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Mekong Ministerial Summit

ITU's first Greater Mekong Subregion Ministerial Forum sets key development goals

By Sarah Parkes

MINISTERS FROM ACROSS THE Greater Mekong Subregion (GMS) met at ITU Telecom Asia 2008 to forge a harmonized programme of ICT-focused goals designed to accelerate development across the region.

Comprising the five nations of Cambodia, Laos, Myanmar,

Thailand and Vietnam, along with China's Yunnan Province, the region is home to 320 million people linked by the mighty 4,200km Mekong River. Poverty is endemic, with many people surviving on a subsistence income of just US\$1 a day.

In his opening remarks to

Ministers, ITU Secretary-General Dr Hamadoun Touré stressed the region's enormous growth potential. "Carefully targeted investment in infrastructure and human resources could see the GMS become one of the world's fastest growing regions," he said.

The first meeting of its

kind ever organized at an ITU Telecom event, the Ministerial Forum welcomed dignitaries from across the region, including His Excellency Khamlout Sidlakone, Secretary of State, Laos; His Excellency Lar Narath, Secretary of State, Ministry of Posts and Telecommunications, - *Cont. on page 2*

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See you in Geneva!

ITU TELECOM WORLD 09 WILL BE BACK in Geneva in October where exhibitors, delegates and visitors will enjoy unprecedented levels of services at competitive rates. Participants will benefit from free public transportation around the city and hotel rooms have been pre-allocated. For accommodation details see box on **page 3**.

Spb Online: It's time to claim 3G profits

By Sarah Parkes

IF YOU OWN A WINDOWS MOBILE device, chances are you're already using an application developed by Spb Software. The multi-award winning St Petersburg-based company is the world's leading developer of Windows Mobile applications for smartphones, with seven out of the ten best-selling software titles of 2007.

Now, the company is expanding its focus to the B2B space, with the launch of the Spb Online suite at this year's ITU Telecom Asia 08 event. A set of premium, highly useable online services designed to help mobile operators drive subscriber uptake of 3G



entertainment services, Spb Online supports high-revenue-generating applications such

as Mobile TV, Online News, Weather, Online Gaming and Online Shopping.

As with Spb's consumer smartphone applications, Spb Online prioritizes the user experience, through clever strategies designed to make best use of available bandwidth and intuitive, highly responsive interfaces that meet the demands of today's web-savvy generation.

The system features a breakthrough patent pending Mobile TV technology that makes surfing channels exceptionally fast and easy, giving users thumbnail previews of content on different channels, and allowing them to keep windows running in minimized mode for easy multi-tasking.

"The consumer-focused design of Spb Online services

addresses the chronic problem of weak user interest in mobile multimedia through unprecedented usability, enabling mobile operators to drive up ARPU and finally realize the full potential of their 3G infrastructure," said Spb Software CEO Sebastian-Justus Schmidt. The suite also helps operators leverage and strengthen their branding through fully customized content and UI.

Spb Software has R&D centres in both Russia and Thailand, and actively partners with many of the world's leading OEMs and mobile carriers, including Siemens, O2, Palm, SingTel, Samsung, Sony Ericsson, Toshiba and T-Mobile.