

UMTS

Die richtigen Dienste im Angebot?

Lothar Pauly

Bereichsvorstand Siemens mobile

München, 14. November 2001

Isle of Man: Die Zukunft beginnt jetzt!

SIEMENS
mobile

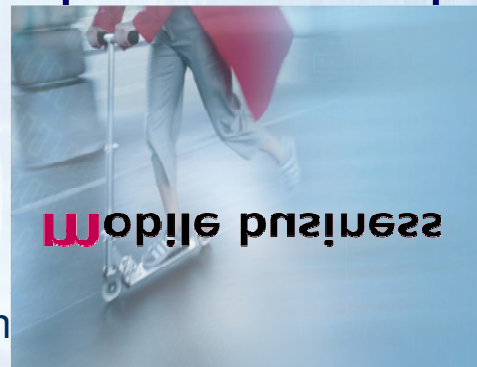
- **Location Based Services:** „Isle of Man on Air“
 - Virtual Tour Guide
 - Restaurantführer
 - Hotel-Finder
 - On-line Reservierung, Informationen zu Golfplatz etc.
-
- **Erstes UMTS Netz in Europa:** Isle of Man
 - **Start:** Herbst 2001
 - **Siemens Partner:** Manx Telecom Ltd., NEC, British Telecom, BT Wireless



Applikationen: 4 Kategorien

mobile information

- Personal Information Manager (PIM)
- Persönlicher Informationsservice
- Standortabhängige Dienste (z.B. Restaurant finder)
- Verkehrsinformationen
- ...



mobile commerce

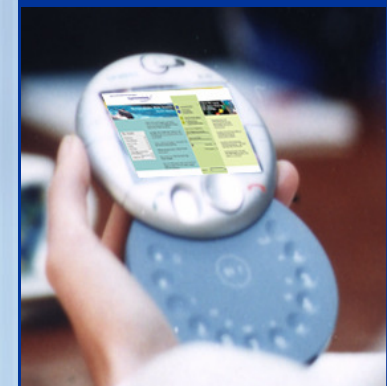
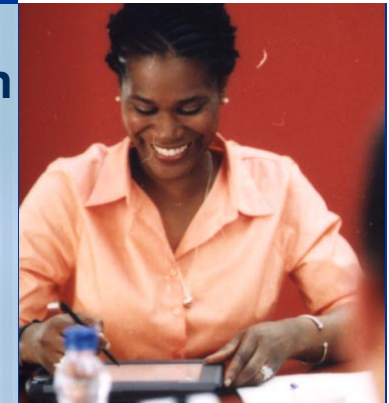
- Ticketkauf
- Bankwesen/Aktienhandel
- Einkauf
- Buchungswesen u. Reisemanagement
- Auktion
- ...

mobile communication

- E-mail
- Instant / Picture Messaging
- Multimedia-Messaging
- Nachrichten
- Video Telefonie / Chat
- Schneller Internetzugang
- ...

mobile entertainment

- Audio- Video-Clips
- Gewinnspiele & Wetten
- Interaktive Spiele
- ...



Mobile Services: Die Akzeptanz ist da!



