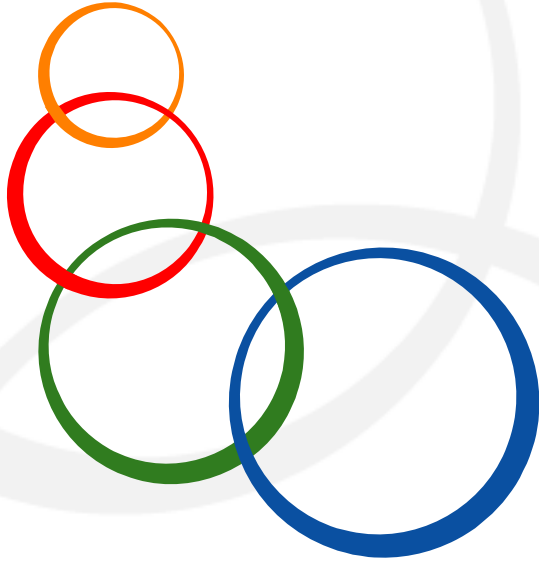


# *2006 Harris Global Sales and Business Development Conference*



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***2 GHz Relocation – What MCD Is Doing for Customers***

***Kami Spangenberg***

***Snr. Manager, Global Marketing Communications***

MICROWAVE COMMUNICATIONS DIVISION

# FCC initiative



- *Re-allocation of 90 MHz of 2 GHz spectrum to Advanced Wireless Services (AWS) providers*
  - > *45 MHz in the 1710-1755 MHz band (government)*
  - > *45 MHz in the 2110-2155 MHz band (commercial)*
- *Auction begins August 9, 2006*



2GHz  
Relocation



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## *Opportunity for N.A. sales*



- *Substantial new revenue opportunities (\$130M-\$200M)*
- *Engineering effort requires highly trained technical staff—MCD sweet spot*
- *Strengthens MCD position as the North American leader*

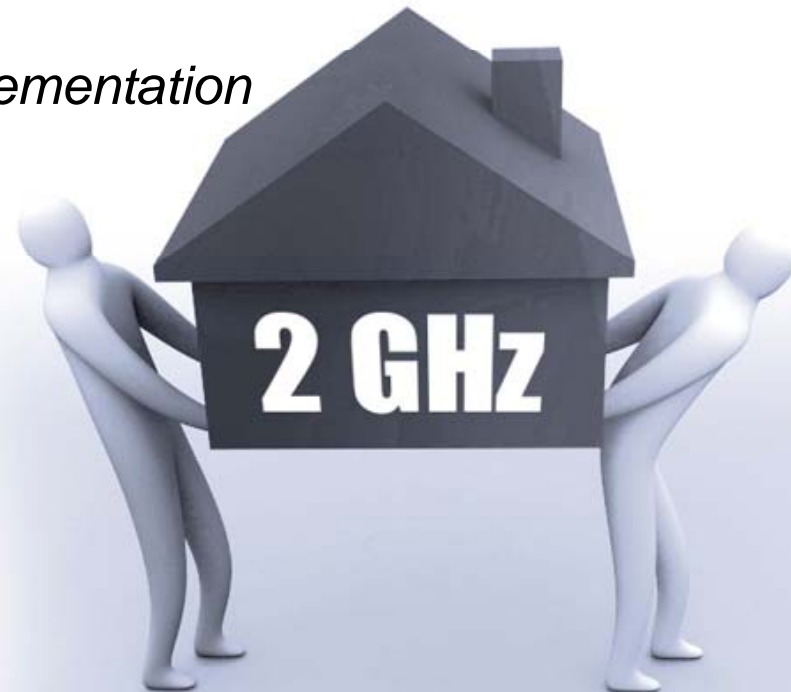


# *Capturing the opportunity*



- *Define our message, offering and advantages*
- *Ensure sales/marketing awareness and readiness*
- *Contact customers and new prospects*
- *Emphasize PCS experience, transmission expertise, customer focus*
- *Become preferred vendor for implementation*

