



**Open Mobile Alliance (OMA) Hosts Beijing Symposium on the Role of Standards in Consumer Services Deployed Across Global Networks**

*Co-hosted with China Communications Standards Association (CCSA) and Five Chinese Sponsor Companies*

**Beijing, PRC – 9 November 2011** – The Open Mobile Alliance (OMA), an international specifications setting body, offered a series of presentations and product demonstrations at the Marriott City Wall in Beijing, China. Entitled *Innovating New Services Across the Network of Everything*, the event featured products and services that demonstrate the use of OMA standards in current service platforms. The event also featured prototypes for new deployments in the areas of Machine-to-Machine (M2M) Communications and Application Programming Interfaces (APIs).

Attended by 250 delegates from China and across the globe, the day's activities coincided with the OMA's Annual General Meeting. OMA member companies are gathered in Beijing for a week-long series of technical working group and plenary meetings to further their delivery of market driven specifications to support the global adoption of mobile data services. The 250 additional delegates and local media joined OMA for one day in order to understand the value of OMA's work as it is used across a variety of applications and services in the global market.

"As the Internet and mobile networks converge, the role of standards in simplifying service deployment on a global scale becomes evermore important," says Musa Unmehopa, Chair of OMA's Technical Plenary. "By using OMA standards, our members and existing telecoms companies, as well as newcomers to the mobile industry, can find a reliable and established set of specifications to more easily take services to market."

Chinese sponsor companies who demonstrated products and services included Chinese operators China Mobile and China Unicom, as well as infrastructure vendors Huawei Technologies, Alcatel-Lucent Shanghai Bell and ZTE. The Chinese Research Institute of Telecommunications Transmission (RITT) and CCSA rounded out the event's hosts and sponsors, offering presentations on the growth of the Chinese Mobile Industry and its growing relevance throughout the world.

"We were very pleased to host our annual general meeting and this special one day event in Beijing this year," says Fred Harrison, Chairman of the Board of OMA. "OMA has maintained an equal balance of membership from all regions of the world since our establishment in June 2002. Our return to China as we approach the 10<sup>th</sup> anniversary next year reaffirms our global commitment and worldwide presence. This symposium and product exhibition has also reaffirmed the value of our specifications to the markets we serve – not just in China, but across the globe."

A full agenda of the day's activities, as well as the product and services included in the exhibition may be found [here](#).

**About the Open Mobile Alliance (OMA)**

The Open Mobile Alliance (OMA) delivers open specifications for creating interoperable services that work across all geographical boundaries, on any bearer network. To date, OMA has published more than 100 enabler releases with ongoing maintenance, revisions and new versions of its work. OMA's specifications support the billions of new and existing fixed and mobile terminals across a variety of mobile networks. Driven by the global demand for mobile data services, the member companies of the Open Mobile Alliance support the adoption of new and enhanced information, communication and entertainment solutions. The Open Mobile Alliance includes contributors from all key elements of the wireless value chain, and contributes to the timely and efficient introduction of services and applications to the market.

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