



World Smart

**NORTH AMERICAN
GSM ALLIANCE LLC**

Smart Talk

New Logo Brand Links Individual Alliance Companies To "GSM Global NetworkSM" Of Digital Wireless Phones

GSM Alliance Previews New Look At Key Business Forum Of Worldwide GSM Wireless Digital Phone Carriers

With 205 million Global System for Mobile (GSM) communications customers in 141 countries in five continents, GSM is clearly the world's overwhelming choice for digital wireless phone service. In Canada and the United States, there are nearly 5 million GSM customers -- growing at a rate of five per minute.

But because these wireless phones are marketed under local, national and international company brands around the world, many customers are unaware of the GSM technology that powers the network. They may also be unaware that their local wireless service provider is part of a much larger, GSM global network. The North American GSM Alliance LLC, a group

GSM Closes In On 5 Million North American Customers

In the third quarter of 1999, more than 620,000 customers signed up for Global System for Mobile Communications (GSM) wireless service in Canada and the United States.

"This brings the total of GSM customers in North America to about 4.8 million," said Bob Stapleton, Chairman of the GSM North American Alliance LLC "This once again reflects an increase of more than double the number of customers from a year ago. We expect to soon reach 5 million customers in North America and 6 million by the end of 1999.

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of 17 U.S. and Canadian digital wireless communications companies, believes it is important that customers know about the power that GSM brings in providing superior quality, reliability and security, as well advanced functionality in wireless voice and data services.

As a first step to increasing customer awareness, the GSM Alliance has created a new branding logo, "GSM Global NetworkSM"

"There is only one digital wireless phone service that can be used around the globe. And that's GSM!" said Bob Brown, Executive Director
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GSM Smart Talk

The quarterly newsletter of the North American GSM Alliance LLC.

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**Volume 1, No.2
Third Quarter 1999**

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In cooperation with:

Lucent Technologies • Motorola • Nortel Networks • Siemens • Nokia • Ericsson

GSM Alliance Previews New "GSM Global NetworkSM" Logo

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of the North American GSM Alliance LLC. "Our new brand logo campaign is designed to support the local, regional and national marketing efforts of our member companies by accentuating its global power."

The new logo brand made its debut today at the 42nd GSM Plenary in Montreal, where GSM delegates from 141 countries and regions around the world are meeting, and in selected advertising in national U.S. and Canadian publications.

"This is only a preview. Over the next few months, it will begin to appear in point-of-sales collateral, advertising, packaging, products, services and more," Brown said. "As we transition to the use of this logo, we believe it will help customers associate the world superiority of these phones with the high-quality service we provide."

The new "GSM Global Network" logo was designed by THINK New Ideas, Inc. which is one of the leading Internet and Intranet systems developers and interactive communications solutions providers in the new technology and digital communications arena. The company

2.5 Million GSM Customers Added in North America In Past 12 Months

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According to Stapleton, GSM service providers in North America now offer commercial service in nearly 4,000 cities and towns in 46 U.S. states and four Canadian provinces.

"In the past 12 months, GSM Alliance companies in the U.S. and Canada added about 2.5 million new customers -- the equivalent of adding 5 new customers a minute," Stapleton said. "With 215 million GSM customers in the world, GSM remains the world's overwhelming choice for digital wireless service, and is the fastest growing!"

Each month, almost eight million people sign up to GSM networks across five continents of the world. Globally, GSM customers now equal more than 50 percent of the entire world wireless market, and two-thirds of the global digital market.



operates from its offices in New York, Los Angeles, Atlanta, Boston, San Francisco, Seattle, Torrance, London and Sofia, Bulgaria.

The logo, which depicts a section of the globe encircled by dashes, tested very favorably in multiple focus group sessions conducted throughout major markets in North America. One consistent finding was that the promise of global roaming creates high expectations for call quality, clarity and capability. This is an important differentiation benefit for GSM service. "GSM Global Network" means customers get the best service available locally by virtue of the fact that they are using the world's fastest-growing and most widely-used digital wireless technology standard.

North American GSM Alliance members include: Aerial Communications, Inc., Airadigm Communications, Inc.; BellSouth Mobility DCS; Conestoga Wireless Company; Cook Inlet VoiceStream Wireless PCS; DIGIPH PCS; Iowa Wireless Services, LP; Microcell Telecommunications Inc.; NPI Wireless; Omnipoint Communications LLC; Pacific Bell Wireless; Powertel, Inc.; STPCS Joint Venture, LLC; TWS, Inc.; Western Total Communications; VoiceStream Wireless Corp.; and Wireless 2000 PCS. The GSM Alliance works in cooperation with North American GSM equipment manufacturers: Siemens, Motorola, Lucent Technologies, Nortel Networks, Nokia and Ericsson.

