

*The 3GPP Standard for Convergence*

## Offer low-cost calling for international travelers

Connecting laptops to broadband at hotels and Wi-Fi hot spots has become a part of everyday life for international business travelers. Many travelers are now taking the additional step of using their laptops and broadband connection for the purpose of voice communications. Rather than use their mobile phones and pay roaming fees, many travelers are turning to softphone/VoIP services when making calls back home. This trend represents a real threat to mobile operators.

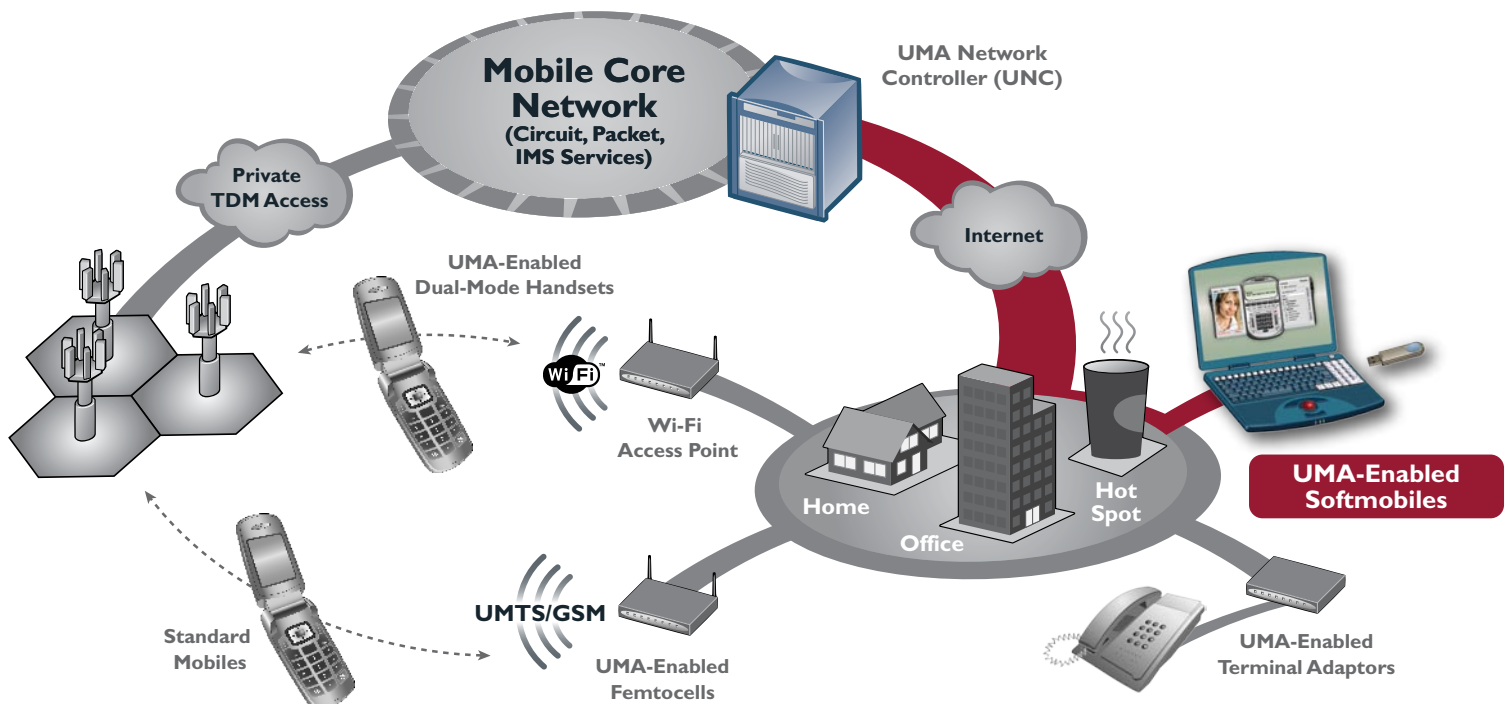
Fortunately, mobile operators can now leverage their UMA deployments to turn this threat into an opportunity. By offering UMA-enabled softmobile products, mobile operators can enable subscribers to make mobile calls from their PC/laptop as if they were in their home country.