**Best shop in  
the industry for  
frequency relocation!**



*We're executing now!*



- *Sales/Marketing: identified opportunity*
- *Sales/Marcom: developed a plan and executing now*
- *Marcom: facilitating project progress, producing content*
- *Sales/Marketing: monitor reloc events, send news items for Web*
- *Marcom: Create and maintain new Web section, FAQs, brochure, reloc facts for customers*
- *Supporting this project:*
  - > *Sales: Tom Courtney, Jayne Leighton, Robin Sims*
  - > *Marketing: Cathy Chen, Michelle Pampin*
  - > *Marcom: Ron Jackson, Isabelle Richards, Kami Spangenberg*



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# New AWS Web section



The screenshot shows the Harris Microwave website with several callouts. A red box highlights the 'AWS 1.7 / 2.1 GHz relocation' link in the left sidebar. Another red box highlights a 'Highlights' section containing a link to 'The 1.7 / 2.1 GHz relocation could significantly impact your network operations and your business. Discover the answers to some frequently asked questions >>'. A third red box highlights a 'Wireless network solutions' menu with options like Mobile operators, Fixed operators, Public safety, Critical infrastructure, Private enterprises, Broadcast companies, Network management, and Systems integrators. The main content area features a navigation menu, a search bar, and several sections: 'Recent press releases' (listing news from 5/9/2006 to 4/25/2006), 'Upcoming tradeshows' (listing APSCO 2006, GSM>3G Middle East & Gulf 2006, and Futurecom 2006), and 'Customers' (with a link to 'Click here to access our Premier Sites'). The footer includes '© 2006 Harris Corporation. Terms of Use.' and the 'assuredcommunications™' logo.

From the main MCD page:

- Get to the new 2 GHz section
- Get your questions answered



# Reloc information headquarters



<http://www.microwave.harris.com/2ghzrelocation/>

- Primary source of info

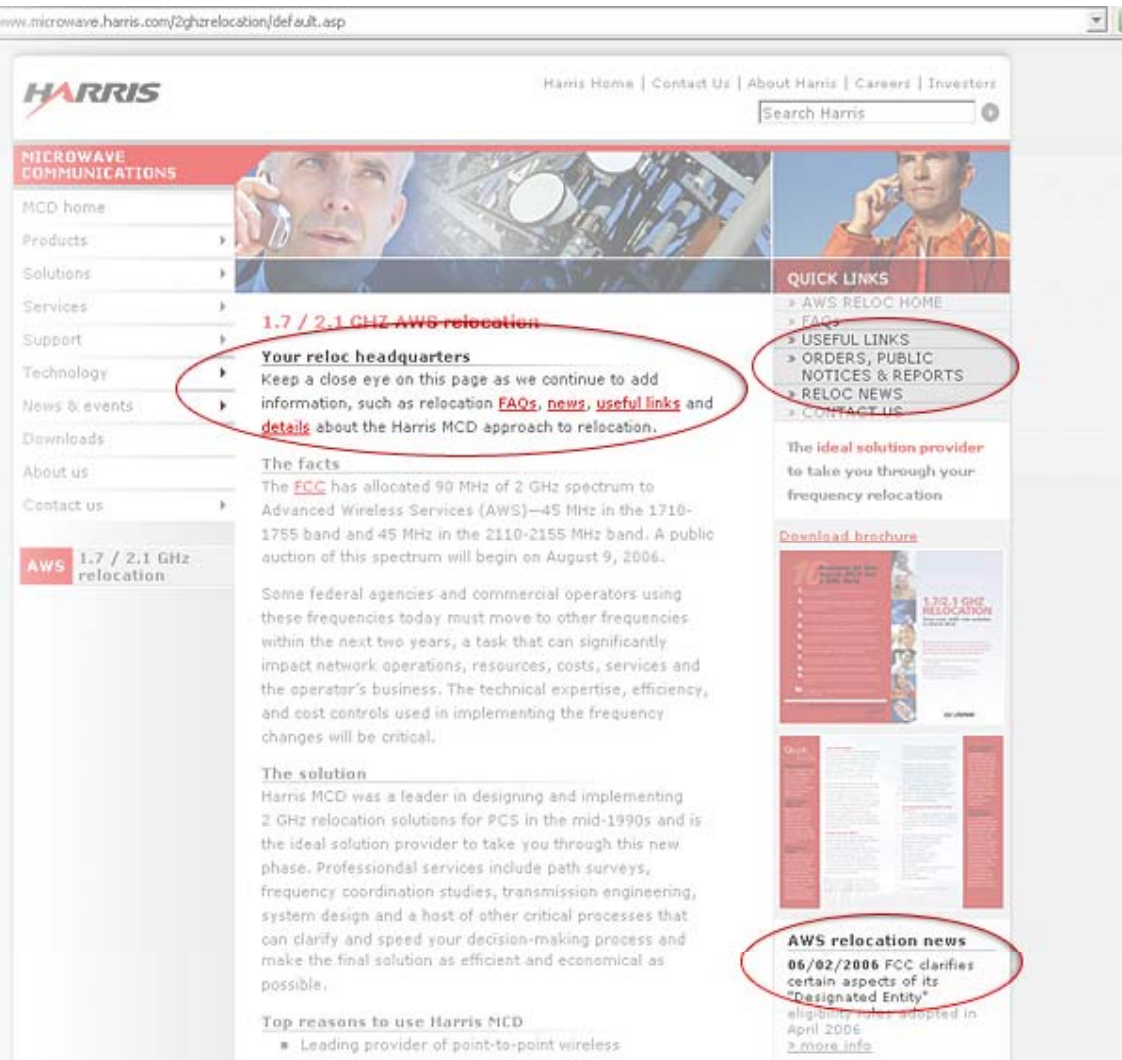
- > Customers keep up with AWS reloc developments and MCD capabilities

