, or small deployments.

- Multi vendor solution - OPEN WiMAX provides operators with freedom to choose from a variety of vendors offering their WiMAX certified products. Choice promotes competition which drives prices down, and enhances the product offering.

- Remove entry barriers to newcomers - helps new vendors join the market, enhancing overall market dynamics and product offering and variety.

- Encourages creativity and innovation - creativity blooms in an open environment with strong vendor competition. Innovative products and services for WiMAX such as mobile TV and mobile gaming for personal use and business services such as Virtual Private Network and File Transfer enable vendors to distinguish themselves from the competition.

- Best of Breed - pure players, each an expert in its own field, are teaming together to create best-of-breed offerings to the operator.

Alvarion is leading the construction of a complete OPEN WiMAX ecosystem to benefit the operators. Using Alvarion’s experience and the fact that Alvarion has built far more WiMAX networks than any other vendor, operators can now enjoy a complete ecosystem based on Alvarion know-how.