

Mobile & Wireless Roundup #41 (see original on [LinkedIn!](#))

By Zahid Ghadialy

Welcome to the 41st edition of this newsletter. I had a fantastic time at this week's conference following on from a very enjoyable experience in Berlin last week. I was pleased to meet companies that are producing high quality research reports and/or useful products that are invaluable to their clients. However many, if not most of them seemed to be suffering from marketing failures which inhibited their growth.

There are two main approaches for marketing products/services. 'Push' marketing wherein sales people reach out to the clients directly (emails, phone calls, etc.) or indirectly (conferences, trade shows, etc.). 'Pull' marketing on the other hand involves the creation of brand awareness via marketing materials, webinars, influencers, etc.

Most organisations believe that pull marketing is like putting the weed killer on the grass (It's Sunday morning, I can't think of a better example right now). You apply it and expect it to do its job. But most gardeners or anyone with an experience of this will roll their eyes for this approach. You don't just put the weed killer, you also have to check how much, how long after rain, how long before it rains again, when to water if it's not raining, etc. I won't be doing a tutorial on this here or on any of my channels but surely the web is full of adequate information on this topic 😊.

Companies that are serious about gaining market share and reaching a wide variety of audience may want to think about using external marketers and/or influencers. The right people will at least expose the company's products and/or services to a completely new audience and be a new channel for pull marketing. I gave this advice to many people and companies during the last couple of weeks. Hopefully some are thinking about it.

If you are thinking that maybe I had a selfish motive, you are correct. As a brand with 150K+ followers, we think we can help companies connect with a new audience and open new sales channels for them. Please do reach out to me if you want to discuss further.

For those of you who don't know me, I am a technologist with over 24 years' experience in mobile wireless technology, currently working as an independent analyst, consultant and a trainer. This newsletter is a summary of my posts and others news that caught my attention since the last newsletter.



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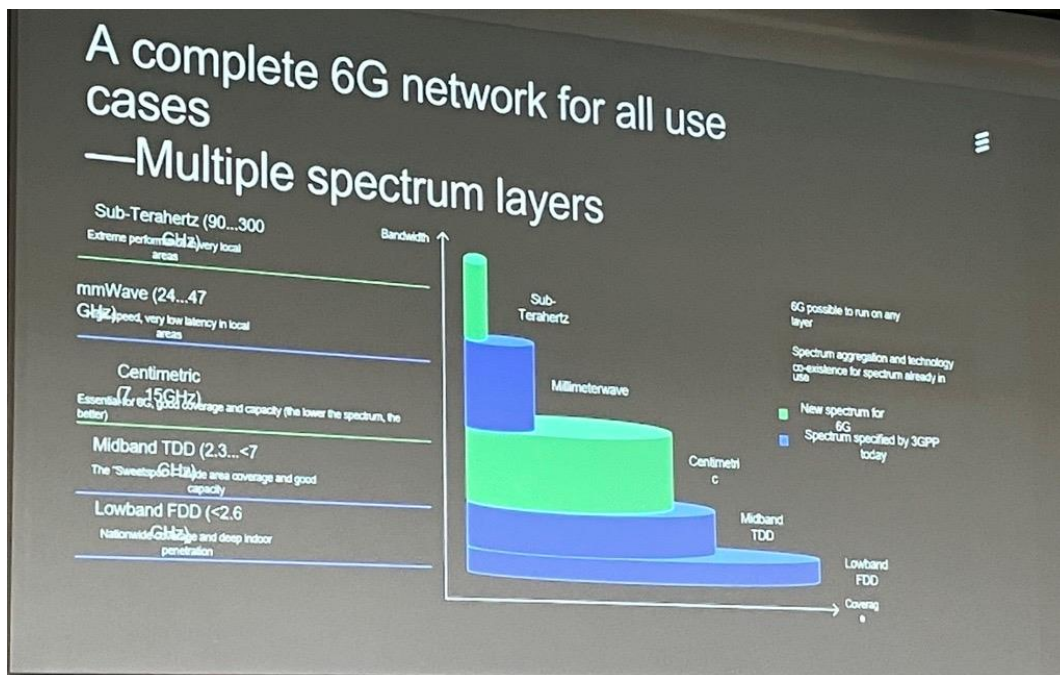
Calling all the researchers, architects, technologists, developers and other 6G enthusiasts to join '6G Wireless R&D' Group on LinkedIn!

The banner features a 3x3 grid of 6G logos in various colors (red, blue, purple, green, orange, black) on the left side. The text is white on a dark blue background.

© 6G

- Free 6G Training - Hexa-X-II: The European Initiative at the Forefront of Advancing the Development of a Sustainable 6G Network ([link](#))

- Light Reading: 6G will be held together with centimetric band ([link](#))



5G

- Nokia whitepaper on 5G Evolution, including DCCA (DC + CA) and Positioning ([link](#))
- Capgemini Engineering whitepaper discusses the benefits of deploying FRMCS, technical challenges, deployment options, and a migration strategy ([link](#))
- TelcoTitans - FutureNet World: BT, Vodafone call out 5G SA delays, urge industry rethink ([link](#))
- Light Reading: Operator views on 5G transport slicing and synchronization ([link](#))

Open & Disaggregated Networks (including Open RAN, vRAN, etc.)

