

2008

Flash Collection

WEEK 04 - 2008

ascom



Ascom and Mobile World Congress 2008

We believe it is important that you know us better, and the Mobile World Congress is an ideal environment to meet.

Our customers and all professional colleagues are welcome to learn how Ascom helps solve some of the most challenging business issues network operators face today:

- Delivering quality services and network performance for a better customer experience
- Reducing churn by deploying best benchmarking tools and protocols
- Lowering costs in network optimization through efficient equipment utilization
- Making network enhancement investment decisions based on accurate performance analysis reports

For 15 years, Ascom has been earning trust by providing efficient network testing systems in a class of its own. Our reputation has been built by developing innovative products and by staying close to customers with support of uncompromising quality.

Our experts and executives will be available for one-on-one meetings during the Mobile World Congress, February 11-14, 2008, Barcelona, Spain.

Connect with Ascom in Hall 1-0 at stand 1C05.

For more information on Ascom, our tools and services go to www.qvoice.com

Sincerely
Your QVoice Team

Ascom (Switzerland) Ltd. | Mobile Test Solutions
Glutz-Blotzheim-Strasse 3
CH-4503 Solothurn | Switzerland
Tel. +41 32 624 2121 | Fax +41 32 624 2143
qvoice@ascom.com

Contact us now to learn more
www.qvoice.com

WEEK 11 - 2008

ascom



Ascom expands with acquisition of Argogroup

To all Ascom QVoice users:

In line with Ascom's growth strategy, the Mobile Test Solution business unit makes a significant expansion by completing the acquisition of Argo Interactive Ltd. (Argogroup) and Argogroup GmbH. This follows a strategic alliance with Comarco Inc. and success in the North American market.

Argogroup is a major global supplier for mobile and converged service testing using 'fixed' probes. It has customers in the USA, Europe and Asia.

The combined strength of 'fixed' and 'mobile' test will result in a best of breed proposition that will offer operators a complete view of their network, for both traditional and emerging mobile services.

Benefits for QVoice users include:

- skills and strengths of both teams ensure even faster time to market, wider sales/support coverage, more products to suit user requirements
- expertise of Argo service/contents testing enhancing QVoice features
- systems for monitoring, scheduled testing, regression testing, revenue assurance
- unique offering from Ascom covering both walk/drive and stationary testing

More detailed information on this exciting expansion will be sent to you soon.

About Argogroup

Argogroup's premier product "Monitor Master" is a user experience optimization platform. It mimics real users doing real things on mobile devices, identifying issues that affect user experience including usability, compliance, interoperability and performance. It is 300 times more efficient than manual testing and the one platform supports the assessment of all mobile technologies available such as SMS, EMS, MMS, WAP, J2ME, ring-tones, graphics, video, Interactive Voice Response (IVR), e-mail and Web.

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QVP 'TopView' – Measurements Displayed in 3D Maps

TopView, built on top of Google Earth™, is part of QVoice Presentation (QVP) – the multi-functional post-processing system.

Seeing QVoice drive test data in TopView is impressive. The maps, terrain and interactive 3D satellite imagery of buildings, bridges and other structures as well as landscape contours add an element of geographic information that help you better visualize network quality and performance hindering parameters. It's easier when troubleshooting, for example, to spot shadowing cast by tall objects and signal obstructing valleys and hills.

Simply select the measurement results you want to display and the informative view in TopView will automatically start allowing you to 'fly' through the data using auto zoom overlay and live replay. You will see your test data in the exact location where it was measured and quickly understand the impact that the local terrain is having on networks' performance.

TopView is fully integrated in the QVP environment with the same touch and feel as other QVP applications. Cell lists can be overlaid for quick referencing and 'Draw Coverage' shows connection lines between measurement points to the serving cell.

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VoIP Testing with QVoice Systems

Times have changed and existing VoIP (Voice over IP, also known as Internet telephony) technology has led several communications companies to offer VoIP handsets that connect calls via WiFi hotspots or a broadband wireless router (WLAN), often with call quality indistinguishable from cellular. Internet calls mean low rates and no roaming charges anywhere on the planet so there is lots of subscriber appeal.

Some mobile operators are responding by migrating their networks towards IMS [IP Multimedia Subsystem] and offering VoIP over their 3/3.5G based networks. With the latest high-speed technologies implemented in these advanced networks, latency and jitter from packet switched networks are acceptable for good VoIP communications.

