

Solution



THE MOBILE PERSONALIZATION COMPANY

CDMA/EVDO Networks

The CDMA2000 family of access technologies, which also includes 1XRTT and EVDO, is the most popular standard in North America and is used by more than 500 million subscribers around the world. Bridgewater Systems products are widely deployed in CDMA networks with 85% market share for the Bridgewater® Service Controller (AAA) in North America and 65% market share globally. Bridgewater works with service providers worldwide to manage mobile data growth and deliver innovative, personalized mobile services using the CDMA2000 portfolio of standards. Our mobile personalization portfolio of subscriber data management, policy and service control products enables service providers to benefit from the explosive growth in mobile data services fueled by the popularity of smartphones, laptop data cards, innovative applications, and compelling data plans.

Bridgewater Systems is the leading provider of mobile personalization solutions to CDMA operators, including tier 1 operators, Verizon Wireless, and Sprint. Built on high-performance, carrier-grade subscriber and policy management platforms, proven mobile personalization products from Bridgewater help CDMA operators accelerate the launch of innovative new services while maintaining granular control over network resource usage and application authorization.

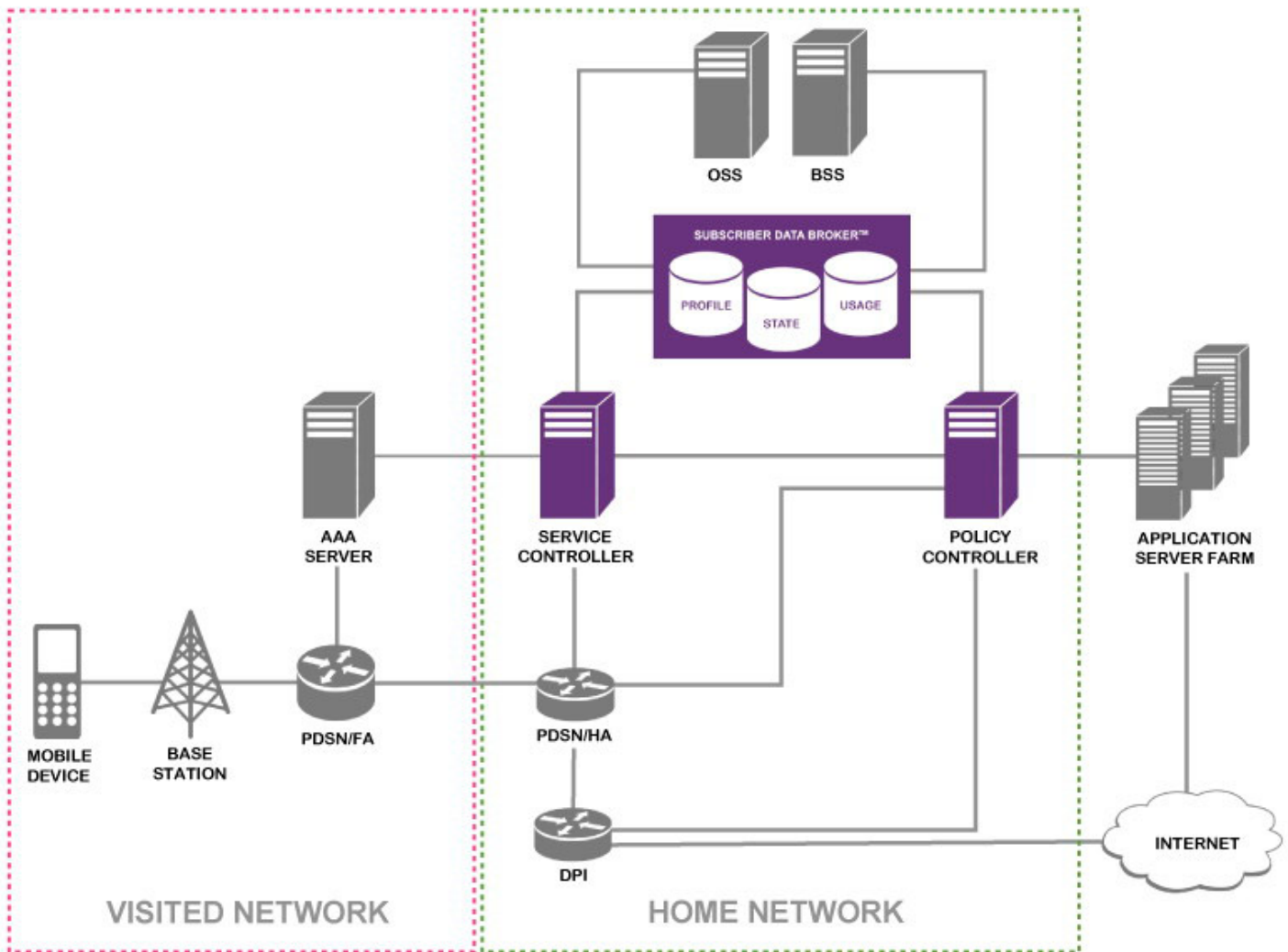
Why Bridgewater for CDMA/EVDO Operators

- A market leader, Bridgewater's products are widely deployed with 85% market share for AAA in North American CDMA/EVDO operators and 65% worldwide.
- Bridgewater has an established footprint in major tier 1 operators who rely on Bridgewater product innovation to continue to drive significant growth in mobile data services.
- Bridgewater has more than 40 CDMA /EVDO rollouts globally.
- Bridgewater has continued to build on its heritage in AAA network access control to offer innovative policy solutions that help manage location-based access to content, pre-paid and post-paid support, and casual metered access to mobile data services.
- The company is a leader in support of data roaming in CDMA/EVDO networks, and service model innovation in casual roaming environments.
- Bridgewater's 3GPP2 and IETF standards-based technology ensure both rapid integration and long-term compatibility across multiple networks

Bridgewater in CDMA/EVDO Network

Bridgewater offers a comprehensive portfolio of carrier-grade products proven in the most demanding CDMA deployments.

CDMA/EV-DO Network Deployment



Bridgewater's Subscriber Data Broker™
 The Bridgewater® Service Controller (CDMA Service Control)
 Revenue Collector and Formatter
 Pre-paid Integrator
 The Bridgewater® Policy Controller (PCRF)
 Bridgewater's WideSpan® system

About Bridgewater Systems

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater's Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatung, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewater.com.

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