



**Alain Dutheil**

**ST-Ericsson**

**Wireless Communications And Broadband For The Upturn:  
Opening New Horizons**

In the current challenging economic environment, Information and Communications Technology is high on many governments agendas as benefits of communications and broadband have been significant for both individuals and for economies - contributing to positive business environment and with advanced technologies, making economies more competitive. This has also direct effect on the wireless industry and we are heading to the society of ubiquitous connectivity with mobile broadband, broadcast reception and connectivity between devices and machine-to-machine communication. At the same time, smart mobility is gaining the traction and smart phones a big portion of the mobile headsets revenues, attracting new players across industries entering the market arena - modifying the competitive landscape, business models, but also opening new horizons. Complemented by digital entertainment and social sharing moving from home to mobile devices - to be successful, we need to adapt to this changing environment and stay at the innovation edge.