In general VoIP speech quality is very good to excellent for stationary use; in real mobile conditions, however, such as during driving a car, the quality level is approaching, but not yet always acceptable.

To help operators assess VoIP service quality, the QVoice Team has developed a new test tool for monitoring the QoS of speech calls setup with SIP-clients. Speech quality MOS of the intrusive test is measured online with PESQ (ITU-T P.862) and the IP-layer is captured and logged. Detailed analysis of the IP signalling can be done with standard tools like Wireshark.

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QVOICE FLASH

QVoice CDMA Testing – Then and Now

For those who can recall, QVoice started testing CDMA (Code Division Multiple Access) networks with dual mode cdmaONE/AMPS test mobiles from Qualcomm. In those early days, the IS95 phone would fall back to AMPS whenever CDMA coverage disappeared. And reliably, QVoice tracked the back-and-forth switching between the two technologies.

Today, of course, QVoice uses the most up-to-date cdma2000/EV-DO terminals including Rev.A for enhanced uplink data rates for testing; giving users the vital measurements characteristics of any CDMA technology based network.

The depth of engineering details recorded and displayed, together with 'user view' Quality of Service measurements and extensive report possibilities makes QVoice at home in CDMA as well as all other radio technologies.

Please contact your QVoice representative for details on our latest CDMA testing features.

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SYMPHONY NEWS

Fleet Manager – State of the Art Control of QVoice Smarts

[Message to our readers] The name Symphony was introduced as a the global family name for all Ascom MTS products following the acquisition of Argogroup. It also includes the Comarco systems. QVoice is still a brand name and does not change.

For more information, please download our latest customer newsletter, Symphony World – at www.qvoice.com/newsletter

Fleet Manager is a central administration component of the Symphony product family for controlling a fleet of QVoice Smart measurement units deployed to monitor the Quality of Service in cellular networks. The measurement units can be installed in vehicles, carried around by people using the phones in real-life situations, or permanently fixed at important locations. The System comprises 3 building blocks:

- Fleet Manager – fleet control and administration
- QVoice Smart Units (Nokia N95) – measurement applications execution
- QVoice Presentation – measurement analysis and reporting

QVoice Smart provides measurement data of speech quality and performance values on other mobile services such as video telephony, SMS, MMS, HTTP, FTP, ping and WAP. The user interface is a web-based application allowing users to access and control QVoice Fleet Manager from an office desktop PC or notebook.

The system can be operated in automatic or manual mode and switched back and forth. Communication between Fleet Manager and the QVoice Smart units is reliable, fast and has low operating costs.

For more information, please download our data sheet at www.qvoice.com/fleetmanager.

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SYMPHONY NEWS

Ascom Mobile Test Solutions Celebrates 15 Years of Success – The Pioneers of Modern Day Mobile Network Testing

Ascom Mobile Test Solutions (MTS) was founded on a simple premise – that testing mobile quality from the subscriber's point of view will help operators improve network performance and thereby retain customers.

This month as MTS celebrates its 15-year anniversary, that idea has turned Mobile Test Solutions into the global market leader in 'User Experience' testing of cellular networks.

However, building a successful company takes more than a vision – it takes constant innovation, quality products, excellent customer service, outstanding employees, and the ability to execute in all economic conditions.

Throughout its growth, Mobile Test Solutions has focused on these elements, and as a result its products has become so widely accepted that they are used worldwide by practically every wireless network operator.

As part of Mobile Test Solutions' 15-year anniversary, Beat Gerber, General Manager, will preside over an employee event, that also commemorates the company's acquisition of Argogroup earlier this year.

2008 marks a time of expanded horizons and new opportunities. For more information on the company's 15-year anniversary, visit www.qvoice.com.

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SYMPHONY NEWS

Ascom Mobile Test Solutions reports over CHF 3 million in significant new orders

Ascom Mobile Test Solutions, producer of mobile network measurement tools and a world leader in testing of cellular networks, has secured three new orders totalling over CHF3 million from Poland, Egypt and France.

The contracts from long-term customers PTK Centertel (Poland), Mobinil (Egypt) as well as Orange (France) include a variety of new QVoice Symphony systems and measurement upgrades along with installation, maintenance and training agreements. Deliveries have already started.

"We appreciate very much the continuous support and confidence of our customers worldwide in our products and services," said Beat Gerber, Managing Director of Ascom Mobile Test Solutions, "these orders confirm, once again, Ascom's position as a major supplier in the 'Quality of Service' (QoS) and 'Subscriber Experience' testing market."

