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ATIS NEWS

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INVITATION to 7th Asian Telecommunications Industry Exchange (ATIE) Forum

9 – 12 May 2001 at Seoul. Korea

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ATIS Social Nite on 20th April, Friday

Venue: To Be Decided

Attraction: IDA talk on the second Infocomm
Technology roadmap.

Editorial

Meeting Expectations—And Avoiding Self-fulfilled Prophecies

[Maurice Nunas](#)—Editor

Motorola

“We expect...”, say the analysts; and they go on to contradict one another. “We expect...”, say the media; and they go on in their mindless repetition of the latest rumours and industry gossip, always several days old. “They expect...based on what?”, say I! One expert says something, another picks it up; next it’s a seminar and then a fully-fledged industry trend in their minds. What nonsense.

The news media are currently full of the doom and gloom of recession, down markets and troubled times; not so long ago it was the reverse. Yes there are changes; yes the markets go up and down. No, this is not the end of prosperity for most of us. Now the so-called experts are predicting that third generation cellular will never be built. What a load of codswallop.

Oh, they have excellent evidence, however anecdotal. They love to repeat that the Japanese cannot find a way to make the hugely popular I-Mode pay...it’s nearly become a mantra. They open editorials with “WAP has not lived up to its expectations”. Pay by what measure and live up to whose expectations? The hardware to support these services and the provision of content is barely nascent. It’s a bit like waking up to a cool morning and believing that all mornings thereafter will be cool. No! This is not the beginning of a massive downtrend in telecommunication, or even a flattening out...it’s a small bump in the information super highway.

Say what? Oh, now I’ve done it too...made a prediction. Based on what, say you?

Based on a very long and arguable trend, I respond. Mankind has experienced a long and continuous evolution in its means of communicating. From before Gutenberg invented the printing press, to the popularity of libraries among commoners two centuries ago, to the news & entertainment radio explosion of the post-war years, to the television and mobile radio booms of the ‘50s, to that colossus we call cellular today, communication has been one long evolution of more, better, faster, clearer, less expensive...name your own superlative.

So, yes, we are in a down market; and, yes growth has slowed in telecommunication. This is not unusual; I’ve been on this planet long enough to have seen it all before. The birth of a new technology, like third generation cellular is inevitably met with great anticipation and hype...and this over selling equally inevitably results in a downturn of expectation...**followed by a clear and consistent growth trend, often in new markets and uses not foreseen.**

New and better times are ahead my friends. It is up to us, the industry insiders to separate the good ideas from the bad to provide communication for the future. This is not a get-rich quick scheme. This is a multi-billion dollar international business based on sustained growth predictions...with irregularities along the way of course.

To avoid becoming part of the problem, make careful business decisions based on the needs of your customers. How can you provide more, for less money? Move forward; maybe even take a reasoned chance. Some of us may fall along the way; the survivors will salute and move on. But the ditches of the communication evolution are not riddled with the corpses of the fallen, either technological or corporate. Only the fast buck artists lay there and they are not worth our notice. How many real technological failures can you name? What communication service has disappeared without being replaced by one that is even better?

So, be sure of one thing; move on we will and the future is better, faster, cheaper telecommunication facilities for every person on the planet. The biggest variable is time; the biggest impediment is rumours. And the biggest sin is in believing that “the experts” and “the analysts” know your customers and your industry better than you do.

INVITATION to 7th Asian Telecommunications Industry Exchange (ATIE) Forum

9 – 12 May 2001 at Seoul, Korea

The main event for the telecommunications industries in Asia has arrived. Most of you who has attended the 6th ATIE in Singapore would agreed that the events is very fruitful for both networking with our counterparts and government representatives from the Asian regions and also exchange of market and technology information. As in previous years, iDA would be represented in the Forum. The outline of the event is:

- Day One - Session I – Status and Future Telecommunication Plan of each region.
 - Session II – Status of Information Infrastructure of each region
- Day Two - Visit to Expo Comms Korea 2001
 - (50,000 participants from 14 countries is expected)
- Day Three - Session III – Market Trends in Wireless Communications
 - Session IV – New Technologies and New Applications
- Day Four - Visit to prominent Korean Companies.