### OPERATOR BENEFITS

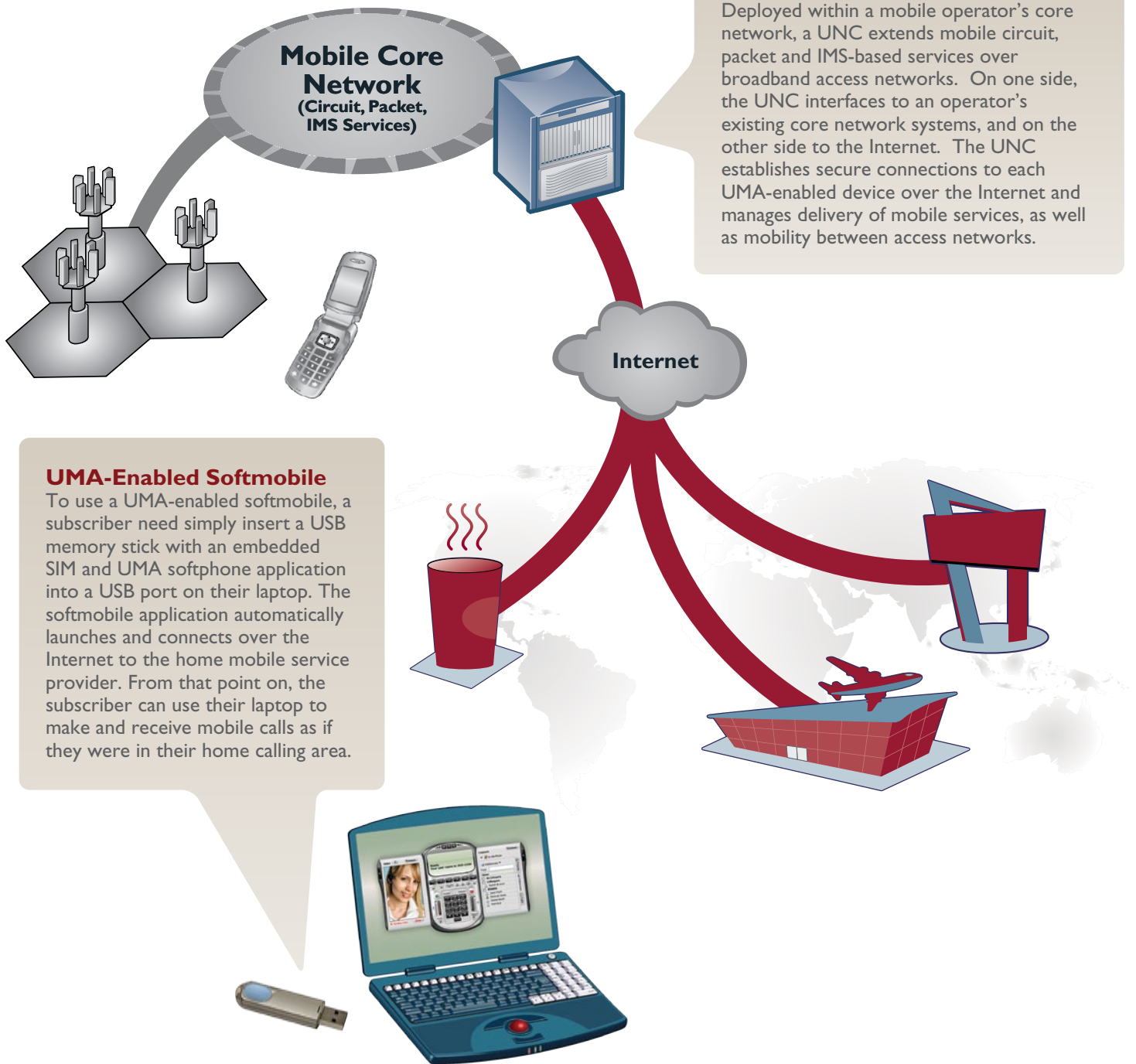
- Address growing threat from new VoIP operators
- Attract high-value subscribers

### SUBSCRIBER BENEFITS

- Low-cost mobile calling when traveling abroad



# UMA-ENABLED SOFTMOBILES



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