

RETHINKING

ENERGY PERFORMANCE



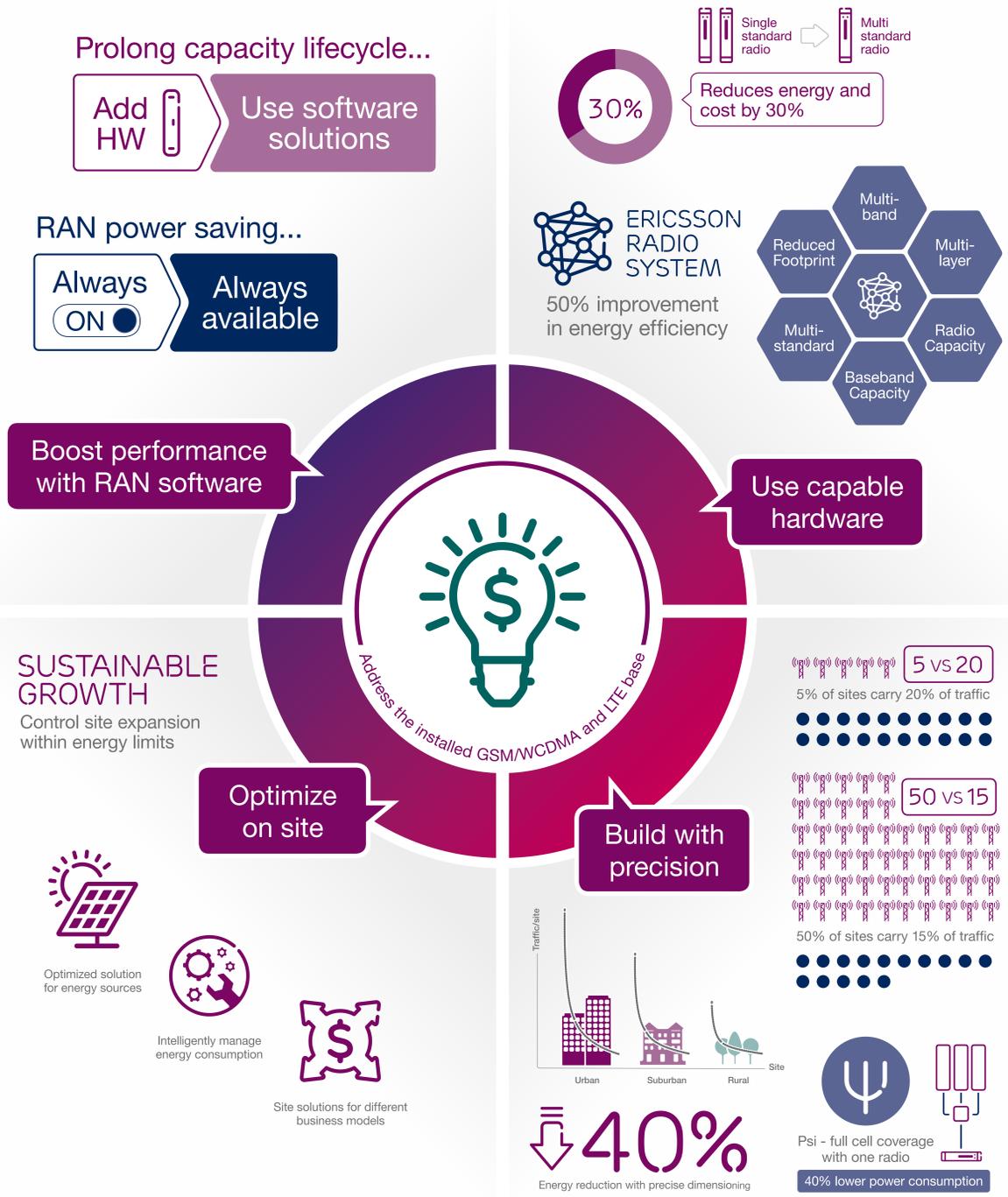
1 GREATER CHALLENGE AHEAD

10X growth in mobile video traffic between 2014 and 2020

>70% of the global population covered by LTE in 2020

30% increased mobile network energy consumption 2014-2020 based on current practice

2 SYSTEMATIC APPROACH



3 INCREASE APP COVERAGE LOWER ENERGY



Our systematic approach can help operator to break the increasing mobile network energy consumption trend. It is possible to expand app coverage while improving energy performance.