



## **FITCE Austria Events 2006: ICT meets Egon Schiele**

It is the mix that makes FITCE attractive: already in the first 5 months of 2006 FITCE Austria has arranged an interesting and diversified mixture of technical and cultural events for its members.

Alois Miedl, president of FITCE Austria, together with his team could welcome 50 to 70 participants to each event. The FITCE members brought their partners to the social events especially – which is one of FITCE Austria's goals: to also offer the members' partners the opportunity to become a part of the FITCE community.

### **"Egon Schiele" – Exhibition, Albertina Museum, Vienna**

At the end of January FITCE Austria organised a guided tour through the Egon Schiele Exhibition. At the heart of the exhibition were 130 graphic works and drawings which are owned by the Albertina itself. This collection includes the 10 watercolours which Schiele produced during his traumatic arrest at the Neulengbach



prison. Additionally, 90 works from private as well as publicly-owned collections were shown. Altogether it was the most remarkable and largest exhibition on Schiele works ever – even celebrities such as Angelina Jolie and Brad Pitt came to Vienna just to see the exhibition.

Together with Gustav Klimt and Oskar Kokoschka, Egon Schiele ranks among the pioneers of Modern Art in Austria. His watercolours and drawings, rather than his paintings, which are rooted in symbolism, represent the artistic acme of Egon Schiele's oeuvre. By isolating shapes and diminishing spatial orientation, as well as by exploring the nude body that had so far been tabooed, Schiele developed figures symbolising the loneliness of human existence.

The Albertina houses one of the world's largest and most precious graphic collections. Presently it contains almost 70,000 drawings and more than one million graphic prints from all of the significant art eras from the late Gothic period to the contemporary.

The range of outstanding works spans from Leonardo, Michelangelo and Raphael through Albrecht Dürer, Rembrandt and Rubens to Lorrain, Delacroix, Manet and Cézanne. The collections of the 20th Century including the works of Schiele, Klimt and Kokoschka as well as Warhol, Rauschenberg and Baselitz distinguish the Albertina.

### **Excursion & Visit to the Hub of the Austrian PTT**

In February "logistics" was the main focus and FITCE Austria invited its members to a guided tour through the hub of the Austrian PTT.

The so-called "Briefzentrum Wien" where all letters and parcels collected in the Vienna-area are sorted during the night for next-day delivery in Austria by 1,200 employees has a ground floor of 30,000 m<sup>2</sup> and is directly connected to the national and international rail network. At the moment it is one of the biggest and most modern logistic centres in Europe. The Austrian PTT has invested about 121 million Euros to improve productivity and quality of the processes.

In the letter-sorting centre 3,500,000 letters are handled per day on the average. But shortly before Christmas in 2005 even a maximum number of 6,500,000 letters were handled on a single day!

The FITCE members were impressed by the high standard of technology as well as the intelligent conveyor and control system.

Coming next: 2006 will be a very important year in the history of the PTT as they have planned to conduct their IPO prior to the summer holidays.

### **FITCE Forum**

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### **Peter F. Drucker: the Pioneer of Management and Knowledge Management**

Also in February a presentation on "Theory and Practice of Management" was organised for the FITCE members. The audience had come to critically question their daily management methods and to look at them from a different perspective – namely that of the "man who invented management" as The New York Times once called him - Peter F. Drucker.

The reason for the review on his management theories was his death in November 2005 at the age of 95. And it was new to most of the listeners that he was born in Vienna. At the end of the twenties Drucker went to Germany, where he worked as a journalist. In 1933 he emigrated to England, where he worked in banking and took part in the legendary Keynes seminars; shortly before the outbreak of the Second World War he settled in the USA.

Peter Drucker has written more than thirty books. The most successful of Drucker's books is "The Practice of Management", in which he developed "Management by Objectives" (MbO) in the mid-fifties, a management concept based on objective-setting and self-supervision which initiated a break with the purely authoritarian leadership principle in most businesses. Part of the success of Drucker's books and lectures is due to his treatment of economics and management in

the broad context of the humanities and his constant linking of hard economic data and facts to references in history, philosophy, literature and art.