Ascom is well-known throughout the mobile network industry. For over 15 years the company's systems have been meeting the technical demands of network performance and QoS testing. Ascom systems have been widely accepted and they are used globally by most major mobile network operators. The Ascom Mobile Test Solutions offering is known under the brand name Symphony with focus on testing and monitoring from the mobile user's perspective. The Symphony portfolio includes walk/drive testing, content and service testing, monitoring and reporting.

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Ascom expands with acquisition of Comarco Wireless Test Solutions

Dear Symphony/Monitor Master users:

In line with Ascom's growth strategy, the Mobile Test Solution business unit makes the next important expansion by signing a definitive agreement for the acquisition of Comarco's Wireless Test Solutions (WTS). This follows the acquisition in March of ArgoGroup, which added stationary systems and contents testing to the Symphony range of tests systems.

As you may remember, WTS is based in California and is a major supplier for drive test solutions and scanners in the Americas and Asia, and has been a very successful alliance partner for Ascom since 2006.

The WTS acquisition brings to you all as Symphony/Monitor Master users:

- Skills and strengths of the combined teams, ensuring even faster time to market, wider sales/support coverage, more products to suit user requirements
- enhancing further the cdma and scanner expertise
- unique offering from Ascom covering walk/drive and stationary systems, testing both cellular radio and contents of mobile data services.

We would bring you more details on our 'test everything, everywhere' capabilities in the coming months. In the mean time, please feel free to contact your Ascom representatives if you have any questions.

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Ascom Mobile Test Solutions Comes to GSM>3G Middle East in Dubai

One of the most successful and dynamic GSM gatherings in the region, the 13th annual GSM>3G Middle East Event – www.comworldseries-me.com – takes place this year on 15-16 December 2008 in the famous Dubai International Convention and Exhibition Centre, the ideal location for such an event.

With such strong growth in the region, the importance of quality is critical to an operator's long-term success. But maintaining optimum network performance demands full attention and regular testing – and that is what Ascom Mobile Test Solutions is all about. The number one in stationary and mobile testing, we can offer operators a complete view of their network, for both traditional and emerging mobile services.

If you are planning to attend this conference a visit to the **Ascom stand will prove interesting, especially if you're involved with network performance, optimization, benchmarking and subscriber quality of voice and multimedia services, revenue assurance, or ensuring correct content delivery of data services.**

We will be presenting our expanding product portfolio of our Symphony network analysis systems, featuring a class of measurement solutions based on the ultimate testing platform ever built, capable of delivering flexibility, unprecedented processing power and unlimited user choice of configuration. Test applications range from Voice and Data (FTP, HTTP, UDP, PING) to Video Streaming and Video Telephony as well as RF-scanning, Email, WAP, SMS and MMS.

We will also be delighted to introduce you to the NEW product from Ascom Mobile Test Solutions – Monitor Master for 24/7 QoS Monitoring – the must-have in the business of value added service testing, regression testing and testing of mobile internet deliveries.

You'll find us at **Ascom Stand Nr. 8.12** where our specialists, Mr. Thomas Preisig and Mr. Fredrik Glifberg await your visit and are prepared to demonstrate how our Test Solutions can be applied to meet whatever mobile network testing requirements you may have.

We look forward to meeting you. In the meantime please visit www.ascom.com, www.qvoice.com and www.argo.com.

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Your Ascom Mobile Test Solution Team

Ascom (Switzerland) Ltd. | Mobile Test Solutions
Glutz-Blotzheim-Strasse 3
CH-4503 Solothurn | Switzerland
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SYMPHONY NEWS

Ascom Mobile Test Solutions reports over CHF 12 million in significant orders

Ascom Mobile Test Solutions, a world leader in testing of cellular networks and supplier of mobile network measurement tools, has secured three new orders totalling over CHF 12 million from the USA, Ghana and Russia.

The three contracts from a tier one cellular network operator in the USA, the National Communication Authority of Ghana and a leading wireless operator in Russia include a variety of new Ascom systems along with installation, maintenance and training agreements. Ascom's offering includes walk/drive testing, content and service testing, monitoring and reporting.

"The obtained orders in the USA, Africa and Russia are very important steps forward and confirm our claim of being a global leader in mobile user experience testing," says Beat Gerber, Managing Director of Ascom Mobile Test Solutions.

The business unit Ascom Mobile Test Solutions has been strengthened this year by the acquisition of Argogroup and the initialised one of Comarco (closing expected in January 2009).

Sincerely
Your Symphony Team