



# **The new world of mobile phones!**

## **Taking a look at the mobile handset evolution**

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**Münchner Kreis**  
**06.02.2003 München**

## **Drivers for mobile communication**

**Service innovations**

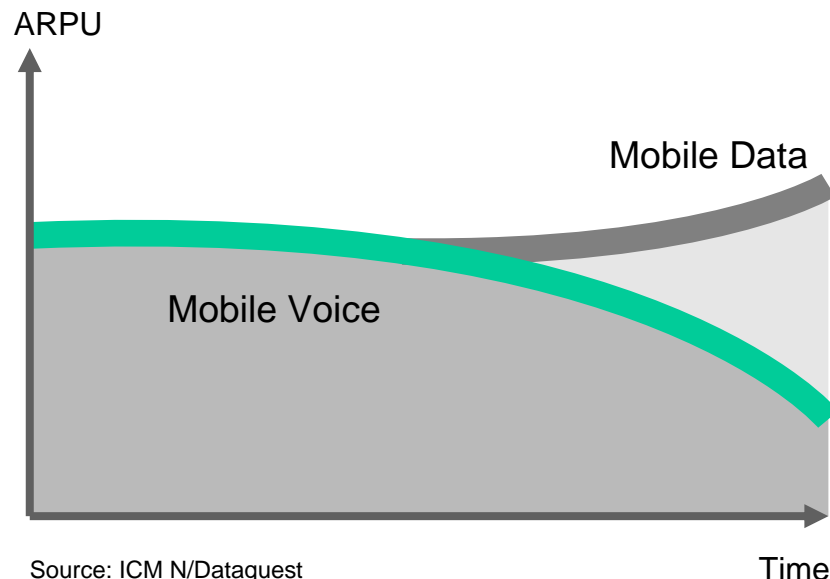
**Technological trends**

**From handheld phone to daily companion**

# Mobile Data Solutions offer compensation for declines in voice revenue

<b>Industry Trend:</b>	<ul style="list-style-type: none"> <li>■ Open architectures</li> </ul>
<b>Operators:</b>	<ul style="list-style-type: none"> <li>■ Deregulation and new business models</li> <li>■ Compensate reduced voice ARPUs and increase subscriber loyalty</li> <li>■ Licence investments for 3G</li> </ul>
<b>Enterprises:</b>	<ul style="list-style-type: none"> <li>■ Increase efficiency</li> </ul>