"In the past 12 months, GSM Alliance companies in the U.S. and Canada added about 2.5 million new customers -- the equivalent of adding 5 new customers a minute."

IN FOCUS: **Global Roaming**

GSM is World's Wireless Digital Technology Choice

- The GSM (Global System for Mobile Communications) standard was the first - - and remains the only -- mobile phone technology designed specifically to allow and encourage customers easy and secure roaming between different networks. Born out of European co-operation, the use of the standard has expanded rapidly to global proportions and has now been adopted in 141 countries and is used by almost 350 network operators.
- Roaming between GSM's three frequencies -- 900, 1800 and 1900MHz is already commonplace and handset manufacturers have developed phones able to operate at two or even three frequencies. These dual band and tri-band handsets are expected to dominate market sales within the next two years.
- According to the GSM Association, the use of GSM roaming grew at the rate of almost ten per cent per month during the summer months. During August, GSM network operators handled more than 400 million roaming calls compared to a figure of just 300 million in May.

GSM Alliance: The Passport to GSM Roaming in North America

- The North American GSM Alliance, L.L.C. is a group of 17 U.S. and Canadian digital wireless PCS carriers that provide wireless communications to nearly 5 million customers in about 4,000 U.S. and Canadian cities and towns in 46 states and four provinces. Every minute, five new customers sign up for GSM service in North America.
- The 50 top destination cities of international travelers in North America have or will soon have GSM service. More than 96 percent of the total overseas visitors travel to these 50 cities.
- GSM covers nine of the top 10 international visitor cities in the U.S. (New York City, Los Angeles, Miami, Orlando, San Francisco, Oahu/Honolulu, Las Vegas, Washington, D.C., Boston) and top 9 in Canada (Toronto, Vancouver, St. Catharines-Niagara, Montreal, Victoria, Quebec City, Calgary, Ottawa-Hull, Edmonton) In just a short, three-year period, North American GSM operators already have commercial service in 22 of the top 25 cities.

GSM Alliance International Roaming Launches Continue to Accelerate

- The eight largest members of the GSM Alliance each have already launched roaming with at least of 50 international GSM operators. In addition, these Alliance companies are accelerating their international roaming launches. The eight largest members are further committed to increasing the number launched to at least 75 international GSM operators by year-end and to 125 by April 2000.
- The major GSM Alliance members have agreed as a group to offer a common, more simplified Inter-operator Tariff. This will allow international GSM operators to offer consistent rates to their customers when they are roaming on GSM anywhere in North America.



North American GSM Alliance

Facts At A Glance

North American customers: 4.8 Million
Worldwide customers: 215 Million
GSM Alliance Companies with more than 300,000 customers: 7
N.A. Companies with active commercial GSM service: 18
GSM Network Operators Worldwide: 350
GSM Association: 402 members, 142 countries
N.A. Companies Planning to Use GSM: 30
U.S. States and Canadian Provinces with commercial service: 50
North American Cities with commercial GSM service: Nearly 4,000
Employees: 14,000
Total U.S. POPS: 260 Million
Covered POPS in active markets to Date: 180 Million

GSM Association Website: www.gsmworld.com

GSM Alliance Website: www.gsm-pcs.org

Factoids

North America

- Adding customers at a rate of 5 per minute in North America
- More than 2.5 million customers added in the past 12 months.
- 620,000 new N.A. customers added in the third quarter.
- By the end of 1999, the total of GSM customers in North America could reach 6 million.
- GSM coverage in 46 US states and 4 Canadian provinces reaches more than half of the Canadian population and two-thirds of the United States population.
- Seven of the top ten PCS carriers in the United States provide GSM service.
- Commercial GSM service in 8 of the top 10 markets, 20 of the top 25 markets.
- GSM companies built more than 11,000 cell sites in two years (Entire U.S. cellular industry took 10 years to reach that mark)
- GSM carriers have created more than 14,000 new jobs in U.S. & Canada. with an estimated 30,000 new workers involved in service, manufacturing and associated jobs.

World

- One of every 30 people in the world own a GSM phone.
- By the year 2005, between 700 million and One Billion GSM customers world-wide predicted.
- GSM is in more countries than McDonalds: 141 countries.
- Eight million new GSM customers around the world are added every month - That's three new subscribers every second!
- GSM customers now equal about half of the entire world's wireless market and almost two-thirds of the world's total digital wireless market.