



**NORTH AMERICAN  
GSM ALLIANCE LLC**

World Smart

# Smart Talk

## GSM Alliance Expands North American Roaming For International Customers by 69 Percent in 1999

When international travelers visit North America this year, more of them will be able to bring their Global System for Mobile Communications (GSM) wireless service with them. The North American GSM Alliance LLC reported a 69 percent increase in international roaming launches in 1999, which brings the total to 708.

"Today, there is GSM coverage in more than 4,000 U.S. and Canadian cities," said Bob Brown, Executive Director of the North American GSM Alliance LLC. "In fact for international travelers, the 50 top destination cities in North America have or will very soon have GSM service. More than 96 percent of the total visitors from abroad travel to these 50 cities."

GSM already covers nine of the top 10 international visitor cities in America (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.

"We are aggressively pursuing international roaming to and from North America not only because it offers great potential for new revenues, but because it serves a key market need," Brown said. "As part of the GSM Global Network, the world's fastest-growing digital wireless technology, we are determined to make certain that our customers are able to use their wireless service where ever they want -- at home, across town, or around the world.

With 489 new international roaming launches this year alone, the GSM Alliance

member companies are accelerating their international GSM roaming launches. The seven largest Alliance companies each expect to have a minimum of 125 launches each by April 2000.

The boom in GSM roaming calls continues to surge and the latest figures from the GSM Association reveal that roaming calls peaked in December 1999 at more than 530 million calls - a 35 percent rise from the previous August high.

The growth in GSM roaming confirms the demand for a single world-wide wireless phone, and GSM roaming alone is now estimated to be worth around \$12 billion annually - a figure set to rise rapidly as roaming continues to boom.

### GSM Smart Talk

The quarterly newsletter of the North American GSM Alliance LLC.

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**GSM Smart Talk**

GSM Alliance

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**Volume 1, No. 3**

**Fourth Quarter 1999**

**In this issue:**

- 1. International Roaming**
- 2. GSM Global Customer Totals**
- 3. In Focus: GSM growth chart**
- 4. Facts at a Glance**

*In cooperation with:*

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

## North America Customer Total Doubles to 6 Million, One in Every 25 People in World Use GSM Phones

### *World's Fastest-Growing Digital Technology Tops 250 Million Customers*

What is the most popular and fastest-growing digital wireless technology in the world? Without question, it is Global System for Mobile Communications (GSM).

There are now more than 250 million customers in 143 countries. That is more than all other wireless standards of the world combined. It also means that one in every 25 people in the world have a GSM phone.

In North America, GSM's popularity mirrors the technology's incredible growth around the world. In 1999, North American companies added 3 million new customers – doubling the total to 6 million.

"It's been another record year for GSM in the U.S. and Canada," said North American GSM Alliance Executive Director Bob Brown. "Our member companies expanded coverage to more than 4,000 cities – serving an area populated by more than 180 million people."

Brown said that in the past 12 months, GSM has become commercially available in 3,300

more cities – adding five new cities each day. North America's impressive GSM growth parallels other regions of the world.

"GSM is clearly today's dominant wireless technology in the world," said Michael Stocks, Chairman of the GSM Association.

China, at around 35 Million customers is expected to maintain its position as the largest single GSM market in the world, while Europe and North America are also experiencing a dramatic pace of expansion. In some Asia Pacific markets, the penetration of wireless phones is overtaking that of fixed line phones.

"In 1992, there were just 250,000 GSM users around the world. Now that market has increased a thousand times to reach 250 million. And yet the pace of growth continues to increase dramatically," said Stocks.

Market penetration in some developed GSM markets is approaching 70 percent - Finland and Italy are expected to be the first countries to reach 100 percent. Industry experts predict one billion world wireless subscribers by 2003 – with GSM having two-thirds of the total market.

\*Source of global statistics: EMC World Cellular Database

**Baltimore/Washington Coverage** Omnipoint Corporation [NASDAQ: OMPT] and VoiceStream Wireless [NASDAQ: VSTR] announced December 28, 1999 that they have jointly acquired the Global System for Mobile (GSM) wireless communications network infrastructure in the Washington, D.C. and Baltimore, Md. metropolitan area from Sprint PCS. The agreement includes the entire network and all support infrastructure to assure GSM subscribers in and around the nation's capital will enjoy continuous and uninterrupted service. By taking over these networks, Omnipoint and VoiceStream consolidate GSM coverage in the Northeast corridor, providing contiguous service from Boston to Washington, D.C.

