



Broadband Applications & Devices Workshop

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Mobile Device Evolution

- Moore's Law is in effect
- Consumer demand is driving innovation
- Current mobile device ecosystem is generating more opportunities – enhancing value and productivity



Typical Device
2002



Palm Pre
2009

Maturity of Mobile Apps/Services

- Mobile Data: From gimmick to lifestyle changing...
- 3rd Party Innovation requires an “Open” mentality
- Sprint is best positioned to meet customer needs



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End – End Experience is Critical

- Improving customer experience – ensuring choice and innovation at affordable price points
- A fair playing field will focus service providers on meeting consumers' growing needs