## Revenue Market Segmentation



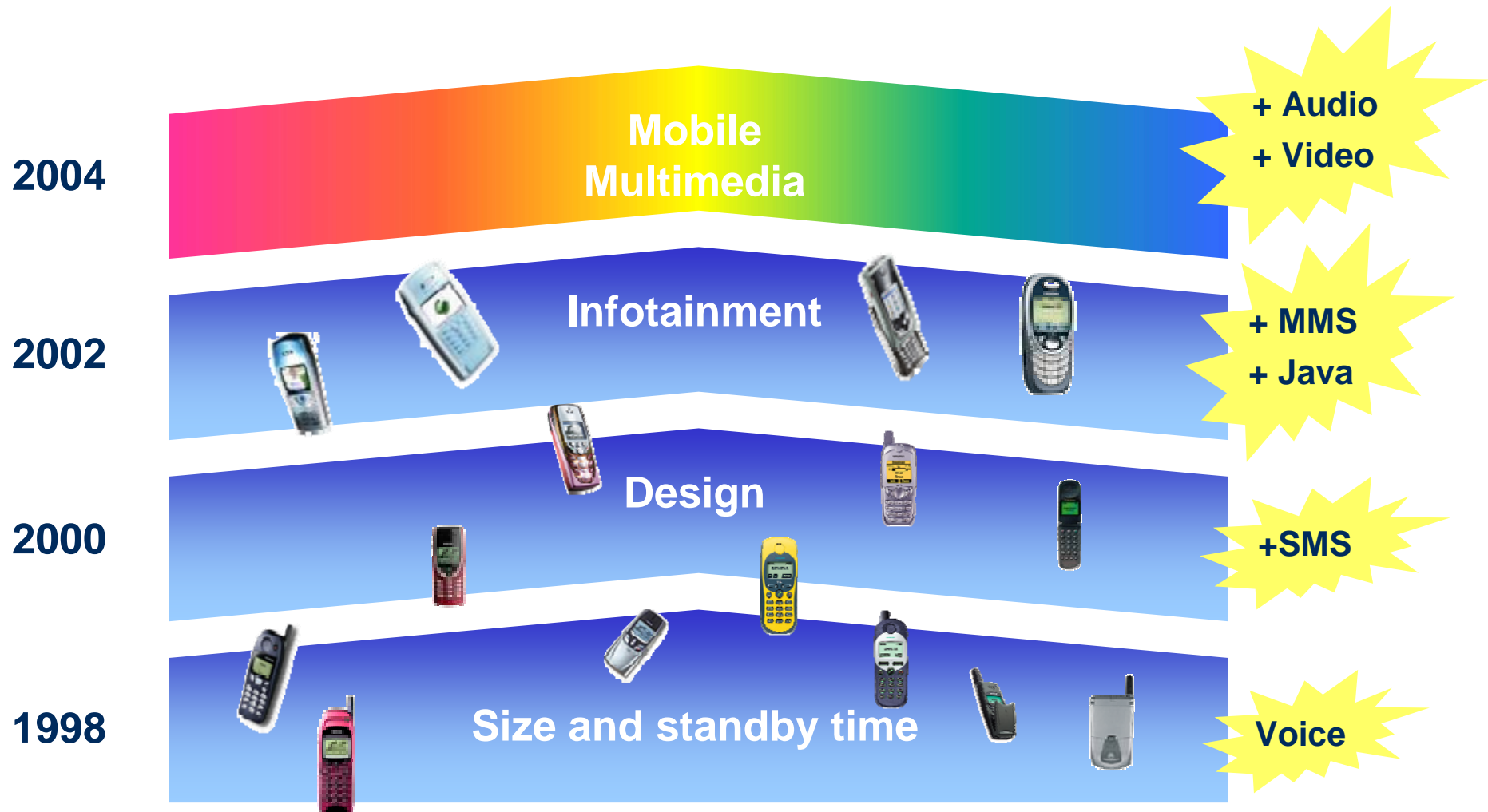
•Messaging	•2,6
•Location	•1,1
•Videostreaming	•0,7
•Payment	•2,3
•Presence	•0,2
•Hosted Services	•2,8
•Integration	•2,0
•2006 ww market potential*	•11,7

Source: ICM N/Dataquest

\* Mobile data solutions market

in billion of €

# What initiates **market growth** in the device industry?



For the operators

**mobile services** will be key



**Services**

Entertainment

Business

User  
community

Information

Location  
based services

Ease of use for consumer

**Success  
factors**



Ease of  
operation by service provider

**Enablers**

JAVA,  
streaming

Payment,  
charging (OTA)

Location,  
presence

WAP,  
messaging

Evolution until today:

From Voice to **Personal Assistant**

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mobile

Voice Centric  
Phone



S10  
Launch 1996

Evolution via  
application/  
mobile data

Data Centric Personal  
Assistant



S55  
Launch 2002

Multimedia  
Messaging  
with flash  
camera

Business  
phone with  
assistant  
functions

Bluetooth

Wireless  
headset

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# Open standards create a “virtuous cycle”

## User

### More compelling mobile services

- New, exciting and efficient services
- Fun & productivity
- Easy-to-use, ease of implementation

## Operator

### Growing usage of mobile services

- Increased usage & revenue
- Interoperability
- Viable business models

## “Virtuous Cycle”

Openness fuels  
market growth  
and innovation !

## Siemens Mobile

### Interoperable client-server platform based on global open standards

- Messaging
- Gaming
- Java for personalization
- Open access to Internet for downloads

