

# THE BENEFITS OF CELLULAR STANDARDS

Cellular communication standards – 2G, 3G, 4G, and now 5G – are the blueprints for the complex radio system and networks through which your smartphone connects to the world.

OVER **5bn**

UNIQUE MOBILE  
SUBSCRIBERS IN  
THE WORLD TODAY



This system has transformed the world over the past 30 years. Your smartphone and all the freedom and services you have at your fingertips while on the move would not exist without cellular standards.

**3.6bn**

PEOPLE USE  
MOBILE  
INTERNET



## HOW COMMUNICATION STANDARDS HAVE CHANGED THE WORLD

Examples of things we take for granted today that cellular standards make possible:



**Text messaging & mobile phone calls to nearly anyone in the world**



**Sharing and streaming music, pictures and video**



**Access to the internet**



**Music/podcast streaming**



**Mobile healthcare**  
Sharing health stats from health tracking apps with doctors to improve care



**Mobile banking**  
Quickly and safely performing transfers and checking our accounts, without having to go to the bank



**Social networks**



**News apps**



**E-ticketing and mobile boarding passes**

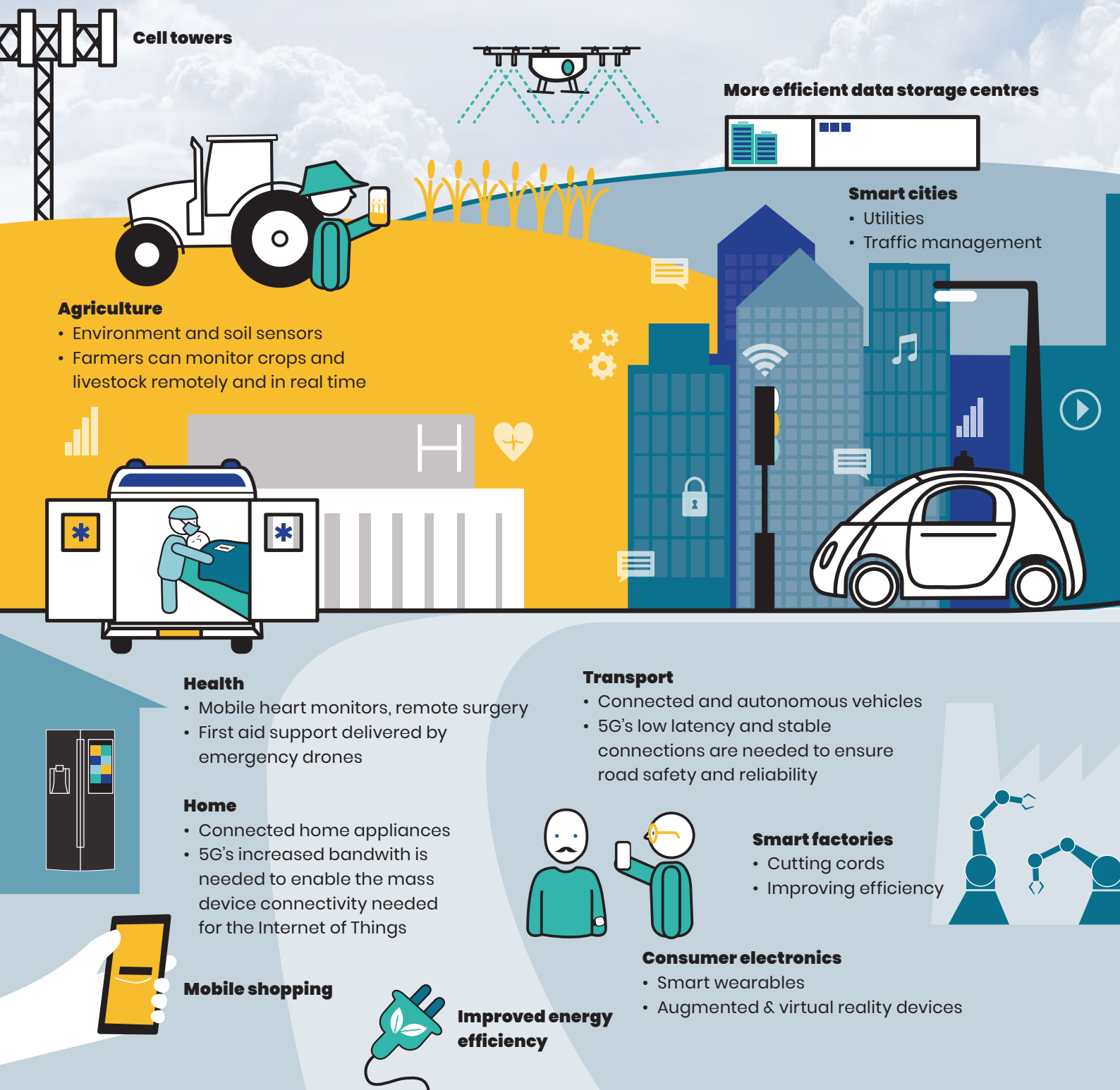


**Payment apps**



**Mobile games & much more**

# HOW 5G WILL MAKE OUR WORLD BETTER CONNECTED



**9.1bn**

IOT CONNECTIONS  
TODAY



**25.2bn**

IOT CONNECTIONS  
EXPECTED IN 2025



**BUT, REALLY, WE HAVE NOT  
YET IMAGINED ALL THE  
CHANGES THAT THE 5TH  
GENERATION CELLULAR  
STANDARDS WILL BRING  
TO OUR SOCIETY!**