### **(R)evolution in IT & Telco**

4 top-class topics of FITCE "core business" were presented to the approximately 50 participants in May at this ICT symposium. Their main focus was in finding solutions for the customers: What is the best way to market my technology? What solutions might offer benefits to the customers? In the first presentation the listeners heard an overview of the fields in which RFID can be used such as parking systems, vehicle identification, keys, substitution of the barcode, surveillance of the water supply system, etc. But there were also some critical comments on the negative aspects of the "transparent man". How technology can be used for a new form of marketing at the POS held the attention of the audience in the second contribution of this evening.

"Dynamic Digital Signage" are displays which are installed directly at the POS, the point where the buying decisions are made. These displays show changing offerings and product information, for example, of some McDonalds restaurants in Austria. McDonalds is the first customer where this kind of marketing tool based on DSL technology has been installed. Grand Media presented a new form of information and entertainment which was already launched in a

hotel in Ljubljana. The multimedia content platform can be operated via the remote control of the TV or via touch screen. It offers the guests not only TV, radio or an Internet connection but also IP telephony, games and information on local activities and events.

Many of the voice and data services did not achieve the estimated ARPU during the last years. If you trust the trends which have been presented at the 3GSM 2006 trade show, service convergence, seamless mobility and IP multimedia subsystem should put things right. The last presentation of the evening was dedicated to that topic. The main conclusion: customers are not interested in the background technology but it has to have a benefit for them and it must be easy to use.

The basis of this conclusion was a research study commissioned by mobilkom austria. The study showed that customers invest approximately 11 minutes of their time to learn a new service or function. They try 2.6 times to make it work – and then give up and are not interested anymore. In this event FITCE Austria was able to offer its members not only interesting insight into the telecommunication business but also into the IT world. At the Congress 2005 FITCE Austria tried to broaden its focus and get more acceptance and interest from the industry. One step in this direction was also made by gaining Hewlett Packard as sponsor for this symposium.

# FITCE.

## BE Young ICT Personality of the Year

This year, FITCE Belgium took a new initiative. We launched a contest to select the 'FITCE.BE Young ICT Personality of the Year'. The goal of the contest was to allow young ICT professionals to share their ideas and views on a specific telecom topic with a larger audience of professionals and leaders from the industry. Young in this case meant not older than 32 years. Only people who resided in Belgium could participate. Agoria-ICT, the ICT sector federation in Belgium strongly supported the initiative.

Candidates had to present themselves, their ideas and views, and to introduce innovative thinking on a prescribed theme from the world of telecommunications. The candidates could use the opportunity to challenge established ideas, explore change or demonstrate their knowledge. The theme for this year was 'Innovation in Electronic Communications'. Candidates had to enter an abstract of the subject they would present if selected, a motivation for their candidacy and a curriculum vitae. A jury of academic and industry professionals then held a couple of pre-selection rounds in which the candidates presented their subject. This resulted in a shortlist of three. The following table identifies the three successful candidates and includes an abstract of their presentation.

**Dieter Platel**, Advisor ICT Agoria

### Belgian Telecom Laws, An Engineer's View

The recent Telecom Law derived from a fruitful discussion between lawmakers and engineers. The impact of this law, which reflects European regulation, for the continued development of the ICT sector should not be underestimated. It imposes requirements, some strictly legal, others technical-legal. An engineer may consider some of the elements of this law with a fair degree of scepticism but must understand what the political world, and therefore society, wants to achieve with ICT. For an engineer, the economic and social aspects are often difficult to assess.

The speaker will also describe the reasons why it is so hard to regulate the Belgian ICT sector. Collaboration agreements, authority issues, inter-departmental working groups and committees make life difficult not only for engineers. What do companies have to take into account when they introduce new technologies on the market and what does an engineer have to know?