Korean telecommunication companies are well known for their low cost but high quality products. I am sure you would find some Korean partners during the visit.

Our Host, Korea Association of Information & Telecommunication (KIAT) (www.kait.or.kr) has kindly sponsor the conference and also most of the meals. Just pay for your airfare and hotel, the rest is **FREE**. Please send your interest to ATIS@pacific.net.sg email or gohyk@cet.st.com.sg.

Type Approval—The Lesser-Known Liberalisation

[Khoo Teng Lock](mailto:teng-lock.khoo@motorola.com) (teng-lock.khoo@motorola.com)

Motorola

Introduction

While liberalisation of the telecommunication market has received much press coverage, one aspect of telecommunication that is less well known to the general public is the liberalisation of the type approval process for radiocommunication equipment.

Status Quo

For the benefit of those not involved in the telecommunication industry type approval (TA) refers to the regulations and procedures that determine what telecommunication equipment may operate legally in a country. The prime objective of having type approval is to ensure that the radio equipment does not interfere electronically with other radio equipment. Other reasons are compliance with safety standards and compliance with standards for interoperability. It is no coincidence that your GSM cellular mobile phone works with other GSM phones and yet does not interfere with your cordless phone or your walkie-talkie, as all this equipment has been type approved by the iDA (in the case of Singapore).

The type approval process varies from country to country but typically involves the following steps:

- A sample of the equipment and an application is submitted to the type approval department or certification agency.
- The sample equipment is tested against relevant standards. In this step some countries require the sample equipment to be tested by them or their agency while other countries will accept test result from recognised laboratories.
- A type approval certificate is issued if the equipment is found compliant.

As telecommunication equipment has to be type approved before it is released to the market the type approval process plays a significant role in the time to market availability of telecommunication equipment in many countries. In some it may take months before a type approval is granted, in others the delay is measured in weeks or days. Furthermore, the process is an added cost in terms of manpower and fees, which are ultimately passed on to the consumer.

Recent Advances

Few, if any, countries in this region have done away with the traditional type approval procedure, as have Australia and New Zealand. In both countries the responsibility for establishing and attesting to compliance, typically lies with the importer, manufacturer or their authorised agent. Technical regulation is achieved by having legal provisions requiring compliance with specified mandatory standards with self-declaration based on an appropriate level of testing, a labelling regime, sample auditing and prescribed penalties forming the basis for ensuring compliance with the standards.

In Singapore there two type approving schemes: General Approval (GAP) Scheme and the Type Approval (TA) Scheme.

The GAP scheme allows specified equipment to be marketed without applying to iDA for type approval. However, suppliers and vendors of such equipment must ensure that the equipment complies with iDA's specifications and is compatible with the public network. In addition the suppliers (manufacturers, importers or distributors) are required to make a declaration of conformity for the model of equipment and adhere to a labelling regime prescribed by iDA. In many respects this scheme is similar to the one practised in Australia and New Zealand.

Depending on equipment type, the TA scheme consists of two procedures:

- Manufacturer' Declaration of Conformity (MDC)
- Equipment Submission

The MDC procedure applies to specified equipment types and in this procedure no sample equipment is required for submission unless specified by iDA. Instead, the Manufacturer 's Declaration of Conformity, test report and/or equipment certification is submitted together with other requisite documentations.

The Equipment Submission is similar to MDC except for the following:

- A sample of the equipment is required.
- Technical evaluation of the equipment is carried out by document evaluation or by actual laboratory testing.

The Future

As seen above, the iDA has embarked on the path towards greater liberalisation in the area of equipment type approval. Recently, they announced additional liberalisation as follows.