- Useful links

- > Wealth of links to FCC and NTIA pages and documents

- Reloc news

- > Running list of recent news items to keep customers up to date



# AWS reloc details



- **Facts**

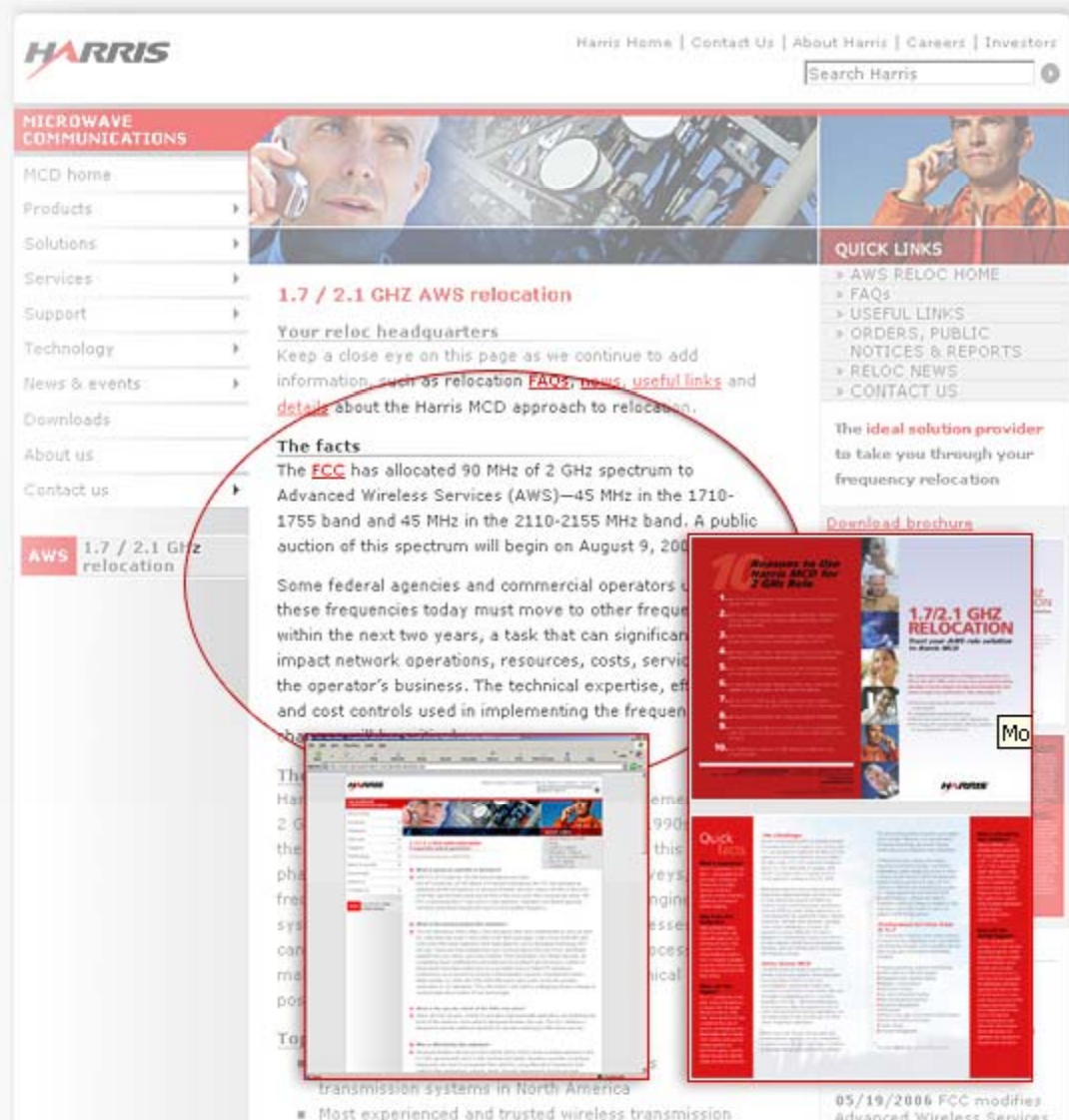
- > Brief overview of the FCC initiative

