

Introduction to 3G Technology - Non-Technical



Aim:

This two day Learning event, sets-out to teach the basics of 3G Mobile Cellular technology, in a methodical, straight forward, non-technical and easy to understand way. 3G has finally arrived and after all the hype associated with it's launch, the delays in handsets, will the technology deliver on the promise and the public (users) be convinced enough to mass adopt? Get an overview of how a 3G mobile system works and how this has evolved from 2G and 2.5G. Learn about how important content is and why content and services are key to the success of 3G. Learn about the 'Battle for the Pocket' and how the younger (Community) generation

Date:

Time: 0900-1700

Location:

Contact Person:

are vastly different to their elders both in terms of expectations and use of technology. Finally understand the services that are producing revenue and review the available handsets to see what features are loaded and what we can expect in the future.

Who Should Attend:

The course is ideal for all persons who would like to get an overview of 3G technology without going too deep into the technical details. Other people who should attend are Value Added Resellers, Dealers, Content Developers, Equipment Manufacturers, Finance and Admin, Call Centre, HR and Support staff from Mobile Operators and Telcos or anyone who works alongside Engineers working on 3G.

About the Course:

The course covers the following topics-

- What is 3G?
- How 3G has evolved from 2G and 2.5G and how it differs from these technologies
- Overview of how 3G works
- What did 3G promise
- What are the services that 3G offers now and in the future
- What are the threats to 3G and the competing technologies
- How is 3G being implemented in and outside of Singapore
- Handsets and features available now and in the future
- What is next 3.5G/3G evolved, 3.75G/3.9G/4G.....
-and much more



About the Facilitator:



The Course Facilitator is John Shazell, who has 41 years experience in the ICT/Telecommunications Industry, of which 20 years has been spent in Training Engineers, Technicians and Industry professionals.

John has worked for British Telecom Plc., Cable & Wireless Plc., International Telecoms Union (ITU) and Ericsson AB.

He is now CEO of the Teleconsult group of companies, which are located in Singapore, Indonesia, Brunei Darussalam, Malaysia and SAR Hong Kong.

John has lived in the Middle East for 11 years and worked in SE Asia for the last 22 years. He therefore brings a wealth of local knowledge and experience into the learning experience, as well as a thorough understanding of the subject being taught.

John is the Vice President of the Association of Telecommunications Industry of Singapore (ATIS) and also an ExCo member of the Singapore Infocomms Technology Federation (SITF) and AmCham ICT Committee.

John has trained more than 12,000 persons in the regional Telco's and Private Sector organizations, covering Highways, Power Authorities, Oil / Petro-Chemical plants, new Housing Developments, Ports and Airports and Railway Authorities.