- TMN: Open RAN and Open Optical at TIP ([link](#))
- 5G Futures Summit at #MWC23 - 'Driving Supply Chain Resiliency for Open RAN Development', video and slides available ([link](#))
- TelecomTV: Open RAN test takeaways from i14y Lab ([video](#))
- Light Reading: Ericsson and Nokia go opposite ways on open RAN ([link](#))
- Alex Jinsung Choi on LinkedIn: R2D2 in O-RAN open RAN ([link](#))
- Vodafone's first Open RAN sites deliver better connectivity in busy seaside towns ([link](#))

Spectrum

- Developing Telecoms: Lack of devices stalling 5G rollout, say Indian operators ([link](#))
- 3G4G on Twitter: "SK Telecom expected to cease using 28GHz frequencies for 5G. "...report cites SKT as saying: 'It is practically impossible to utilise 28GHz for business-to-consumer (B2C) transactions.'"" ([Tweet](#))

Private Networks

- Private Networks deployment video from Firecell ([link](#))
- Netmanias - Case Study on Private 5G service of SEJONG Telecom in Korea: Industrial Complex ([link](#))

- Fierce Wireless: Private 5G gets the nod from Cleveland Clinic for cost savings, improved care ([link](#))
- RCR Wireless: New deal explores potential of 5G in steel manufacturing in India ([link](#))
- WBA whitepaper: Private 5G and Wi-Fi Convergence – Key Use Cases and Requirements ([link](#))
- RCR Wireless: Verizon deploys private network at Formula 1 Miami Grand Prix track ([link](#))
- RCR Wireless: ‘The driver is not low latency’ – Airbus is positive, also cautious, on private 5G ([link](#))
- RCR Wireless: Private 5G is still a long play, says Siemens – the last word from Industry 4.0’s Mr 5G ([link](#)) – Part 2: ‘Rough diamond’ – Siemens on the making of an OT-grade private 5G system ([link](#))

📍 IoT / M2M / Smart Homes

- The 3G4G Blog: Qualcomm Webinar on 'Realizing mission-critical industrial automation with 5G' ([link](#))
- RCR Wireless: BT intros ‘virtual wards’ in the UK to support remote healthcare ([link](#))
- Mobile Phone Security: The teeth of the UK’s IoT security legislation – understanding the draft regulation text ([link](#))

📍 Cloud & Edge

- Telefonica: What is Edge Computing in the 5G era? ([link](#))
- How Ahrefs Saved US\$400M in 3 Years by NOT Going to the Cloud ([link](#))
- Sagar Nangare on LinkedIn: *“How far we come. Here is a glimpse of the growth of cloud-native landscape in the last 11 years...”* ([link](#))

📍 Smartphones, Devices, Wearables & Gadgets

- MWL: Apple Watch court case ends without result ([link](#))

📍 AI, ML & Automation

- Al Jazeera: IBM to freeze hiring as CEO expects AI to replace 7,800 jobs ([link](#))
- Dbreunig.com: AI Lies, Privacy, & OpenAI ([link](#))

📍 Wi-Fi

- RCR Wireless: Private 5G depends on Wi-Fi 6 for its success, says the Wi-Fi crowd ([link](#))
- The Dallas Morning News: DFW International Airport taps AT&T to provide faster passenger Wi-Fi ([link](#))
- Dean Bublely on LinkedIn: *“I recently spoke on a techUK webinar about the Telecom Infra Project #OpenWiFi project. Other speakers were from TIP and NetExperience. One of my themes: fostering a domestic UK WiFi industry...”* ([link](#))
- MediaTek whitepaper: How MLO Smart Link-Dispatching drives Wi-Fi 7 v2.0 ([link](#))

📍 Metaverse & Extended Reality (XR)

- CCS Insight: Hope Springs Eternal ([link](#))

📍 Public Safety Networks

- FirstNet Blog: As 3GPP Release 18 advances, planning starts for Release 19 ([link](#))

🕒 Sustainability

- Light Reading: Green initiatives by Indian telcos look half-baked ([link](#))

🕒 Other News and Technology Stuff

- Operator Watch Blog: Seychelles Plans to Introduce 5G and Competition ([link](#))
- The Guardian: Vice Media Group, the company behind popular media websites such as Vice and Motherboard, is preparing to file for bankruptcy ([link](#))
- TelecomTV: EC's patent pricing plan slammed by all sides ([link](#))
- Managing IP: Via Licensing combines with MPEG LA ([link](#))

🕒 **Picture of the week:** A 5G Standalone Private Network was used yesterday in London during the Coronation of King Charles III and Camilla, the Queen Consort. This picture shared by [Neutral Wireless on Twitter](#) shows the gold state coach/carriage passing by one of these n77 radios. Here is a [video](#) of the setup.



BBC R&D has a short write-up of this 5G private network [here](#).

Happy to hear your thoughts. Feel free let me know what worked, what didn't, how I can make this better, etc. Get in touch over LinkedIn!

PDF version of this and previous newsletters are available [here](#).