2000

Hits : 170k
Portal Share: 70%

2001

1 Mio
83%

+ 488%
+ 13%



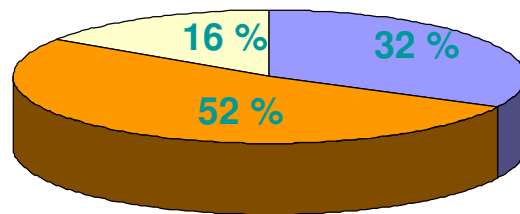
Communication

- Wiesn SMS
- Wiesn Chat
- E-Cards

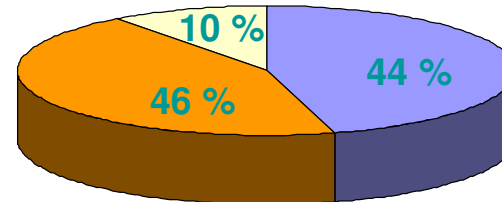
Information

- Daily Wiesn
- Bierbörse
- Bierzelt Stau
- Wiesn Map
- Fussball News

Communication Information



Entertainment



Entertainment

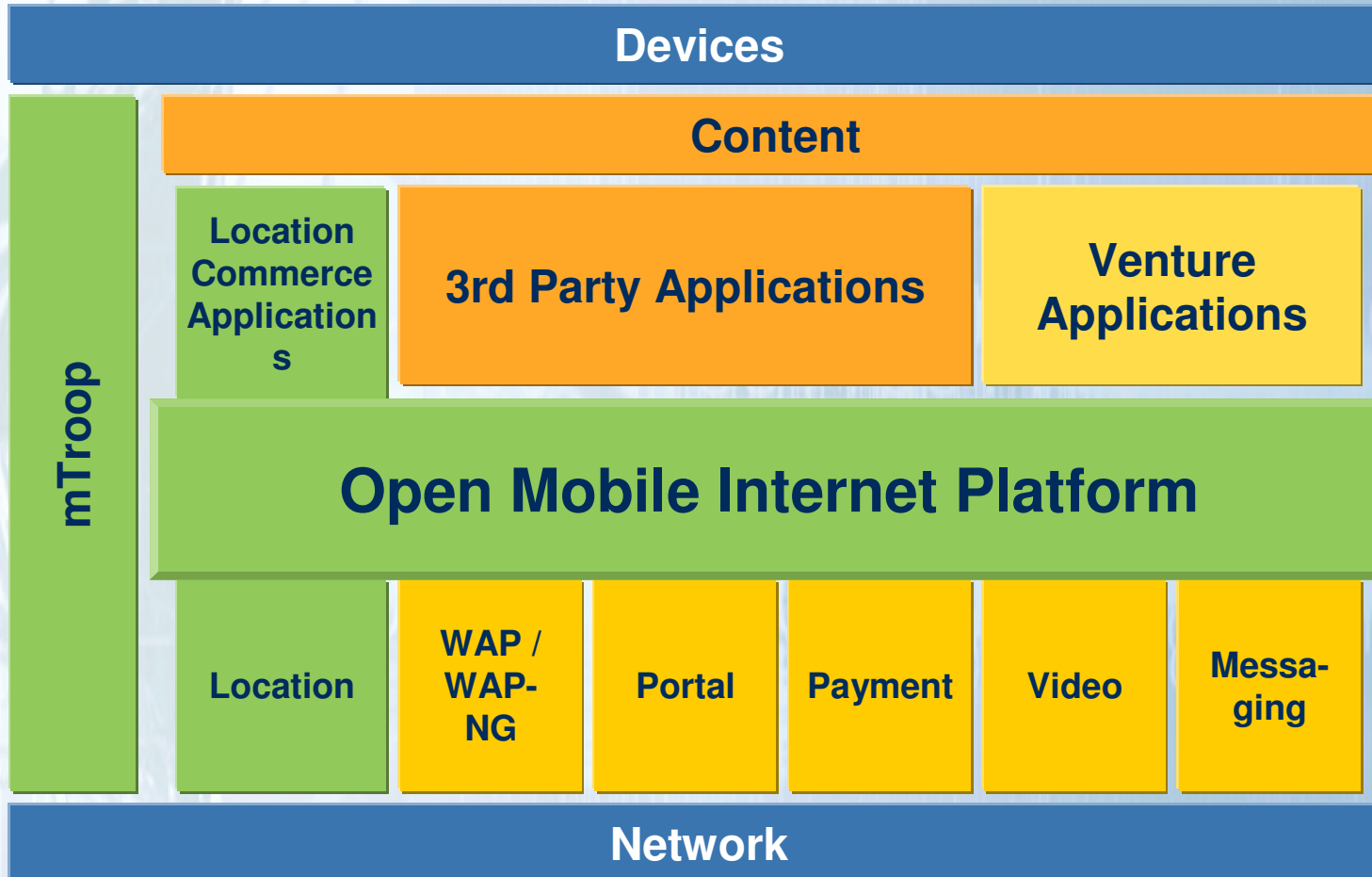
- Wiesn Quiz
- Wiesn Flirt
- Fun Alkoholtester
- Glossar
- Wiesn / Babe Voting
- Countdown Game

• Pull Through Business

• Public Attention



Open Mobile Internet Platform



Mobile Applikationen müssen

SIEMENS
mobile

lokal

zeitnah

persönlich

sein.