Effective 1st April, 2001 IDA will discontinue the Equipment Submission procedure for type approval of coin phones, payphones, ISDN equipment and other line terminal equipment. Submission of type approval for this equipment will then be under the MDC Scheme (Manufacturer's Declaration of Conformity Scheme).

Currently, IDA's recognised test laboratories comprise the PSB Telecom & IT Test Centre and a few commercial test laboratories designated by some APEC TEL MRA partners. During the initial year from 1 April 2001, IDA may also accept test reports produced by other laboratories that are suitably accredited by accreditation bodies accepted by IDA.

Meanwhile, during the 4 months leading to 1 April 2001, IDA will continue to provide testing services to suppliers and manufacturers. This will allow suppliers and manufacturers some lead-time to make arrangements for obtaining test reports from laboratories recognised by IDA.

MRAs And SDoCs

IDA's actions are in line with two recent international trends, the Supplier's Declaration of Conformity (SDoC) and Mutual Recognition Agreements (MRAs). These are complex enough to warrant an article on each.

Supplier's Declaration Of Conformity

The SDoC is very similar to the MDC concept, already being used in a limited fashion by the iDA. Singapore is not alone in embracing this trend. Indeed, other administrations have already gone farther, by allowing the technique to be applied to a broader range of equipment. Both the US and EU telecom and EMC regulations were amended to allow supplier's declaration of conformity (SDoC) for many categories of IT and telecom products. This is seen as a logical step along the way to MRAs

Mutual Recognition Agreements

MRAs help promote international trade in IT and telecom products through the mutual acceptance of test reports, certificates and marks of conformity, thereby removing costly and time-consuming duplicative procedures required to market products.

The first significant steps in the implementation of major MRAs are now taking place between the EU and the USA, following the signing of the US/EU Mutual Recognition Agreement. US and EU conformity assessment bodies (CABs) are now taking steps to conduct accreditation, sampling and testing, inspection, and certification activities. This is significant. For example, the MRA makes it possible for European-based laboratories to perform testing in support of the FCC EMI regulations on personal computers, which require that the testing be performed in a government-recognised laboratory.

The rest of the world is lagging behind, to its economic detriment.

The World and The Region Are Ready

APEC has been striving for regional trade and investment liberalisation as a building block to strengthen the multilateral trading system and expand the global economy. On June 1998, the third APEC ministerial meeting on the telecommunications and information industry, made a declaration on the APEC Mutual Recognition Arrangement on Conformity Assessment of Telecommunications Equipment.

“We, the APEC Ministers responsible for the telecommunications and information industry...DO HEREBY DECLARE their strong endorsement for this, the first ever Mutual Recognition Arrangement (MRA) on Conformity Assessment for Telecommunications Equipment among APEC economies, as a major milestone in their efforts to facilitate trade in telecommunications within the APEC region and to

expand the Asia-Pacific Information Infrastructure for the benefit of all APEC economies¹

The APEC MRA requires many negotiations and agreements between the APEC Economies. Recently, the APEC Telecommunications Working Group (APEC-TEL), which is chaired by an iDA Director by the way, endorsed the use of a hosted computer application called MRAMS (Mutual Recognition Agreement Management System) to assist economies to implement the MRA. The Colony Park Group, a private company, administrates the system on a non-profit basis.

What Is Unified Messaging?

CET Technologies,
a subsidiary of Singapore Technologies Electronics Ltd

Unified messaging enables its users to access all three message types: voice, fax, and email; from virtually any communications devices- telephone, PC, or the Internet. It allows users to manage all of their messages from their familiar email inbox using common email applications such as Microsoft Outlook and Lotus Notes.

When out of the office or on the road, users can also access and manage all of their messages from any telephone worldwide. Unified messaging provides unparalleled flexibility by providing users access to their messages anytime, anywhere.

The Benefits of Unified Messaging

In today's business environment, professionals are constantly bombarded with time and mission-critical information, most of which comes in the form of email, voice and fax messages. An employee's ability to handle and respond to these messages can mean the difference between a company that effectively communicates with its key audience, and one that is out of touch with those most critical to its success.

