

Study to understand trends and priorities among Japanese consumers and enterprises around wireless LTE applications

Research Objectives and Overview



- Qualitative study completed in December 2008 in Japan among consumers and enterprise end-users.
- Purpose of study was to gauge adoption for next generation mobile services. Specifically, the Phase 1 research was designed to:
 - Prioritize applications with the greatest market potential;
 - Understand drivers for application preferences;
 - Refine descriptions of 4G mobile network concepts and applications.

Key Findings

Enterprise

- Businesses appreciate the faster speed, improved video resolution, and the ability to multi-task with LTE/next generation wireless capabilities.



Consumer

- Consumer appreciate the speed and convenience provided by LTE/next gen mobile capabilities.
- Applications that are easy to comprehend and practical appeal to consumers across all age groups.



Considerations for Service Providers

Given end-users' high expectations and the presence of advanced services already in available, mobile operators should include enhanced quality of experience as a key differentiator in their service evolution to LTE/next gen wireless. For more details on the findings from this study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.