**Steven Van den Berghe**

Senior Engineer UGent, IBCN-INTEC, IBBT

### Policy-driven Network Architecture for Building the Next "Next Generation Networks"

"Quality of Service" has been a keyword in innovative telecommunications research for the last few decades. As participant in several R&D projects and IETF standardization on this subject, the speaker had the opportunity to closely follow the development of a large set of QoS-enabling protocols, architectures and mechanisms. A lot of his work involved industry-driven innovation projects that needed some form of QoS, typically in a specific environment (e.g. a home network, an IP-based television studio, etc.).

Often the "one size fits all" solution delivered through the traditional layered delegation mechanism proved to be too costly or complex to implement in these cases. To enable at least the partial application of (cost-reducing) Internet technologies in these environments, dedicated modifications to standard technologies were needed.

A mechanism that was described in the speaker's PhD thesis, and which is in the mean time being applied to several recent R&D projects, is the use of a policy-driven approach. The selection and configuration of (parts of) network technologies to apply in a specific design can often be driven by finding an intersection between the policies that drive the network, a policy-based description of the user role and policies that represent the working bounds of the application.

**Bart Van Der Meerssche**

Research and Innovation

Team from Alcatel & K.U.Leuven

### Creative Co-Design, Inviting Users to your Table

In the 21st century, mere technological prowess will prove to be insufficient in stopping the relentless commoditisation of electronic communications. Business success will depend on the ability of a company to engage in an honest and empathic co-creation relationship with their community. As in Luther's era, the 95 theses of the "Cluetrain Manifesto: The End of Business as Usual", published in 1999, are triggering a reformation.

The speaker will present the methodology and research findings of the European Celticlabeled project EnComPAs: Enabling Community Communications – Platforms and Applications. This European project involves research divisions of major telecom companies and universities in Belgium, Finland, Spain, and France.

Project EnComPAs aims to investigate how people interact in their everyday life and how this interaction can be supported or facilitated by communication technologies. Unique in this respect is that users are involved in the very early stages of the innovation cycle. In a sense, these new communication technologies are designed by the user.



The president of FITCE Belgium, José Van Ooteghem, presents a symbolic cheque to the winner whose prize is an all-in ticket to the FITCE congress in Athens where he will repeat his presentation.

Although col-design is still in its infancy as a user research activity, very promising results were obtained from early experience.

The three best ranked candidates from the pre-selection rounds then competed in the final round which was held on 20 April during a public FITCE.BE evening event where an extended jury of senior ICT leaders selected

the final winner. The criteria for selection were the originality, innovativeness and relevancy of the topic and the knowledge exhibited by the candidate.

The evening was a resounding success, intellectually stimulating but with a high fun factor as well, as evidenced by these pictures of the event.

Given the success of the whole undertaking, it is likely that the board of FITCE Belgium will decide to turn it into an annual tradition.

It should also be an encouragement to other FITCE chapters who are considering similar initiatives.

## Young Person Of The Year Award – a case study

James Roberts is a member of the TCN Young People's Forum & currently works in International Traffic Management at BT's Central Operations Unit in Oswestry. James took part in the 2005 TCN Young Person of the Year Competition. He won the competition in Wales & then went on to win the UK final with a presentation on future technical & commercial developments in broadband. Here are James's thoughts on the experience he got from the competition.

It all began with an email from Jeremy Randles, Secretary of FITCE UK, asking who was interested in participating in the Young Person of the Year Award; this was almost a year ago and just as I had joined BT. I thought to myself what had I too lose and what an experience it could be, especially as I had only just joined the company and had a lot to learn, I thought this would be a great opportunity to learn and meet new people. So I prepared my presentation for the heats.

The presentation I chose was about making broadband available to all, and the practical and commercial implications involved with this. I delivered my presentation in Cardiff on March 1st 2005, St David's Day must have been lucky for me (or wearing a Daffodil!) as I found out a week or so after the event that I had won the Welsh heats. It took a while to sink in. However no sooner had it sunk in I was in Manchester presenting in the finals on "3G Mobiles and how operators/investors could recoup their huge investment". The topic was not as easy as I first anticipated, and I was nervous about presenting for the finals, however the judges were welcoming and it really helped as I could deliver my presentation in a more coherent and confident manner.

