



**We all love our smartphones & using data!**

**But...**

...where there is pleasure there is  
pain!



Mobile's **carbon footprint**  
could almost triple from  
**2007 to 2020!**

**Increase =**  
**Luxembourg's annual carbon emissions!**

# What problems do data services cause for telcos?

- = HIGH energy consumption = high energy costs**
- = NEED for new network infrastructure**
- = NEED for alternative, renewable power sources**
- = NEED for advanced data centre cooling systems**

# Operators are struggling to overcome energy efficiency challenges!

## Telecom operators need knowledge in:

- Implementing new, **innovative solutions...**
- Solutions with **minimum CAPEX & OPEX**
- Solutions offering **low payback** time
- How to generate & achieve **industry collaboration**

# Why should telecom operator attend?



- The **only** industry event brought by a **leading telecoms & media research house**, to identify how telcos can be more energy efficient!
- The **only** event to unite the whole ecosystem

In order....

- TO.... **LEARN & WORK TOGETHER**
- TO ACHIEVE....**COST REDUCTION ACROSS THE INDUSTRY**

# Operators and partner attendees will...

**Learn from & meet with specialised industry leaders from global mobile players including:**

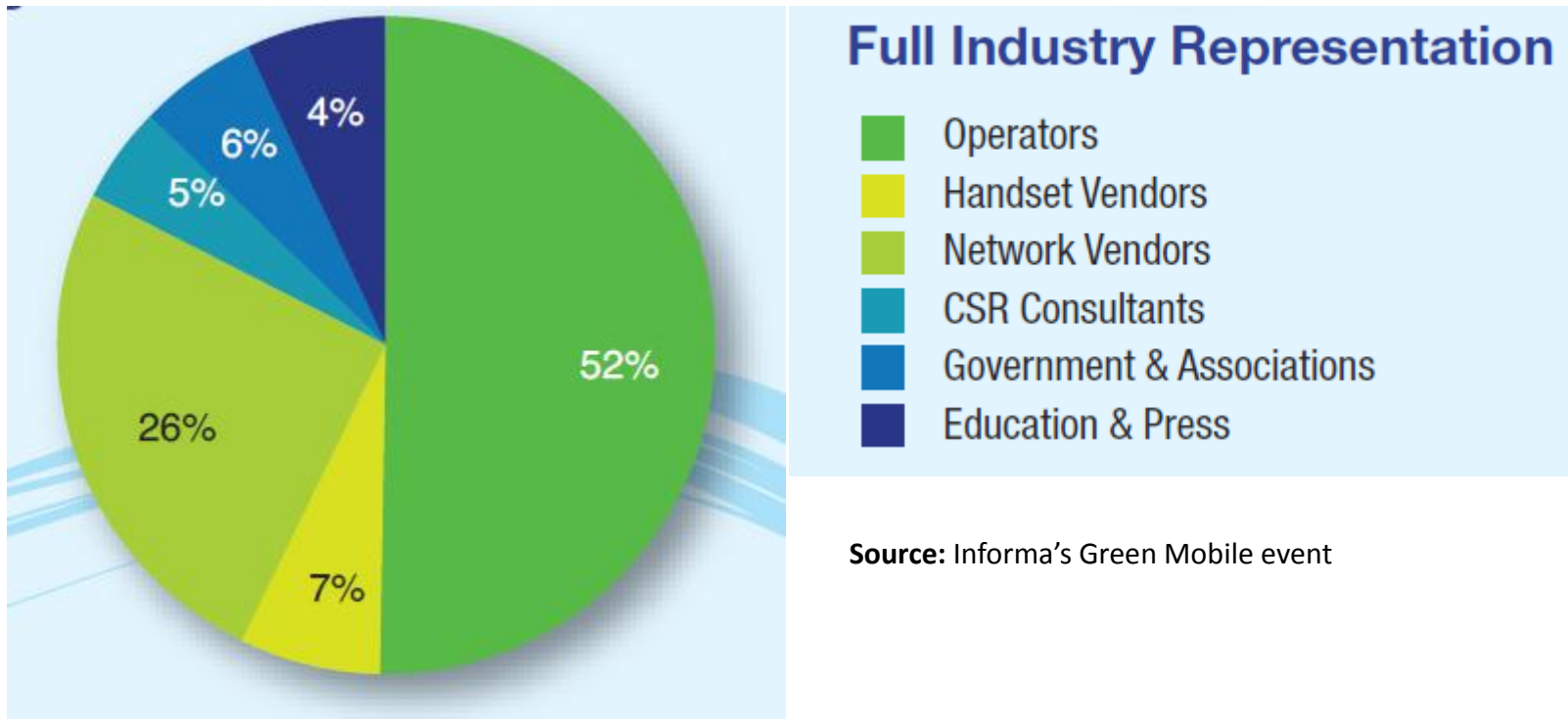
Telefónica \* Vodafone \* Cable & wireless \* EE \* MTN Sudan \*  
Milicom Ghana \* Orange \* Nokia \* Samsung \* Turkcell  
\*Telecom Italia \* Telesom \* BT \* PTCL \* Deutsche Telecom  
\*GSMA \*

**Meet the market leading solution providers sponsoring the event:**



# Guaranteed attendance from global operators...

**Building on a history of bringing key ecosystem players together:**



**Source:** Informa's Green Mobile event

# Enhance your networking & learning experience at the event

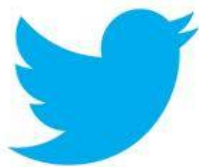
- Send your questions to our Chair before the event
- Set up one-to-one meeting with fellow attendees before the event on our online networking tool
- Set up consultations with our analysts & energy consultants taking part in the conference



# See you there!



12 & 13 November 2013, London, UK



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