- **Brochure**

- > Comprehensive overview plus MCD role and capabilities

- **FAQ**

- > Detailed answers to questions





# Harris MCD capabilities



- **MCD solution**
  - > Overview of MCD value to reloc customers
- **MCD value**
  - > Top reasons we bring more to the table than anyone
- **MCD services**
  - > A list of key frequency reloc services

**The solution**  
Harris MCD was a leader in designing and implementing 2 GHz relocation solutions for PCS in the mid-1990s and is the ideal solution provider to take you through this new phase. Professional services include path surveys, frequency coordination studies, transmission engineering, system design and a host of other critical processes that can clarify and speed your decision-making process and make the final solution as efficient and economical as possible.

**Top reasons to use Harris MCD**

- Leading provider of point-to-point wireless transmission systems in North America
- Most experienced and trusted wireless transmission solution provider
- Leader in the 2 GHz relocation for PCS in the mid-1990s
- Comprehensive professional services
- Best-in-business transmission and path engineering staff
- Match the solution to your budget, make sure it addresses your relocation and long term needs
- Software-programmable TRuepoint product family offers a broad range of frequency, capacity and application choices

**Harris MCD services critical to relocation**

- Field surveys
- Frequency planning, selection and licensing
- Obstruction and reflection analysis
- Propagation, reliability, interference and radiation studies
- Ice, wind and seismic loading
- Site, equipment and tower requirements
- Antenna size, type and centerline determination
- System design
- Program management

> TOP

assuredcommunications™

**AWS relocation news**

06/02/2006 FCC clarifies certain aspects of its "Designated Entity" eligibility rules adopted in April 2006  
[more info](#)

05/19/2006 FCC modifies Advanced Wireless Services auction schedule, moves start date to Aug. 9, 2006  
[more info](#)

05/10/2006 Leap prepares for FCC auction  
[more info](#)

05/10/2006 Time Warner considers wireless bid  
[more info](#)

[View all news items](#)

