



## Wireless Communications Association International

1333 H St. NW, Suite 700 West

Washington, D.C. 20005

Website: [www.wcai.com](http://www.wcai.com)

**FOR IMMEDIATE RELEASE:**

Contact: Susan Polyakova

Tel: 202-452-7823; Fax: 202-452-0041

E-mail: [Susan@wcai.com](mailto:Susan@wcai.com)

May 4, 2007

# *WCA Live!* To Add WWRC-AM Radio Region & Feature Washington Post & Maravedis Analysts

WASHINGTON, DC (May 4, 2007): *WCA Live!* – the business webcast show produced by the [Wireless Communications Association International](http://www.wcai.com) (WCA) – will expand this week to the Metro Washington, DC radio station WWRC-AM, with coverage extending to Virginia and Maryland. The first program on May 4 will feature the pioneering journalist Robert Ames Alden and consumer trends analyst Jeff Orr, with the latter describing mobile wireless WiMAX broadband products expected nationally in coming months.

For the program to be webcast at 2 p.m. (Eastern) on May 4 and rebroadcast at 1260 KHz on the dial at 1 p.m. on May 5, Alden will start by describing business lessons that can be drawn from the careers of famous sports figures he met during his 48-year career as a **Washington Post** reporter and editor. Highlights are expected to include the ongoing relevance of innovations by basketball coach Red Auerbach, baseball team owner Bill Veeck and his sports publicist Bob Fischel. Alden himself was described as a “living legend” in journalism by George Washington University upon receiving its distinguished alumni award two years ago. He led the fight to enable women to join the National Press Club, became Press Club President in 1976, and later almost staged a heavyweight title fight there as a fund-raiser featuring Muhammad Ali. Among other highlights, he edited the first **Washington Post** extra edition since World War II (to cover President John Kennedy’s assassination). As a reporter, he followed the lead of **Cleveland Press** baseball writer Frank Gibbons with help from Fischel in pioneering statistics in daily baseball coverage in the 1940s, first with the **Press** and then the **Post**. He retired in 2000.

The hour-long *WCA Live!* program will feature in its second half hour Orr’s report last week for Maravedis Research on trends for WiMAX broadband technologies expected to be launched nationally over coming months enabling unprecedented services for consumers and enterprises seeking mobile broadband. Orr’s report estimated that 25 million consumer electronics units using new WiMAX mobile broadband technology will be shipped in 2012, representing 67% of all customer premises equipment. The report said that six of the ten largest semiconductor manufacturers have already announced their WiMAX strategies. But it said that enabling WiMAX coverage will be a big challenge until 2009.

WiMAX and a full array of complementary and competing broadband wireless technologies will be showcased by 100+ speakers at WCA’s twentieth annual convention **WCA 2007**, which is from June 12-15 at the Omni Shoreham Hotel in Washington, DC.

*WCA Live!* began as a weekly webcast last June hosted by WCA President Andrew Kreig and *My Technology Lawyer Radio* Producer Scott Draughon. The hosts provide a global news summary before the featured segments. The [LISTEN LIVE](#) link takes a listener directly to the radio show stream. Listeners can call-in via (866) 685-7469, or send emails to guests: [radio@MyTechnologyLawyer.com](mailto:radio@MyTechnologyLawyer.com). Archived versions of past shows are available at the listeners’ convenience: [Click here for Past Shows](#).

“We’re thrilled this week to begin delivering to a broadcast audience the kind of expert commentary that made the show a webcast success,” commented WCA’s president, who draws on his journalism background and the association’s membership of high-tech companies on six continents for program guests. “Bob Alden has a treasure trove of close encounters with the path-breakers who have shaped our history in sports, business and otherwise in public affairs. His leadership in enabling women to join the press club finds a parallel with Auerbach and Veeck in enabling racial minorities to become prominent in pro basketball and baseball – a cause that proved to be both just and wise.”

“Moving to the present and near-future,” WCA’s president continued, “Jeff Orr will provide authoritative insights about one of the hottest – and most hotly debated – new technologies in many years. We’re particularly pleased that Maravedis will share its research results and suggested next steps for the industry at WCA’s twentieth annual convention on June 12 as the industry comes of age.”

“The audience for the Maravedis report spans the two equipment ecosystems of WiMAX and Consumer Electronics,” commented Orr, a former marketing director and board member for the WiMAX Forum and executive at several relevant companies in the industry. “The opportunities for embedding WiMAX in Consumer Electronics devices are very encouraging,” he continued. “The report identifies over 50 devices that have been announced already, serving different form-factors, classes of consumers, and creating new revenue opportunities for network operators. Six of the ten largest semiconductor companies in the world have announced their WiMAX plans. More than 400 companies make up the WiMAX ecosystem today. However, we have to balance this optimism with some realities and concern. There are no regional or nationwide mobile WiMAX networks today. It took GSM over 10 years to establish the global network coverage it enjoys for voice services today. Costs for WiMAX chipsets are not as affordable as Wi-Fi or 3G. Power consumption of current WiMAX chipsets is not suitable for battery-powered handheld devices.”

#### **About Maravedis Research**

*Maravedis, Inc. of Montreal, Quebec is a leader in telecom market research and analysis, specializing in Broadband Wireless Access technologies and markets. Serving the most prestigious names in the industry among vendors, regulators, service providers and other stakeholders, it offers clients flexibility and results tailored to meet their needs. It publishes landmark market reports on a regular basis, and performs consulting mandates for clients. Details: [www.maravedis-bwa.com](http://www.maravedis-bwa.com)*

#### **About WWRC Radio**

*WWRC-AM broadcasts at 1260 KHz on the AM band, serving the Washington, D.C. metropolitan area with a transmitter power of 5,000 watts. In December 1963, it was the first station in the United States to air the Beatles song "I Want To Hold Your Hand," effectively kick-starting "Beatlemania" in the U.S.*

#### **About the Wireless Communications Association International (WCA)**

*Founded in 1988, WCA represents the wireless broadband industry worldwide, with 250 member companies. Its convention WCA 2007 from June 12-15 in Washington, DC is the premier annual convention for the industry. For details, visit: [www.wcai.com](http://www.wcai.com).*

#### **About My Technology Lawyer Radio Show**

*The My Technology Lawyer Radio Show is affiliated with MyTechnologyLawyer.com -- an on-demand legal service that is sponsored by Draughon® Attorneys At Law, a leading U.S. technology law firm. For details, visit: <http://www.mytechnologylawyer.com>. # # #*