A recent study published in the Wall Street Journal found that the average employee sends and receives more than 200 messages per day. As a result, a substantial amount of their workday is spent managing this information, rather than using it to their advantage. As telecommuters, travelling and off-site employees become more common companies are struggling with the need to keep these "road warriors" or mobile professionals informed and updated.

In order to maintain the competitive edge and help their employees to be more productive, many companies are turning to unified messaging. This communications tool increases productivity, facilitates mobility, and gives companies the competitive advantage they are looking for.

What to look for when selecting a UMS Solution ?

Unified messaging gives users access to all three message types (voice, fax, and email) from a single location. However, there are 8 "must-have" features that one should expect in a unified messaging system.

- (1) Having multiple message types (voice, fax, and email) accessible at a desktop user interface such as Microsoft Outlook/Exchange or Lotus Notes.
- (2) Able to manage all three message types from the telephone, allowing individuals to receive messages when they are out of the office and do not have access to their PC.
- (3) Scalability. IS managers should be able to take advantage of multiple server scalability, both horizontally and vertically. The systems should work together to increase the number of users supported within the network.
- (4) Ability to add other computer telephony integrated applications in the future, providing themselves with the flexibility to meet the needs of their growing organization.
- (5) Networking capability that gives companies the ability to network multiple remote offices together whether the offices are located in one city or spread across the world.
- (6) Ease of administration.
- (7) Platform based on open standards and non-proprietary user interfaces.
- (8) Vendors with strong proven reputation for service and support.

CET JuzTalk UMS Solution

¹ http://www.apecsec.org.sg/whatsnew/announce/telmin3_equipment.html

CET Technologies is a subsidiary of Singapore Technologies Electronics Ltd (ST Elect). Its latest innovation, JuzTalk, unified messaging enhances and simplifies how you deal with the ever increasing message traffic you receive each day – making you effective, productive and available. It combines IP Telephony, personal fax management services and Unified Messaging(UM) - the ability to combine voice, e-mail, fax and paging technologies into a central repository.

Singapore's migration to 8-digit numbering plan

If you are planning to replenish your supply of business cards you better hold on to the purchase order or amend the number of copies. If you are involved in the printing of your company's calendars, letterhead, diaries, stamp, anything with telephone or fax numbers you should mark down this event.

As of March 1st, 2002, all fixed-line telephone and fax numbers will have an extra digit added in front- prefixed with the digit '6'.

For example, ATIS's telephone number 3444838 will become 63444838 come March next year.

This migration will NOT affect the following numbers:

- (1) All mobile (cell) phone numbers
- (2) All pager numbers
- (3) Emergency numbers: e.g. 999 (Police); 995 (Singapore Civil Defence)
- (4) Numbers beginning with the digit '0' and '1': e.g.1800- and 1900- numbers)

The migration to 8-digit will be implemented as follows:

For local calls:

1 March 2002	All 7-digit fixed-line telephone numbers will be prefixed with a '6'.
1 March 2002 – 31 March 2002	Parallel-run of 7 and 8-digit numbers, i.e. callers who dial the 7-digit numbers will still be connected.
1 April 2002 – 30 June 2002	Parallel run ends, only calls to the 8-digit numbers will be connected. Callers who dial the 7-digit numbers will hear a change number announcement, after which the calls will be disconnected. They will then have to re-dial with the additional '6'.
After 30 June 2002	Callers who dial the 7-digit numbers will be disconnected with a service-unavailable tone.

Overseas calls to Singapore

1 March 2002 – 28 February 2003	Parallel run of 7 and 8-digit numbers, i.e. overseas callers who dial the 7-digit numbers will still be connected to Singapore.
After 28 February 2003	Overseas callers who dial the 7-digit numbers will hear a change number announcement, after which the calls will be disconnected. They will then have to re-dial with the additional '6'.