When the result came I was so thrilled, the feeling was beyond words. I learnt a lot from my presentation and had been so anxious to find out my result, now it had arrived the wait was over and I was overjoyed. I had enjoyed the whole experience so much as I had met new people, received advice from colleagues before I presented, and judges after I had presented, and this helped me improve at each stage. I learnt a great deal from the whole experience, both about myself, and the technology I was discussing. I would (and have) recommend the competition to anyone who was thinking of entering.

The Prize for the competition was an expenses paid trip to the FITCE Congress in Vienna. The congress was held in the Telekom Austria headquarters. The attendees came from various companies from both the IT and telecoms sector, Deutsche Telekom, Telekom Austria, Alcatel, Siemens, BT, Cisco, Kapsch, Ofcom, TCN to name but a few, as well as representatives from Universities across the World.

The event was very interesting, the information that I gathered, and the new substance that I learnt was taken from a vast range of presentations and speeches from topics covering, new and old technology in the industry, business issues, new ideas, and much more. Some included topics such as HDTV, IPTV, VOIP and Broadband.

The title of the event was "The Magic Potion to meet customer's desires", therefore there was an eclectic range of papers presented. The whole event was very interesting and I found the papers presented to be very informative, I really enjoyed the whole experience and learnt a great deal from it. I look forward to attending the event in the future.

Overall I can confidently say that the Young Person of Year Award and attending TCN events and the FITCE congress has been a great experience for me, I have met new people, learnt a lot more about the industry and business, it has been an invaluable experience from the minute I entered the competition, to the present day, where I am part of TCN Wales, organising new events as well as participating in the Young Person competition this year as a judge. Most of all I have enjoyed every aspect of joining TCN and entering the Young Person of the Year Award Competition.



# “Let me entertain you...”

Is this the marketing concept for the POS of the future:

**Mc Donald's goes Multimedia with technology from Telekom Austria McDonald's Austria and Telekom Austria - Entertainment like Never Before: Multimedia Concept at McDonald's**

With Telekom Austria as a technology partner McDonald's now offers its restaurant guests of every age a unique, brand-new multimedia concept that guarantees fun and action. Flat screens, Internet and Playstation terminals, as well as great music will make a visit to McDonald's in the future a multimedia experience that will be hard to beat.

McDonald's Austria: "McDonald's Austria hosts over 100 million guests per year in its 162 restaurants. It is fantastic that we are able to equip our locations with this multimedia concept, which corresponds to our focus on modernizing our restaurants. Besides a completely new restaurant design, we also want to expand our service offering. After all, a visit to McDonald's should be fun and not only a pleasant culinary experience – in line with our slogan "I'm lovin' it". We are very happy about cooperating with our technology partner Telekom Austria and are proud that with this multimedia concept we are taking on a pioneering role as "McDonald's Land" once again. The new multimedia concept has already been installed 7 restaurants in Austria; it is planned to have additional 100 restaurants linked in September 2006.

## Information and Entertainment with Many Features

The newly developed multimedia concept comprises a variety of infotainment and entertainment through Playstation terminals, ChannelM programs on the video screen, Internet stations and the new "Store Radio". Here the focus is on interoperability with the other available media, such as mobile phone, palmtop, etc. that offer the guests additional features. For example, the guest can order tickets for events that are advertised on screen via handy, text message or at the Internet station. All the services offered are free of charge for the guests. The new concept will undergo a continual development process and several tools will be added. In the future the guest will be able to take part interactively in creating a program via the multimedia system based on the new communications media. McDonald's Austria, which relies on Telekom

Austria's modern communications technology for this pilot project, plays a unique pioneering role within the US company.

## Marketing Solutions Provides Relief

Telekom Austria's marketing head Stefan Tweraser explains the approach to the project: "We provide McDonald's with a ready-to-go high tech marketing instrument. Telekom Austria takes over the management of the entire communications solution, providing relief for McDonald's IT and marketing staff." This frees employees for other IT projects or for efficient marketing of the platform at the point of sale. The full content can be centrally programmed and controlled from the workplace for the connected locations – thus conserving resources, making regionalization or individualization of the information possible to a great extent.

