

## COAI and Huawei partner to highlight the importance of moving to the FMC 2.0 era

Consumers can look at integrated content between applications and devices in the future with this technology

**New Delhi, 6<sup>th</sup> June 2016:** Huawei India, has partnered with COAI (Cellular Operators Association of India) to support the advancement and versatility of broadband services in India. Through this partnership, Huawei organized the FMC 2.0 summit which redefines the concept of fixed-mobile convergence (FMC) through the company's FMC 2.0 strategy. The summit, 'FMC 2.0– Winning the Future' witnessed an attendance of over 220 decision makers across ICT & Media industries. Convergence of Fixed Broadband, Mobile Broadband & Content will create the right synergies to provide a truly digital experience to the masses.

'FMC 2.0– Winning the Future' discussed Global Trends on how the concept has gained momentum in other regions and the importance of National Broadband networks. In a connected world all the key technology, applications and bandwidth developments need to be interconnected to meet the underlying needs of individuals. Notable Government representatives and business leaders from across leading service providers shared their perspective at the event as well.

Mr. Rajan S. Mathews, Director General, COAI said, "Service providers-both telecom and media players- are increasingly realizing the significance of content and bundling content with delivery infrastructure to offer bundled triple play or quad play offerings. We appreciate Huawei's vision to support a concept like FMC 2.0 urging all stakeholders in shaping a digital future".

Chandan Kumar, head of marketing and solutions, Huawei India said "We at Huawei are committed to India's inclusive growth and are working towards connecting societies at large. The telecom industry has entered the ultra-broadband age and only single connection is not enough for carriers to achieve commercial success because it misses what consumers really want. Emerging technologies like FMC 2.0 will fast become the norm in carrier business transformation and Fixed Broadband enablement key to making Digital India a success".

The telecoms industry has entered the ultra-broadband age, which marks the transition from the connection-oriented FMC 1.0 stage to the FMC 2.0 stage, characterized by application, cloud and experience. FMC 1.0 alone is not enough for carriers to achieve commercial success because it misses what consumers really want – a high-quality experience. Content has a direct impact on user experience and is a key factor that determines the long-term competitiveness. To fill this gap, Huawei's FMC 2.0, which stands for fixed broadband, mobile broadband, and content, puts content at the center.

### **About COAI**

COAI was constituted in 1995 as a registered, non-governmental society. COAI's vision is to establish India as the global leader of innovative mobile communications infrastructure, products and services and achieving a national teledensity of 100%, including broadband. The association is also dedicated to the advancement of modern communication and towards delivering the benefits of innovative and affordable mobile communication services to the people of India.

[www.coai.in](http://www.coai.in)

## About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 170,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

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