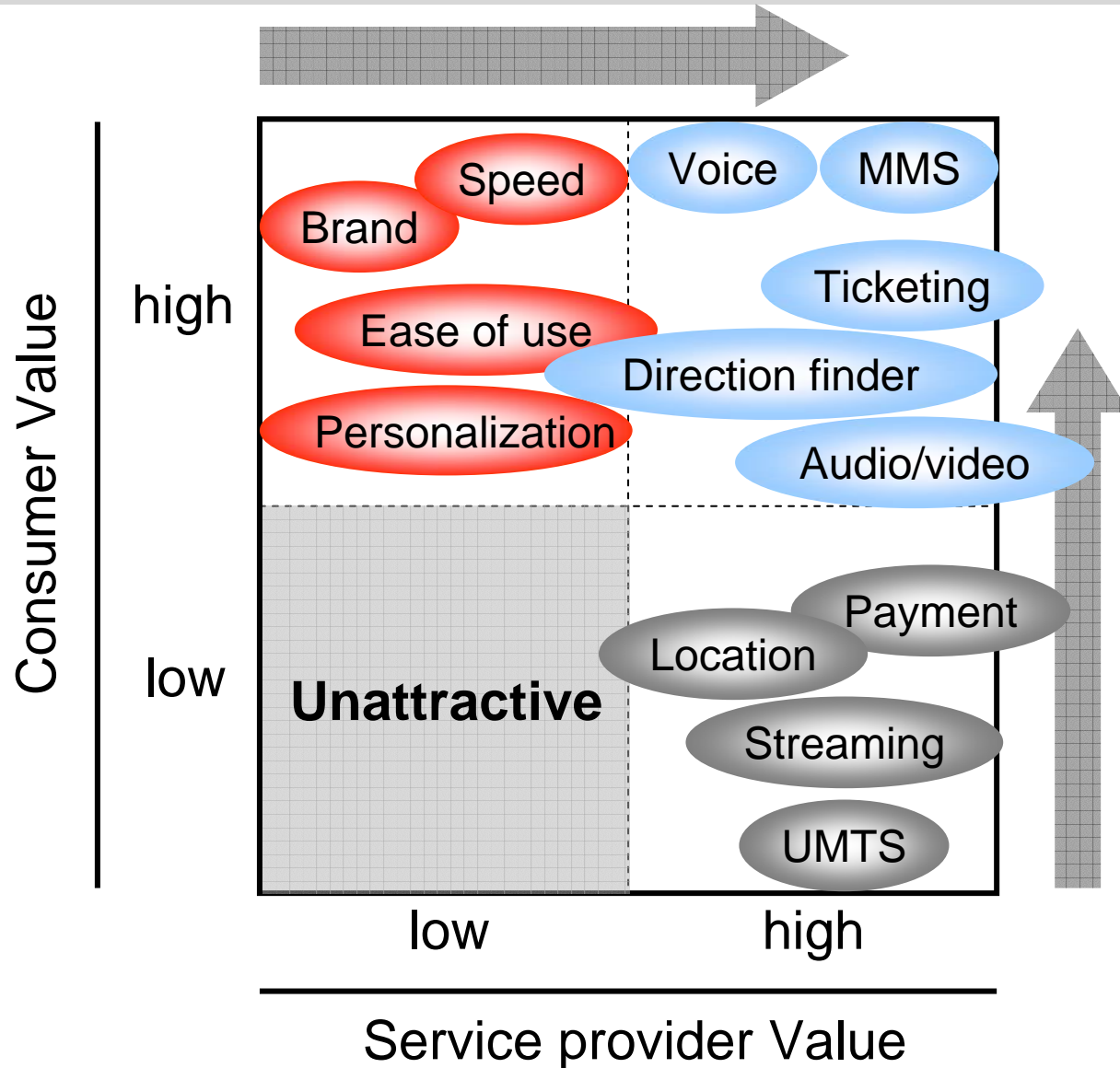
## Developer

### Attractive open market with growing global economies

- Non-fragmented platform
- Larger addressable market
- Stimulation of innovation



# Matching consumer with operator value is key for success



**Mobile Payment** makes paying goods and services with mobile phones easy, safe, and cost-effective

**SIEMENS**  
mobile



# Mobile Payment Key Issues

## for Successful Payment Solutions



### Consumer Expectations

- Ease of use
- Performance
- Security / trust
- Discount / bonus programs



### Architectural & Technical Issues

- Quality of Services
- Scalability, Performance
- Recharging
- Payment Roaming

### Regulator, Legal and Commercial Issues

- Bank License
- Money Laundering
- Business Models

# Location based applications will offer 24 hour access to tailored information

## Friends



### Find your friends!

- Don't get bored, find your friends nearby
- Keep in touch with your family members

## Finder & CityGuide



### What's cool in town today?

- Find the events and highlights of the night
- Find your favourite petrol station and collect your member miles

## LocalAds



### Could I get some discount?

- Push information when required
- Initiate campaigns and control success

## Resource Ctrl



### Which employee is nearest to the customer?

- Optimized Fleet Allocation
- Improvement of response times
- Better level of service