The marketing of advertising space on the flat screens and Internet terminals will be managed by Telekom Austria. Stefan Tweraser explains this USP: "It is an additional great advantage for McDonald's that Telekom Austria will market the advertising rights. We provide the customer with our ample, economical network in order to assure appropriate marketing."

## Details of the Multimedia Concept

The infotainment solution at McDonald's is based on a multimedia platform, which is hosted, operated and maintained in Telekom Austria's technology center. The content is transmitted to the individual McDonald's restaurants via a secure broadband connection. The network is protected by firewalls, and the closed network is protected from undesired access by third parties.

## ChannelM ("McDonalds TV") Program on Video Screen:

ChannelM broadcasts the latest news on the video screens from twelve different areas such as politics, sports, weather, traffic information, society or nutrition. The information is updated by the minute and provided by the Austrian Press Agency (APA). Much of the information is also regionalized,



offered in line with the location of the respective restaurant, such as the latest traffic information but also local and supra-regional events or regional politics. In addition, the guests can receive the latest video clips from the areas of music, sports and lifestyle. In the near future it will also be possible to experience sports and other major events with friends at McDonald's.

## Internet Stations:

The Internet stations have a special, user-friendly interface, which makes the most important national and regional information available to the guests by just a mouse-click, such as events, transport schedules, and shopping guides. The Internet stations are also equipped with an integrated camera and e-mail feature so that guests can send their friends free e-mail messages with video photo.

## Sony Playstation with EyeToy Camera:

Fun and entertainment await games fans from age 4 to 99 with the latest (violence-free) games worldwide, which are exchanged two to three times a month.

## Store Radio:

The Store Radio program comprises background music that is especially adapted to the time of day and week. Designed like a radio program, it is automatically set up anew each day. The Store Radio comprises a pool of approximately 1000 titles of various kinds of music: mainstream for the family, current charts for teens and chill out feel-good music for young adults. Rotation takes place automatically via the music programming, a so-called program clock.

# WiMAX in emerging countries: First Trials in Africa markets.

In 2006, the highly anticipated WiMAX technology becomes a reality, with more than 150 service providers around the world starting to build networks based on fully standard equipment. By mid 2006, we should see the first products and trials based on the second, mobile WiMAX standard, 802.16e, which has even greater disruptive potential.

## WiMAX in few words...

WiMAX stands for Worldwide interoperability for Microwave Access. It's a wireless technology providing high-speed data and voice services in networks covering long distances and wide ranges. It was established to do for wireless Metro Area Networking (MAN) what the 802.11 WiFi standard did for wireless Local Area Networking (LAN). WiMAX holds out the promise of combining the benefits of DSL, 3G and WiFi in one platform that could support many innovative applications and a new breed of operators.

The technology is supported by the WiMAX Forum, an industry-led, non-profit organisation made up of equipment manufacturers (with Intel at the helm), component suppliers and service providers. It can be used for last-mile broadband access, hotspots, enterprise high speed connectivity and cellular back haul for carrier infrastructure (Standard 802.16d certified in December 2005), and also the hopeful Standard 802.16e which is the mobile version defined in December 2004 with high potential comparing to 3G HSDPA/HSUPA and his evolutions (3GPP Long Term Evolution)). It was defined in December 2005 and the next step, the interoperability certification by the WiMAX Forum, has started. We cannot expect to see the first certified equipment before the mid 2007. In the mid-time, equipment manufacturers will no doubt begin to commercialise pre-standard equipment.

Drop in Customer Premise Equipments costs and a respectable market expected. Approval of the standard and equipment validation by WiMAX Forum will enable manufacturers to start mass producing chips which will boost the WiMAX deployments in the short term. The diagram below illustrates the expected availability of WiMAX technology in different equipment as its price declines.

