

## APPLICATION NOTE - 24



Matrix GSM/3G Gateways support the latest AMR codec delivering multifold benefits to Service Providers and the Users. This new GSM speech codec adapts itself to the network and traffic conditions offering superior voice quality, call coverage and network performance.

### Target Customers:

- GSM/3G Service Providers
- Factories, Sales Organizations, Call Centers, Branch Offices, Public Call Offices, Residences, and Remote Project Sites

Value Chart	User Benefits	Service Provider Benefits
Improved Performance to Support Growing Customer Base	<i>With a Matrix GSM/3G gateway offering AMR support, users will experience a better service on an AMR equipped network. Under Heavy Traffic Condition, the caller experiences lower congestion with fewer frustrating dropped calls.</i>	<i>Operators with a growing subscriber base need significant costs investment increase capacity in urban setups to meet rising demand. Upgrading existing network and migrating CPE gateway devices to this latest codec allows them to maximize the performance on both ends. With the traffic capacity doubling on the network side the infrastructure CAPEX investment is low with fewer BTS sites needed and more call handling capacity per site. These performance benefits lower day-to-day operational costs making it possible to deliver better service at lesser charges.</i>
Support Customer Base in Remote Locations	<i>Employing an AMR equipped gateway, the user is ensured of a stronger coverage inside buildings, in basement areas, at cellular edges and remote locations.</i>	<i>One clear route to subscriber base growth comes from the provision of better services to remote areas where network coverage is unreliable or virtually non-existent. Use of AMR increases the cell coverage to nearly 30%.</i>
Better Voice Quality and Reliable Service	<i>The caller experiences a good voice quality even under poor network conditions as the AMR codec adapts its error handling capacity to the fluctuating network conditions.</i>	<i>An AMR equipped network is more resilient to errors and interferences. The new intelligent codec allows the network operator to prioritize capacity or quality per base station.</i>
Enhanced Customer Satisfaction and Opportunity for Revenue Rise	<i>Enjoying more reliable service, better coverage and enhanced speech quality, builds-up the user satisfaction level.</i>	<i>A satisfied customer makes fewer complaint calls and is less likely to churn. The satisfied customer is encouraged to use more services, increasing the Service Provider's Revenue.</i>

Release	19 <sup>th</sup> March, 2011
Products	VYOM CCX, ETERNITY PE,GE and ME Series, SETU VGFX, SIMADO GFX11, SIMADO GFX44 and SIMADO GBR