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FSC joins GSMA's
Mobile Broadband
initiative
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FSC Announces Support for GSMA's Mobile Broadband Initiative

The Mobile Broadband service mark will be applied on the company's professional notebook series

Fujitsu Siemens Computers announced that it had become a member of the GSM Association's (GSMA) Mobile Broadband Initiative, aimed at establishing a new category of always-connected Mobile Broadband devices. According to the leading European IT infrastructure provider, the Mobile Broadband would become a top network access technology in the future.

More than 750 GSM mobile operators across 218 countries and territories form the global trade group known as GSMA. In addition, around 200 manufacturers and suppliers are also reported to support its initiatives. GSMA announced that it planned to ensure that mobile phones and wireless services worked globally and were easily accessible, while their value to individual customers and national economies was being enhanced. In addition, the association also said that new business opportunities for the industry could be created. Fujitsu Siemens Computers announced its support for GSMA's development and promotion of a Mobile Broadband service mark, which was aimed at becoming a new global identifier that would help consumers identify a range of 'ready to run' Mobile Broadband devices. At the same time, 17 of the world's heaviest IT and mobile companies support the service mark, which is also meant to ensure customers are always connected wherever they have Mobile Broadband coverage.

Fujitsu Siemens Computers announced that its entire professional notebook lineup would have the global Mobile Broadband service mark applied on. This way, the company becomes the first to equip such a range of models with integrated high-speed HSPA, while also providing the widest market range of 3G/UMTS-enabled professional notebooks.

"We decided at a very early stage to equip our products with high-speed 3G/UMTS as the network access technology of tomorrow, we were supplying notebooks with integrated broadband access as early as 2006," explained Louis Jouanny, head of Mobility Marketing Programs at Fujitsu Siemens Computers. "Future mobility will require even greater flexibility than we now experience. Our goal is total connectivity and our product portfolio is unique because we are the only vendor to integrate 3G/UMTS modules in all our professional Notebooks, from entry level to high-end as well as tablet PCs."

"We are delighted that Fujitsu Siemens Computers has joined the GSMA's Mobile Broadband Initiative and is committed to changing the way people get online forever," said Michael O'Hara, CMO of GSMA. "With the Mobile Broadband service mark appearing on notebooks from Fujitsu Siemens Computers, end users will know that they will always be able to connect - wherever Mobile Broadband is available - and that they can expect a high standard of simplicity and mobility."