**3 Billion SMS messages per /month and growing** According to the GSM Association, G-Mails, simple text messages sent over GSM digital wireless networks again soared in number during the last month of 1999 – reaching a record new high of 3 Billion messages during December. The latest figures are evidence of a clear demand for wireless data, a demand that will continue to grow. The Association forecasts that with current growth trends, a figure of 10 Billion messages per month could be expected by year-end 2000. By 2002, with the advent of new high speed content rich data services, integrated with the Internet, data could reach 20 percent in advanced markets.

**Quotes from GSM in North America Conference** GSM Alliance Chairman Bob Stapleton reported that the focus of Alliance activities in the year ahead will be on four major initiatives: international roaming, GPRS/data, Adaptive Multi-Rate vocoders, and interoperability between GSM and TDMA. Deputy Chair of the GSM Association Jim Healy provided a good way to get some perspective on GSM's dominance. Think "50-20-10-10-10." GSM dominates the worldwide wireless market with more than 50 percent of the customers; analog follows with 20 percent; and TDMA, CDMA and a grouping of the other digital technologies account for 10 percent each.

## GSM Alliance Announces New Developers Program For Creation of New Wireless Data Applications

The North American GSM Alliance LLC has introduced a program designed for companies that are developing innovative Global System for Mobile communications (GSM) wireless data applications for the new millennium.

The goal of the GSM Application Developer Program is to make wireless data applications a reality by offering the right blend of training, technical support, equipment options, and service availability. The program will first focus on applications using short messaging services (SMS). In the near future, the program will be extended to include WAP and GPRS applications development.

By joining the GSM Alliance developer program, developers will have access to the combined resources and expertise of the largest GSM carriers and manufacturers in the U.S. and Canada.

Participants receive a developer kit that contains a GSM multi-media training CD-ROM,

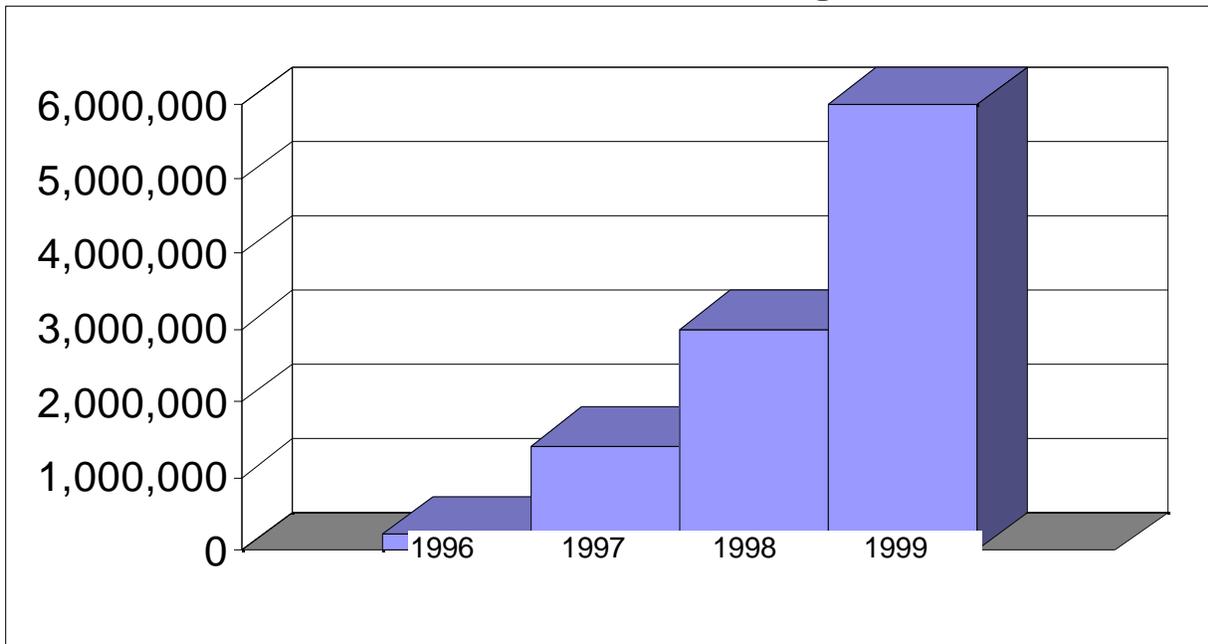
a GSM phone, a GSM data suite, an activated SIM card, and the appropriate membership documentation and information. Included in each Kit is a certification exam for developers. Program participants who pass this exam can take advantage of increased technical support benefits.

