



# Press Release

## EJL Wireless Research adds the Vodafone Access Gateway W-CDMA Femtocell to its Design Analysis Infrastructure (DNA-I) series of teardown reports

Redwood City, CA, July 28, 2009: EJL Wireless Research is announcing a new report within its proprietary DNA-I series, a Vodafone Access Gateway W-CDMA 2100MHz BSR Femtocell unit.”

“As this unit was recently launched at the beginning of July in the UK, we were curious to understand how this product compared to CDMA femtocells that have been launched in the US by Sprint and Verizon Wireless. The design is much simpler and the level of integration is significantly higher. Our biggest concern is the disparate pricing that Vodafone has established between retail consumers and enterprise customers for this product in the UK. The difference is roughly twice the price in local currency for enterprise customers,” said founder and President, Earl Lum.

EJL Wireless Research has recently released a femtocell report titled *Global Femtocell Market Analysis and Forecast, 1<sup>st</sup> Edition, 2008-2013* that provides a detailed RF analysis and discussion of macrocell-femtocell RF interference and handover challenges for the mobile network and handsets.

“We are excited to have the opportunity to showcase this unit as well as power amplifiers, transceivers, remote radio heads, femtocells and base stations from other wireless equipment OEMs as part of our DNA-I program,” says Lum.

The following semiconductor & passive component suppliers are included in this report: Analog Device, Epcos AG, Hynix Semiconductor, IDT, Intersil, Lattice Semiconductor, Marvell Semiconductor, Maxim Integrated Products, Micron Technology, Murata Manufacturing, ON Semiconductor, SAGEM Communications, Skyworks Solutions, Texas Instruments, Xilinx Semiconductor.

The report is currently available for purchase and information can be downloaded at [www.ejlwireless.com](http://www.ejlwireless.com).

**About EJM Wireless Research**

EJM Wireless Research provides proprietary, accurate and cutting-edge market analysis and consulting services on the wireless technology ecosystem. The firm focuses its research on all vertical elements of the wireless ecosystem including mobile subscribers, mobile operators, mobile handsets, mobile infrastructure and mobile content. Our goal is to provide our clients with mission critical market analysis and information.

EJM Wireless Research is managed by Earl Lum. Mr. Lum has 17 years of experience within the wireless industry including 8 years as an Equity Research Analyst on Wall Street covering the global wireless industry. The company is headquartered in Redwood City, CA USA. For more information about EJM Wireless Research, please visit the company's website at [www.ejlwireless.com](http://www.ejlwireless.com).

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