



WCA 2006

Washington, DC ~ June 27-30, 2006
Omni Shoreham Hotel



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Brazil's Breakthrough Broadband Wireless Market To Be Showcased At *WCA 2006* In Washington, DC

WASHINGTON, DC (June 23, 2006) – Leaders in the nationwide rollout of the first broadband wireless service in Brazil will deliver an authoritative overview on June 27 here at **WCA 2006** – the industry's premier global convention. The [Wireless Communications Association International](http://www.wcai.com) (WCA) will hold the convention from June 27-30 at the historic Omni Shoreham Hotel.

TVA President Leila Loria, who led Brazilian industry's regulatory effort as the president of the association of MMDS operators NEOTEC, will speak about the potential progress and current technological advances in the Brazilian market. NEOTEC was instrumental in the historic regulatory victory earlier this year when Brazil's telecommunications agency ANATEL approved new regulations for the 2.5 GHz MMDS band creating one of the most powerful spectrum bands in the Americas that enables licensees to provide advanced services suitable for convergence and restricted mobility.

TVA is launching mobile WiMAX (or broadband wireless) service in Brazil's largest markets in a deployment attracting worldwide attention from the wireless industry. Among the situation's most compelling factors are the size of Brazil's market and the scope of the launch. In addition, the deployment's timing in parallel with WiBro developments in Korea and in advance of WiMAX Forum-certified equipment for mobile users, is of particular note.

Speaking also will be Samsung Telecommunications America Vice President for Wireless Broadband Networks Thomas Jasny, who will describe the global import of the launch. Adding a technical overview will be Paul Thurneysen, Vice President, Strategy at LCC International, the international engineering consulting firm that is helping deploy the TVA network.

"Hosting this breakthrough session by our longtime friends from Brazil after many years of planning is deeply gratifying," commented WCA President Andrew Kreig. "The progress aptly underscores this convention's overall theme: '**Going Global With 2006 Broadband Wireless Revolution!**' We are especially pleased that TVA is assuming a leadership role with the largest U.S. licensee Sprint Nextel in co-founding a WCA committee of leading operators in the 2.5 GHz band to foster global interoperability and spectrum harmonization." That committee's organizational meeting is scheduled for June 29 at **WCA 2006** with participation of leading operators and licensees from around the world.

About the Wireless Communications Association

*Founded in 1988, WCA (www.wcai.com) represents the wireless broadband industry worldwide. Its 250 member companies include leading solution providers on six continents. Qualified full-time press and industry analysts are eligible for complementary admission to **WCA 2006** program of 190+ speakers and the sold-out exhibit floor. The [Agenda](#) is available on the [WCA website](#) with links to [Speakers](#) and [Session Descriptions](#). To register, simply hit Reply and write "Register Me" in the subject line.*

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