Certification ensures that a GSM developer understands the platform, equipment, and is serious about developing applications.

As a certified GSM developer, you'll have more options for immediate technical support and you'll have opportunities to present specific questions or challenges to other certified members.

To get more information, visit the GSM Alliance link: <http://www.gsm-pcs.org/developerprogram>.

### **IN FOCUS:** **GSM Growth in North America** **6 Million and Growing!**



## Jim Murrell Nominated for Executive Committee of GSM Association

Powertel's Vice President of Business Development James A. Murrell, III, who also serves as Chairman of GSM North America, has been nominated to serve on the Executive Committee of the GSM Association.

The GSM Association's executive board, (called the Executive Committee), consists of 12 Association member company executives. Its main responsibilities include the supervision of the Working, Regional and Interest Group activities; the financial management of the Association and the identification of new work projects.

The election of three new Executive Committee members will be held at the 43rd GSM Association Plenary Meeting, in Santiago, Chile, April 26-28, 2000.

Prior to his current position with Powertel, Murrell served as Vice President of Marketing for Powertel from May 1995 to August 1997 and as Vice President of PCS from May 1994 to May 1995. Before joining Powertel, Murrell was Vice President of Market Operations and a member of the board of directors for Mercury Communication Company, Inc., a cellular management company that he co-founded in 1990.

From January 1987 to June 1990, Murrell worked for United States Cellular Corporation, where he served as Market Manager for holdings in western North Carolina. Prior to entering the wireless sector, Mr. Murrell began his telecommunications career in the long distance industry first as an account executive then as a network operations manager from 1983 to 1986.

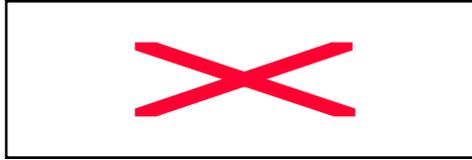
GSM North America is the North American interest group for the GSM Association. Formed in 1995, GSM North America brings service providers and equipment manufacturers in the United States and Canada together to identify and act upon opportunities and issues related to



enhance the quality of service provided to our customers. For more information on Powertel and its products and services, visit the company on its web site at: <http://www.powertel.com>

Powertel, Inc. provides 100 percent digital PCS wireless services in its licensed service area in 12 states in the Southeast – the largest contiguous PCS network in the southeastern United States. Through its affiliation with other GSM carriers, Powertel's coverage extends across the United States to most major cities and into much of Canada to a population of more than 180 million people.

Powertel's core markets are in 34 southeastern metropolitan areas and along the major highway corridors that connect them. Athens, Atlanta, Augusta Columbus, Birmingham, Chattanooga, Jackson, Jacksonville, Knoxville, Lexington, Louisville, Macon, Memphis, Nashville and Savannah are among the municipalities in Powertel's licensed service area, which has a population of more than 24 million people. For more information on Powertel and its products and services, visit the company on its web site at: <http://www.powertel.com>.



## North American GSM Alliance

### Facts At A Glance

North American customers: 6 Million  
 Worldwide customers: 254 Million  
 GSM Alliance Companies with more than 300,000 customers: 7  
 GSM Network Operators Worldwide: 350  
 GSM Association: 403 members, 143 countries  
 N.A. GSM Companies: 30  
 U.S. States and Canadian Provinces with commercial service: 50  
 North American Cities with commercial GSM service: 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](http://www.gsmworld.com)  
 GSM Alliance Website: [www.gsm-pcs.org](http://www.gsm-pcs.org)

### Factoids

#### North America

- Adding customers at a rate of 6 per minute in North America
- More than 3 million customers added in the past 12 months.
- By the end of 1999, the total of GSM customers in North America is 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 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 25 people in the world owns a GSM phone.
- By the year 2003, one Billion GSM customers world-wide predicted.
- GSM is in more countries than McDonalds: 143 countries.
- Eight million new GSM customers around the world are added every month - That's three new subscribers every second!
- GSM customers now equal more than half of the entire world's wireless market and almost two-thirds of the world's total digital wireless market.

*North American GSM Alliance members include: Aerial Communications, Inc., Airadigm Communications, Inc.; BellSouth Mobility DCS; Conestoga Wireless Company; Cook Inlet VoiceStream PCS; DIGIPH PCS; Iowa Wireless Services, LP; Microcell Telecommunications Inc.; NPI Wireless; Omnipoint Communications; Pacific Bell Wireless; Powertel, Inc.; SOL Communications; Telemetrix Technologies; TWS, Inc.; 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.*