



**Edward Jungerman, III**  
**Vice President, Wireless IP Services**

Ed Jungerman III (Ed3) leads CHR's new consulting initiatives to help clients monetize enhanced IP (Internet Protocol) based services and advertising enabled by WiMAX broadband wireless networks and the "open" business model they will employ. This IP-based architecture coupled with the new business model allows service providers to significantly increase average revenue per user (ARPU) with minimal investment in equipment or service creation.

Prior to joining CHR, Ed3 was co-founder of Incite Media Group, a company that delivers engaging entertainment and information content together with Always Fresh™ Advertising to consumers in small format retail stores. This business model couples web centric content creation and demographic targeting with wireless network delivery. The business was an outgrowth of a consulting practice that leveraged IP-empowered methods of affinity advertising, social networking and media distribution to increase revenue and profitability for client companies. Significant projects included:

- Developing strong "affinity group" advertising model for a Wi-Fi service provider coupled with Internet-delivered advertising uniquely tailored to a highly desirable customer demographic.
- Creating break-out social networking strategies to grow the provider's wireless broadband service subscriber base and increase customer "stickiness".

Prior, Mr. Jungerman was head of product marketing and business development for e2 Communications. e2 provided digital interactive marketing services to clients that included major telephone and wireless service providers. Previously Ed3 led both product and business development at Info-in-Motion. Info-in-Motion (which was subsequently purchased by e2 Communications) delivered real-time content and affinity advertising to cell phones, PDAs and other devices.

In a previous executive position at Metrocall (now USA Mobility), the second largest wireless messaging carrier in the U.S., Mr. Jungerman was in charge of identifying, developing and launching a family of non-traditional wireless products and services. In addition, he led the co-development of a wireless content management and delivery platform with Motorola.

Prior to that, Ed3 managed business and product development for Impulse Telecommunications Corporation; a management consulting company serving wireless clients ranging from small telcos to giant service providers. He co-developed the leading econometric model of PCS industry evolution that numerous clients used to guide their entry into the PCS (2nd generation cellular) business.

Mr. Jungerman has a BBA in Finance from Texas Tech University and an MBA in Telecommunications from the University of Dallas.