For additional information please contact:

Chia Sher Ling,

Infocomm Development Authority (iDA) of Singapore

Tel: 211-1840

Email: chia_sher_ling@ida.gov.sg

Or look up iDA's website at:

<http://www.ida.gov.sg/Website/IDAContent.nsf/dd1521f1e79ecf3bc825682f0045a340/816d57d4be851dd4c82569d900345cfb?OpenDocument>

NEW HOTLINE FOR SINGCERT

From info provided by: SingCERT and IDA

With immediate effect, the new hotline number for the Singapore Computer Emergency Response Team (SingCERT) is tel: 211-0911. SingCERT, a programme of the Infocomm Development Authority of Singapore (IDA), provides assistance to companies and the public in the management of computer incidents such as hacking and virus attacks. Regular virus alerts and information are available on its website at <http://www.singcert.org.sg>. Members of the public can also subscribe to SingCERT's mailing list to receive regular updates on viruses and seminars.

Calendar of Events

20th April, Friday

ATIS Social Nite

Venue: To be decided

9 – 12 May 2001

7th Asian Telecommunications Industry Exchange (ATIE) Forum

Venue: Seoul, Korea

See Page 2 for details

7 - 10 June 2001

The PC Show 2001 Singapore

Venue: Singapore Expo

Incorporating E.Com@ 2001, The Software Show 2001 Singapore

Further Information: Singapore Expo, Tel: 580 8308, Fax: 580 8300

19-22 June 2001

CommunicAsia 2001

Venue: Singapore Expo, Singapore

Featuring: MobileCommAsia 2001, NetworkAsia 2001, eBiz2001

Further Information: Singapore Expo, Tel: 580 8308, Fax: 580 8300

19-22 June 2001

BroadcastAsia 2001

Venue: Singapore Expo, Singapore

In conjunction with: CableSat2001, Professional Audio Technology 2001, Comgraphics & Animation 2001

Further Information: Singapore Expo, Tel: 580 8308, Fax: 580 8300

ATiS—Who's Who

Executive Committee (Exco)

Like all organisations, ATiS has an executive committee to serve you. These people on the Exco are all volunteers; so let's be thankful for the time and energy that they are putting in to help us.

- President—Wendy Aw, Radiance Communications Pte Ltd, 9834-0040, wendy.aw@radiancecomms.com
- Vice-President—Maurice Nunas, Motorola Electronics Pte Ltd, 9637-6220, Maurice.nunas@motorola.com
- Hon. Secretary— t.b.a
- Treasurer—Colin Goh Hwa Kuang, Datacom Cable Technologies Pte Ltd, 98180050, colin.goh@draka.com.sg
- Chairman, Membership—Chua King Siong, Roots Communications, 96776434, kingsiong.chua@roots.com.sg
- Chairman, Website—Phua Aik Hong, StarHub Pte Ltd, 9859-0658, ahphua@starhub.com.sg
- Chairman, International Affairs – Goh Young Kwang, CET Technologies Pte Ltd, 9633-7605, gohyk@cet.st.com.sg
- Chairman, Activities—Alvin Lim, Anritsu Pte Ltd, 2822400, lim.alvin@sg.anritsu.com
- Member—
- Member—

Resource Panel

- Ronnie Sim, Apemco Marketing (S) Pte Ltd, 258-5011, apemco@magix.com.sg
- Ronny Foo, Omm Communications Pte Ltd, 372-1177, ronny.foo@ommasia.com
- Derrick Wong, Singapore Communications Equipment, 8800-800, dwong@singcomm.com.sg

Complete Members List

A complete listing is available from our website at: <http://www.atis.org.sg>

Welcome New Members

There were no new members in the period September to December.

Members' Details

Promoted to new greatness? Moved to a bigger office? Got a more prestigious phone number?

Please have a look at our list of members and check out the details for your entry. Our secretariat would surely like to have the latest on you!

Send any changes to the secretariat at: atis@pacific.net.sg □□



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