## Parcel Watch



### How can you avoid losing parcels?

- Support of different tracking modules
- Cross-border tracking



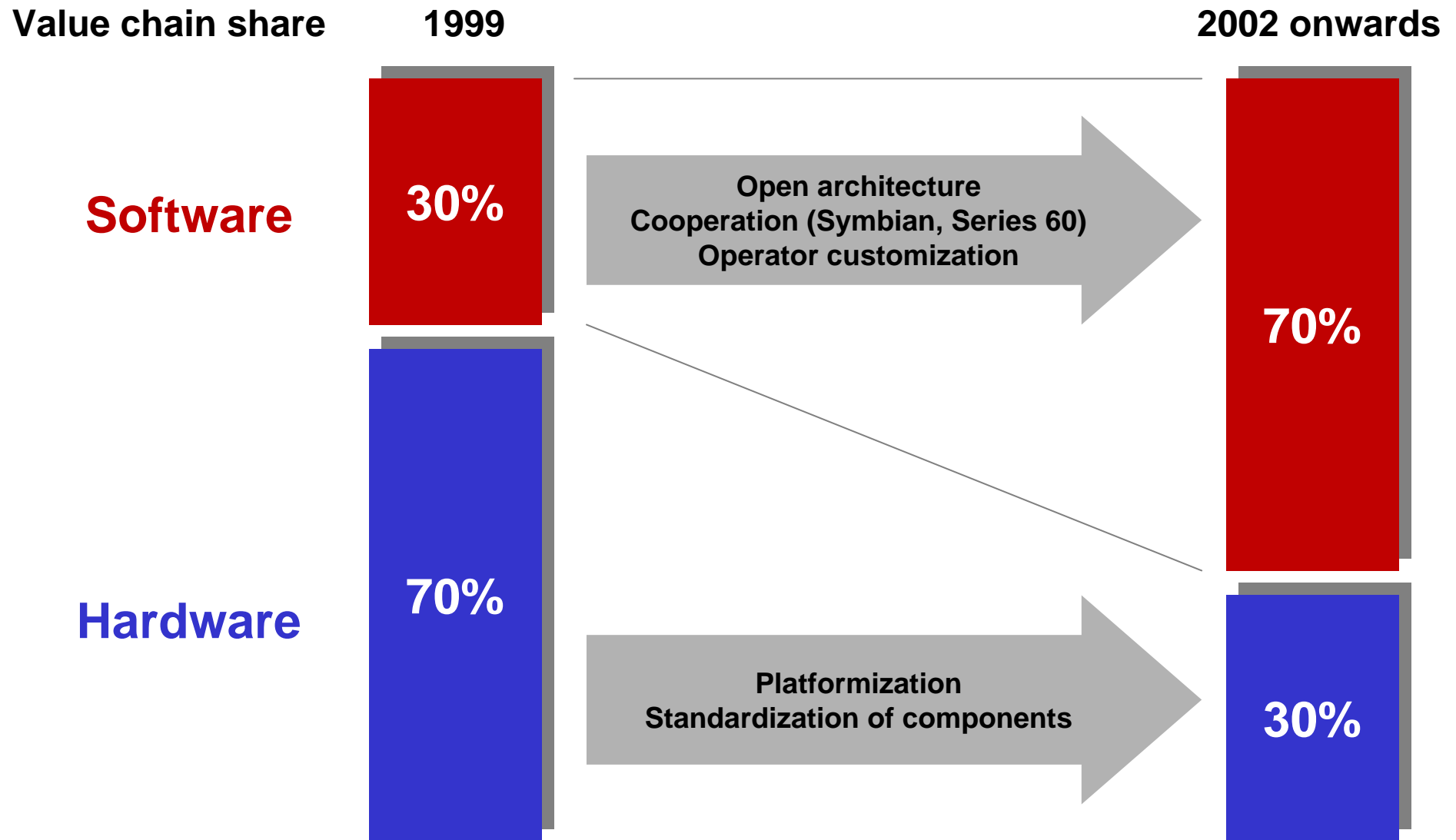
**Drivers for mobile communication**

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In the value chain the focus has shifted from Hardware to **Software**



## Talk to your phone

- Speech control for ease of use
- Miniaturized quadband phone in pendant case and wrist watch