## WiMAX deployment in emerging countries

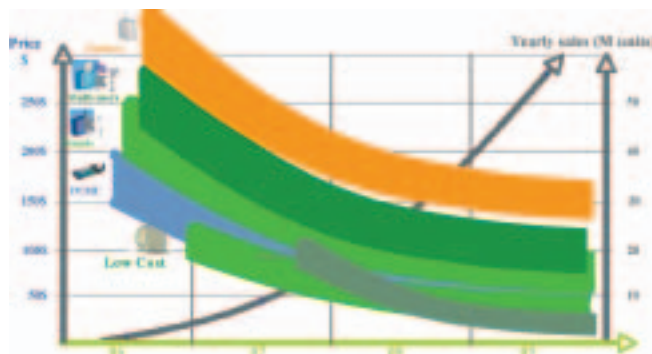
In emerging markets broadband Internet access is little developed because of unavailability of infrastructure. WiMAX could be seen as an adequate solution to provide mass-market broadband access quickly while avoiding heavy investments. The new emerging carriers will use WiMAX as their base technology for voice and high-speed data services, while many established will use it to provide higher speed services and limit their costs. The 3.5 Ghz frequency is the most

exploited for wireless broadband services in pre-WiMAX, in Africa, Asia, Caribbean and Eastern Europe (apart from TME DotCom in Malaysia using 2.5 GHz and Qmax in Singapore).

## Case Studies in Africa

In some respects WiMAX isn't really a new technology at all, but rather an evolution of BWA (Broadband Wireless Access) which has been used throughout Africa and the Middle East for over ten years. BWA now carries voice and data services in both rural and urban areas where there was no telecoms infrastructure, or where the infrastructure is hold and saturated and its replacement or upgrade would not be cost-effective. Microcom, in Congo, is the leading Wireless Internet Access provider in the Democratic Republic of Congo. The ISP announced in April 2005, that is had ordered BreezeMAX, Alvarion's WiMAX-ready equipment to provide high-speed data services to corporate and residential customers in the city of Kinshasa. Arobase Telecom, the Ivory Coast's second national operator, uses a fibre network to bear telecoms services throughout the country since June 2005, at which time it also placed orders for BreezeMAX 3500, alvarion's WiMAX-ready platform. Arobase is expanding its network with additional base stations and hundreds of corporate and SME subscribers to supply broadband data and voice services in the whole of the Abidjan area.

In Telkom South Africa, trials are being conducted with selected customers, complementing fixed broadband services in a move to provide a total approach to broadband penetration. As part of the trials, Telkom has installed two Alvarion base stations operating on the IEEE 802.16a standard at the CSIR and the Lukasrand sites in Pretoria following an agreement with Grintek to run trial sites with Alvarion's BreezeMax AXWireless Interoperability for WiMAX solution. Telkom is at present testing pre-WiMAX equipment at three locations. Services that have been successfully tested to date include Internet access, high-speed broadband data and VoIP via customer premises gateways. Services testing have been limited to Telkom employees. Telkom has a



Despite a number of imponderables, the perspectives of the WiMAX market are promising. According to the WiMAX Forum, the number of WiMAX subscribers should reach around 7.5 millions by 2009.

memorandum of understanding with Intel Corporation for interchange of information on WiMAX in order to keep up with the latest WiMAX developments.

## Towards the full WiMAX mobility...

In terms of data rate WiMAX has a huge advantage. 3G technologies presents lower advantage compared to WiMAX: CDMA 2000 EV-DO and W-CDMA have a maximum theoretical speed of 2 Mbps (or up to 10 Mbps with HSDPA) while WiMax can theoretically handle 70 Mbps. Nevertheless, 3G technologies have the key advantage of mobility. Cellular technologies allow handover when actually moving at a speed of 300 km/h. WiMAX evolutions should bring enhancements for mobility connection, but it still falls far short of the possibilities given by cellular technologies. However WiMAX appears to become an important part of the mobile network and not a threat to cellular operators.

