F&R Fang&Ripper Engenheiros Consultores S/C Ltda.

To W3C

Rio de Janeiro, April 17, 2008

Subject : Participation on W3C Workshop on Mobile Web in Developing Countries and Mobile eGov

I am a Senior partner of Fang&Ripper Consulting Engineers a company focused on IT and Telecom strategy (a brief Resume and a portfolio of some of my clients is included as annex)

In the last years my focus of work has been to help develop business models and governmental projects, when no economic basis can be built, focused in providing access to communication and internet to the majority of the Brazilian population, which is poor.

The present income distribution and the geographic conditions in Brazil pose a big challenge to provide these communications solutions.

Social – Economic Inequality

Smaller
Classes C, D and E

Population: **127,8 milhões** Average Anual Income: **R$ 13.978** Analfabetism: **10%** Child mortality: **15‰ nasc.**	Population: **27,1 milhões** Average Anual Income: **R$ 9.204** Analfabetism: **21%** Child mortality: **37‰ nasc.**
Population: **20,7 milhões** Average Anual Income: **R$ 86.011** Analfabetism: **1%** Child mortality: **3‰ nasc.**	Population: **0,8 milhão** Average Anual Income: **R$ 78.736** Analfabetism: **16%** Child mortality: **5‰ nasc.**

Family Income

Bigger
Classes A and

Nea   **Distan**

Geographic Position

In the diagrams below, I organized Brazilian Census Bureau (IBGE) data from the annual PNAD (sample from households research)

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In Brazil, 71 % of the households have a monthly income of about two minimum salaries (R$ 794 > R$ 700, about US$ 420 dollars, with a propensity to consume communication products of about 6% of their income

Number of Urban Households	Classes of Mensal Income (Minimum salary)	Number of Households (K)	Average income per household	Percent of the total income
%			R$	%
A 3%	X > 20	1.616	12.177	22
B 7%	10 < X < 20	3.598	4.849	19
C 16%	5 < X < 10	8.735	2.432	23
D 38%	2 < X < 5	19.866	1.133	25
71 %			794	
E 36%	X < 2	19.205	443	9
		54.679(*)	1.670	100

Cellular, as in several other countries, has become a very important solution in the access to voice services for the lower income bracket. Pre paid solutions and low cost and second hand phones made this possible.

Number of Urban Households	Classes od Mensal Income (Minimum salary)	Number of Households (K)	Acess to Telephony 2006 Total(**)	Only Celular
%		2006	%	%
A 3%	X > 20	1.616	99,6	3,5
B 7%	10 < X < 20	3.598	99,3	9,3
C 16%	5 < X < 10	8.735	96,4	19,4
D 38%	2 < X < 5	19.866	71,6 81,1	34,1 30,2
E 36%	X < 2	19.205	50,6	30,8
		54.679	74,5	27,7
		46.326) Urban	81,0	
		8.283) Rural	38,2	

The "PC for all" Program for the low income groups has also had a very important effect allowing for an increasing number of households to buy a PC .

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Number of Urban Households %	Classes of Mensal Income (Minimum salary)	Number of Households (K) 2006	Number of PCs (K) 2006	Acess		
				PCs %	2006 Internet %	Broad Band
A 3%	X > 20	1.616	1.406	83,5	76,6	
B 7%	10 < X < 20	3.598	2.656	65,8	54,4	
C 16%	5 < X < 10	8.735	3.949	45,2	34,6	
D 38%	2 < X < 5	19.866	2.920	14,7	9,0	
E 36%	X < 2	19.205	595	3,1	1,5	
		54.679(*)	12.072	22,1	16,9	9,3
			NIC- Br 2007	24,0	17,0	
						13,0

I am participating in helping to formulate several of the present social Projects:

> The PC for all
> Increasing the backhaul access to all Brazilian municipalities
> Making the Telecom Concessionaries commit to provide broadband access to all urban schools (54 thousand schools)

I am also helping the Brazilian Presidency and the Ministry of Communications to devise and implement projects for Digital Inclusion.

It is my strong belief that mobile, and particularly mobile web and mobile eGov will be very important tools in this challenge.

I hope to learn from the experience of people in your Seminar and if considered useful could make a presentation of the present situation of Broad Band in Brazil and of the prospects of cellular

Thanks very much

Yours Sincerely

Mario Dias Ripper

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Annex 1

MARIO DIAS RIPPER

Specialization in the Development, Management and Strategic Planning

- Advanced Management Program - AMP, Harvard University 1979

- PhD - Electrical Engineering and Computer Science - University of California, Berkeley - 1973

- Maitre es Sciences - Ecole Nationale Superieure de L'Aeronautique, Paris, France - 1966

- Electronics Engineer - ITA - Instituto Tecnológico da Aeronáutica - 1964

Is presently:

- Partner - F&R - A Consulting Company focused in New Business Development, Strategic and Regulatory Planning and Technology Assessment in the IT and Telecommunications Industry.

Was previously:

➢ Director – Development Projects for the Information Society in Telemar

➢ Director - Strategic Planning and. New Business Development. in Telemar. Responsible for setting the strategy of the company in its different dimensions: economical, technological, competitive and regulatory. Telemar – The largest Brazilian telecommunications company, responsible for providing service for more then 55% of the Brazilian population. Telemar is the largest private company in Brazil.

➢ Board Member – AsGa – A Telecommunications Company specialized in optical communications.

➢ Partner - Sol Rio - A System's Integration Company specialized in corporate network solutions for data, voice and image.

➢ Director, Founder and Partner - NewCom Comunicações Avançadas - A company for System's Integration and Distribution in wireless communication solutions.

➢ Director of Solaris, a System's Integration Company.

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- President of Elebra Computadores S.A a joint venture with Digital Equipment Corporation - DEC, and member of the Board of Directors of its holding Company, Elebra. Elebra became the largest Brazilian professional electronic group in Brasil, before it was divested.

- Informatics Director of IBGE - Instituto Brasileiro de Geografia e Estatística, a governmental organization with responsibilities similar to the US Census Bureau.

- Technical Director of SERPRO - Serviço Federal de Processamento de Dados, a governmental company responsible for the data processing of several Brazilian Ministries including the Ministry of Finance.

- Assistant Professor at the Catholic University of Rio de Janeiro.

Was also:

- Member in several Government Planning Organizations in Science and Technology, Telecommunication and Informatics.

- Was involved in the development of a Brazilian informatics industry and in setting up it's Industrial Policy, as a member of Boards and Director of professional organizations as : ABICOMP, SEI and CAPRE.

- Was a consultant to several Brazilian and international organizations such as OEA, IDB and the World Bank, having participated in several missions including in Korea, China, India and Sri Lanka.

- Advisor in Master and Ph.D. thesis of several students.

- Published several articles in Strategy, Regulation and Telecommunications and Technology.

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Annex 2 – Brief Portfolio of Fang&Ripper clients whose projects were lead by Mr. Ripper

- ABINEE
- ASGA Microeletrônica
- AT&T Multimídia
- AT&T Network Systems do Brasil
- CGEE – Centro de Gestão e Estudos Estratégicos (Brazilian Presidency),
- Compaq
- CPqD – Centro de Pesquisas e Desenvolvimento em Telecomunicações (Ministry of Communications)
- Digital
- Edisa HP do Brasil
- FINEP Financiadora de Estudos e Projetos
- Innomedia
- Intel
- Iridium Brasil
- Iridium SudAmerica
- Positivo Informática
- Promon Eletrônica Ltda
- Solaris
- STC Telecomunicações
- System Software Associates – SSA
- Telemar

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