# Contact Harris, get info online



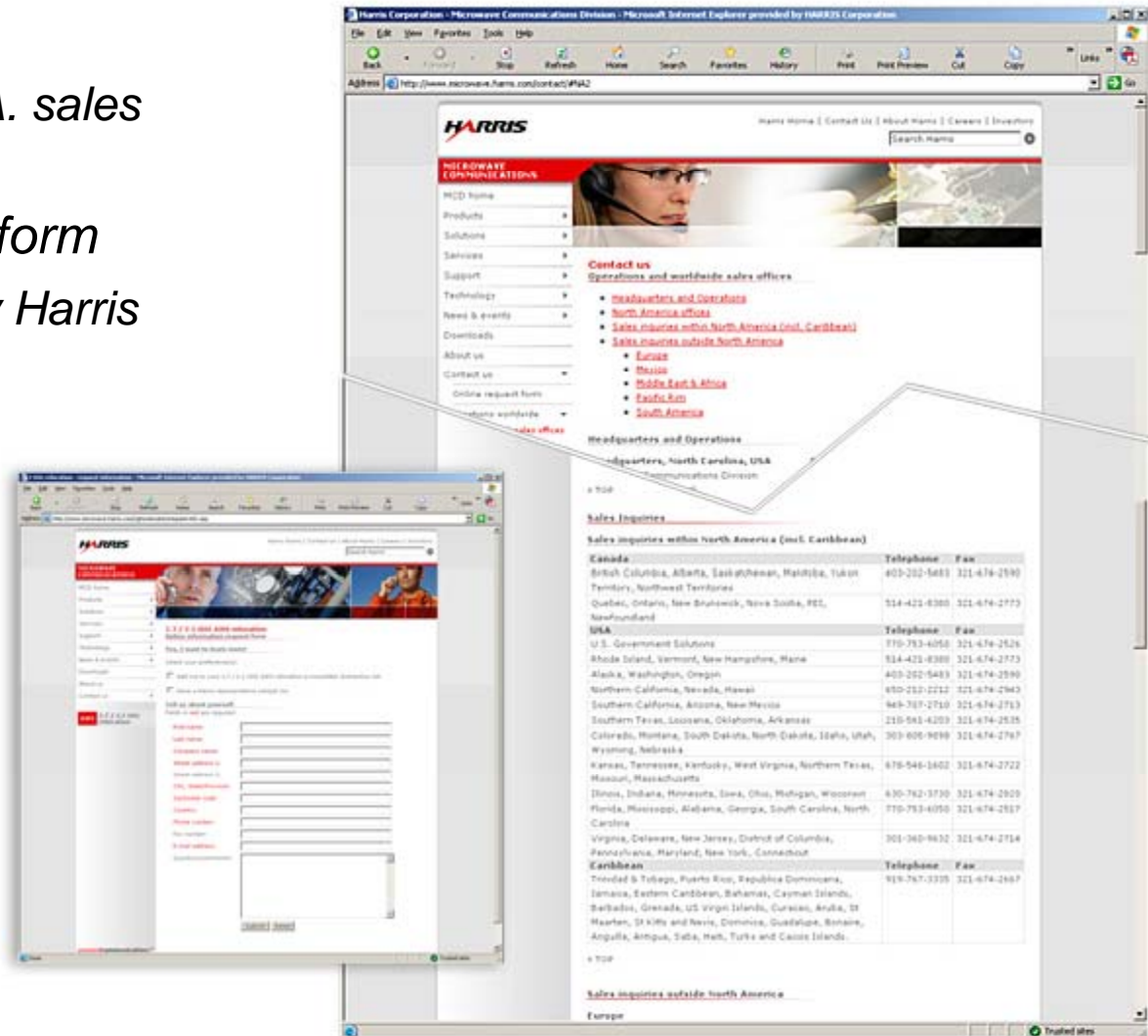
- Contact list

- > Easy access to N.A. sales reps

- Online info request form

- > Request contact by Harris representative

- > Subscribe to 2GHz newsletter (sales rep will be notified automatically)



# *AWS reloc campaign*



- *Equip sales force and customers with details*
  - > *FCC drivers, reloc funding, etc.*
- *New AWS Web section*
  - > *Intro text, brochure, FAQ and links already up*
- *Continue adding content about MCD capabilities*
  - > *Service briefs, white papers*
- *Reach out to customers*
  - > *Mail, email...?*
- *Maintain momentum*
  - > *Three customer contacts planned*



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# What's next?



- *Are we doing the right things?*
  - > *You are our best judge of how to sell our capabilities*
- *What's the best way to contact the customer?*
  - > *Mail or email?*
- *Share the love!*
  - > *Other ideas for promoting our reloc capabilities*
- *Let AWS reloc help put you over the top this year!*

