

Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 1 of 6

Introduction

In the last few years, the Internet broadband services market in Brazil has experienced a strong growth, even exceeding initial expectations. However, in spite of the recent proliferation of services, several million people that live in mainly rural zones still lack access to services that allow them to cover their basic communication needs. The rural population of Brazil represents 16 % of the population of the country, reaching approximately 30 million inhabitants in total.



Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 2 of 6

The RURALMax Project

RuralMAX is a project developed by **NEGER Telecom**, a Brazilian private company specialized in wireless telecommunication engineering, providing low cost solutions for voice and data communication in rural and remote areas. This project was selected by the Brazilian Science and Technology Ministry to receive public funding support.



Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 3 of 6

Presentation Abstract

This presentation will analyze the impact of mobile telephones technologies (EVDO, GPRS, EDGE and HSPA) and wireless networking (Wi-Fi, Wi-Max) for Internet access on rural and semi-urban areas in Brazil.

This services providing has consequently had an effect on rural communities, which have benefited from the extension of mobile networks undertaken by operators. It is interesting to learn which have been the main drivers in the adoption of this technology, as well as the benefits it brings to these communities.

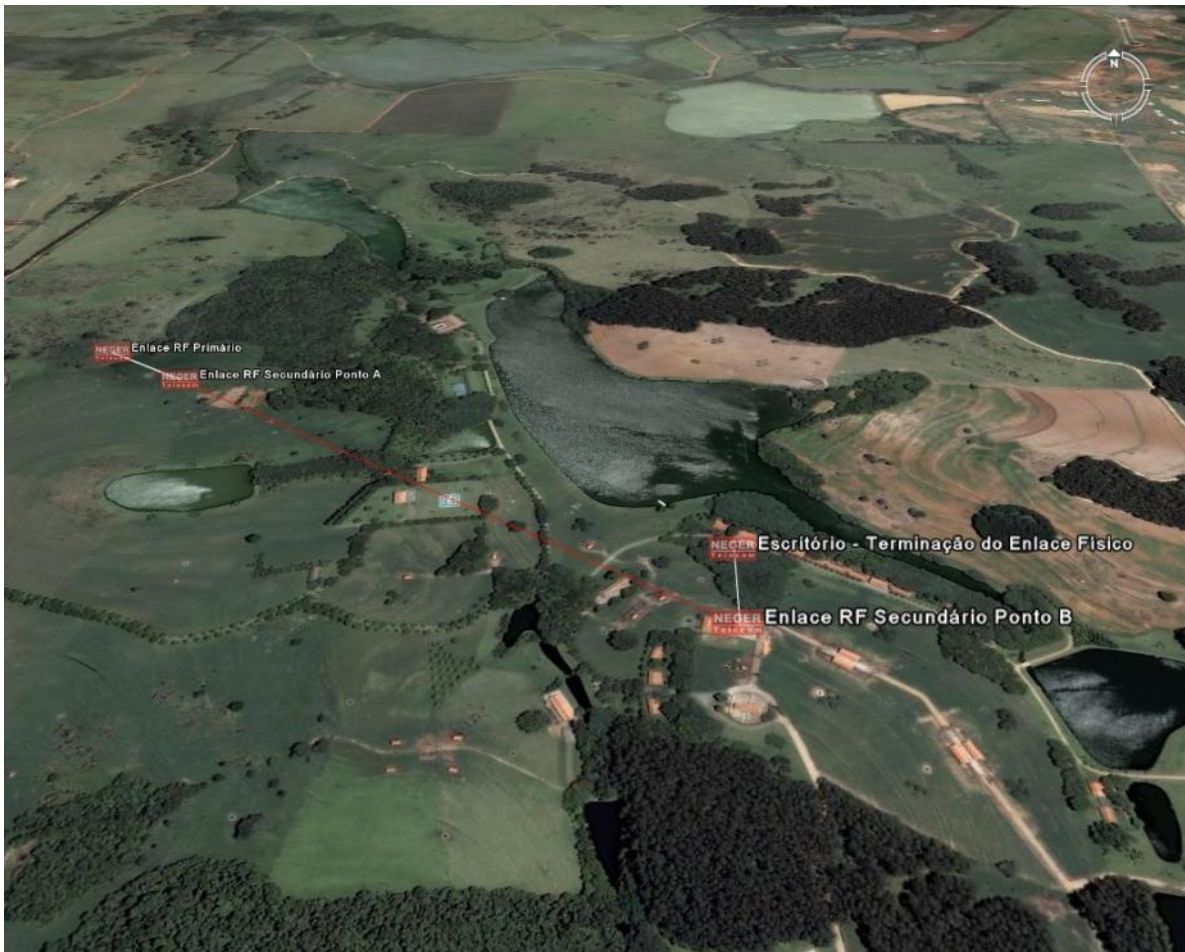


Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 4 of 6



RuralMAX Project Planning in Brazilian Rural Area

Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 5 of 6



RuralMAX Project Planning in Brazilian Rural Area

Subject: The RuralMAX Project Mobile Technologies in Fostering Social Development for Brazilian Rural Areas	Date: 29/04/2008	Código: MA-4031
Responsible: Antonio Eduardo Ripari Neger	Revision: Eduardo Neger	Page: 6 of 6

Speaker Profile



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Antonio Eduardo Ripari Neger, 34, engineer graduated at UNICAMP, lawyer graduated at PUC, post-graduated in Telecommunications Law at FGV, director of the Legal Studies Council at ABRANET (Brazilian Association of Internet Providers) and chairman at ABRATER (Brazilian Association of Rural Telecommunications). Coordinated telecommunications projects together with the major telecommunications operators in the country (Claro, TIM, Telefonica, Vivo, BT and Global Star), and with large companies and institutions (Petrobras, Bosch, IBM, Unilever, Saint-Gobain, Alcoa, UNICAMP, FIRJAN, CSN, P&G, etc). Partner and founder of NEGER Technology and Systems, a Brazilian technology-based company active in the market since 1987. Director of the RuralMAX Project for telecommunications access in rural areas, enterprise supported by FINEP (Studies and Projects Funding of the Ministry of Science and Technology). One of the authors of the book "New frontiers of law in the Digital Age" (Publisher Saraiva, 2002), bestowed with the Microsoft Law Award offered by Microsoft and USP. Author of several articles on their area of expertise, some of them used as a basis for judicial decisions by the STJ - Superior Court of Justice. Member of CREA-SP (Regional Council of Engineering and Architecture) and the OAB -SP (The Brazilian Bar Association).

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