As fixed services and broadband Internet access WiMAX could be an alternative in countries with low fixed penetration as its deployment costs are relatively low. Although WiMAX is more widely deployed – in Africa and elsewhere – it is not being used by many operators to directly deliver fixed voice services. DRC's Microcom is operating VoIP payphones using satellite connectivity. And the mobile VoIP element of the WiMAX standard is not due to be delivered before 2008/2009. Moreover, the impetus behind the WiMAX standard will not really be felt until Intel starts manufacturing WiMAX-enabled chips for laptops expected in the second/third quarter of 2007.

Emmanuel Dujardin, FITCE France,  
in association with Orange France and Sofrecom.

## Athens is the place where...



**George Argyropoulos**  
President

Dear Colleagues,  
I have the pleasure to invite all of you to come to Athens for the annual Congress of our Federation.

The forthcoming international FITCE Congress will offer significant opportunities to all participants to meet, exchange ideas, views, knowledge and practices on a great variety of technical,

business, commercial, financial, legal, social and other issues, as well as to strengthen interactivity, co-operation and friendship among them.

The 45th FITCE Congress is planned to focus on the new reality observed in the market, where there are strong "confrontations" especially between network operators, service providers and other "players". In fact, although convergence is a principal technological feature leading innovation, there is still a "lack" in the evolution processes. After the initial mobile explosion, the fixed operators

have now reorganized their potential and returned to a mature "battlefield" by offering competitive alternatives, in a way to re-gain their lost "ground". At the same time, next generation networks and new service-applications are key drivers for the economic growth.

Come to Athens to discuss together if "The return of the Profit" will happen and how?

**Georgios Argyropoulos**  
President FITCE

New business opportunities like the digital home where all devices can interact and communicate with each other are emerging. Another example is the digital enterprise where employees have exactly the same service anytime and anywhere that they are used to having in their office. These opportunities are driven by the digital convergence, the core of then next big wave. A variety of content and services can be delivered over different types of networks and to a variety of different multimedia devices.

We will have a new digital convergence space in which industries such as media industries, software industries, network operators and other service providers as well as consumer electronics and information and communications technology industries are

looking for new positions. But also the way of generating and capturing value will be challenged. Traditional broadcasting content will be provided on telecom networks, and telecom operators are entering into the content and service provision business.

But we need a better environment in Europe in order to benefit from the opportunity of the digital convergence. This environment involves a competitive regulatory framework, a significantly improved knowledge base and a more inclusive information society. Regulation should be developed to reflect these emerging new markets due to the digital convergence. It is important to create a regulatory framework that provides a level-playing field for all parties operating in the new markets created by the digital convergence and

that facilitates digital convergence and the development of an information society. But in the early phase, new emerging businesses need to have the freedom to develop before they are brought under horizontal regulation.

New regulation must provide sufficient incentive for innovation and market growth, lighten the overall regulatory burdens at all levels and allow sufficient time for transition. FITCE is willing to contribute to the public policy.



**Filip Geerts**  
Secretary-General FITCE



**Constantinos Sidiropoulos**  
President of FITCE Hellas

The president of the Hellenic Branch of FITCE is pleased to invite you, to the 45th FITCE Congress in Athens, Greece.

FITCE HELLAS is delighted to show you some of the Greek cultural, historical and traditional highlights as well as to present the leading developments in the field of ICTs industry.

## WELCOME..!

### 45th EUROPEAN TELECOMMUNICATIONS CONGRESS

Athens – Greece, 30 August to 2 September, 2006

In cooperation with the Greek ICTs community, the Ministry, the Hellenic Regulatory Authorities & Universities and industry, coupled together with the support of the European Commission and the Technical Chamber of Greece, we managed to put together the program of our congress encompassing the newest ICT trends and strategies:

- Emerging Wireless Technology and Services: for Better Quality of Life and Work

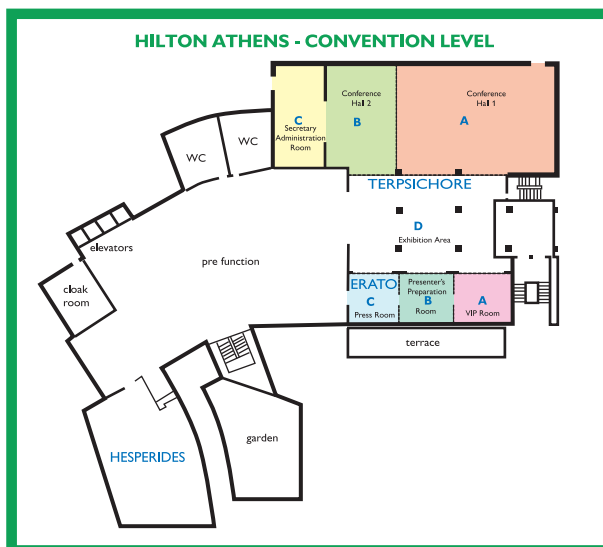
- Impact of Regulation on Telecom Business
- Broadband Services and Access Solutions
- The Mobile way forward
- Satellite Communications

ICT professionals, scientist and experts from vendors and telecoms will present their experience, knowledge and vision in a very comprehensive way!

Looking forward to seeing you in Athens!

**FITCE CONGRESS 2006 • ACCOMMODATION**

Hotel	Address	Sgl	Dbl	Breakfast	Distance from Congress Venue
<b>HILTON ATHENS HOTEL (5*)</b>	46, Vass. Sophias Ave.	180€	180€	American Buffet 32,50 per person included (fixed charge)	Congress Venue
<b>BEST WESTERN ILISSIA HOTEL (4*)</b>	25, Michalakopoulou St.	93€	107€	American Buffet included (fixed charge)	150m
<b>AIROTEL STRATOS VASSILIKOS HOTEL (4*)</b>	112, Michalakopoulou St.	124€	124€	American Buffet included (fixed charge)	1.000m metro station at 300m, blue line, one stop
<b>PRESIDENT HOTEL (4*)</b>	43, Kifissias Ave.	82€	92€	American Buffet included (fixed charge)	1.500m metro station at 200m, blue line, two stops
<b>ELECTRA HOTEL (4*)</b>	5, Ermou St. Syntagma Sq.	145€	170€	American Buffet included (fixed charge)	1.500m metro station at 100m, blue line, one stop
<b>ASTOR HOTEL (4*)</b>	16, Kar. Servias St. Syntagma Sq.	88€	108€	American Buffet included (fixed charge)	1.500m metro station at 200m, blue line, one stop



Floor Plan  
Hilton Hotel • Congress Venue

- Hotel prices are per room, per night and are inclusive of all taxes & an American Buffet Breakfast.
  - All the above rates are special rates, achieved by "MOEL Conferences" for the needs of FITCE 2006 Congress and are valid for reservations made through "MOEL Conferences".
- Please enter [www.fitce2006.gr](http://www.fitce2006.gr) Accommodation & Travel and make your accommodation reservation. Submit your accommodation form by 30 June 2006.  
For queries on accommodation issues, please contact:



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**PARTNERS' PROGRAM & SOCIAL EVENTS**



Wednesday 30th	Thursday 31st	Friday 1st	Saturday 2nd
Registration	Visit to Cape Sounion	Excursion to Delphi	Free
Opening Ceremony			Visit to Acropolis
Welcome Reception	Greek night at traditional place	Free Evening	Gala Dinner
Free Evening			

Registration Fees		Before 1 July	After 1 July	On Site
Delegates	Member	350	450	600
	Non Member	700	900	900
Student		100	120	150
Accompanying Persons	of Member Delegates	200	250	400
	of Non Member Delegates	400	500	500
Delegates 1 Day	Member	150	200	300
	Non Member	300	400	500
Student 1 Day		50	80	100

Prices are in Euros per person.  
Early registration: fees collected by relevant National Association before July 1st, 2006.

For information about FITCE's 2006 Congress in the Olympic city of Athens: <http://www.fitce2006.gr>

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