## Write to your phone

- Use phone as normal pen to write and recognize text on any surface
- Writing accessory or phone with integrated optical sensor



New **output** concepts unlock  
a whole new world of applications

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## Touch the 3<sup>rd</sup> dimension

- A new dimension of ease of use and fun for mobile devices (e.g. 3D-gaming)
- 3D-display with wavelength-selective filter array which does not require glasses



## Beam it on

- Projects Powerpoint and Photos stored on MMC
- Smallest beamer of the world connected to a mobile phone



**Drivers for mobile communication**

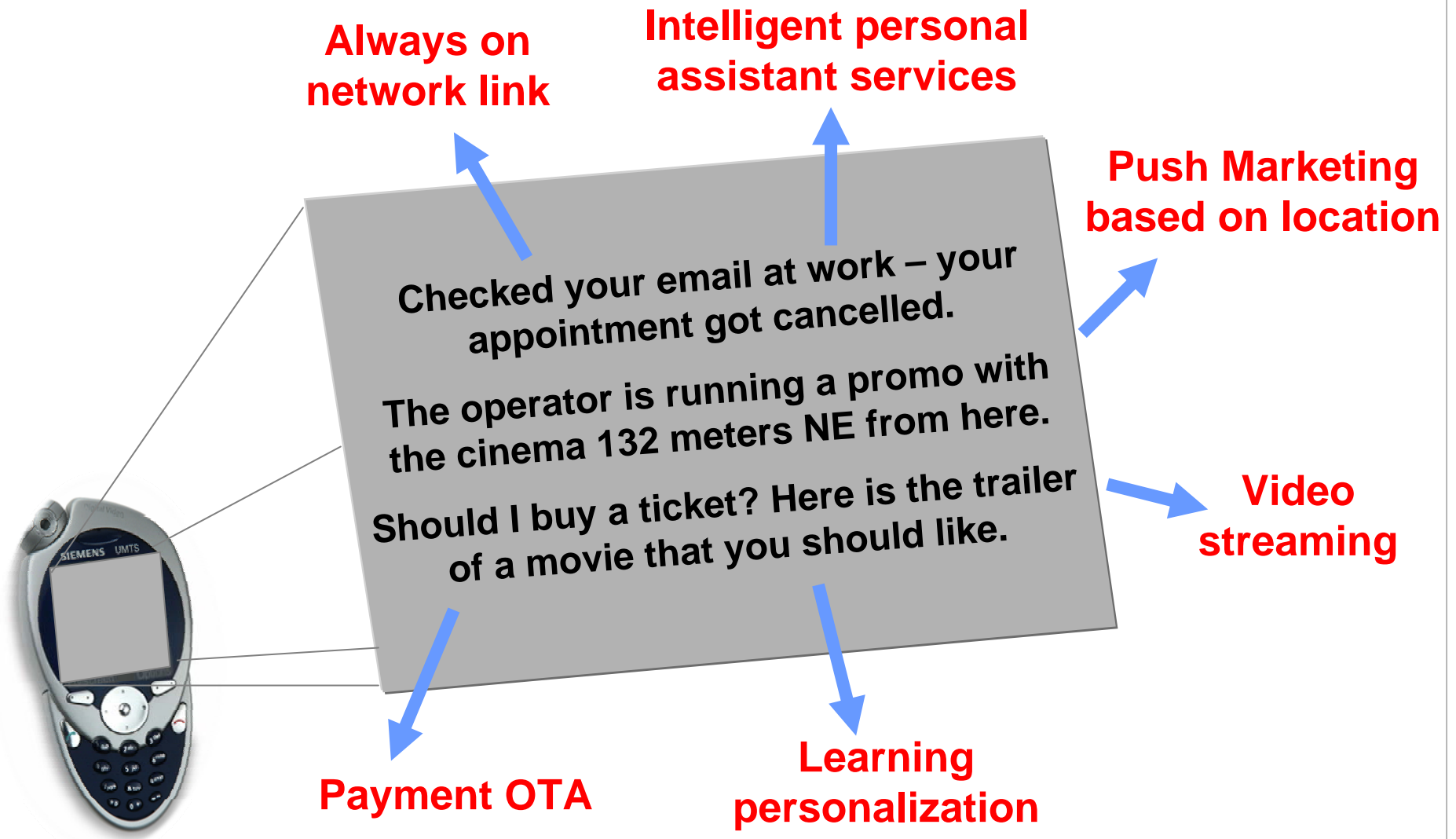
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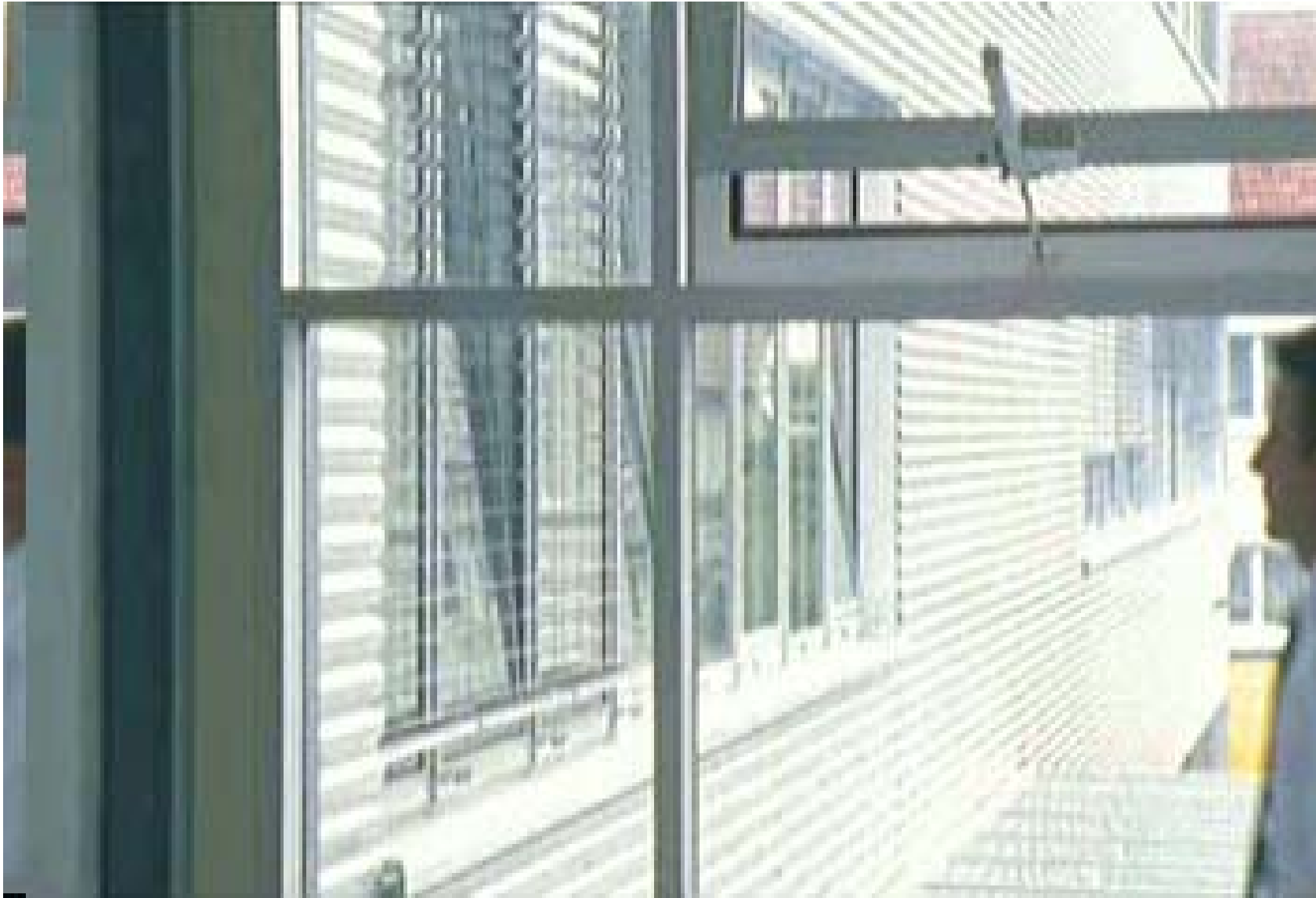
# Revolution -

## The mobile device as **daily companion**



But **before** location detection  
can give you away...

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Available at [www.my-siemens.com/s55](http://www.my-siemens.com/s55)

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Expose more



\$55

Say it with 8080 pixels. The new smoothly designed Siemens S55 with optional clip-on camera and flash. Take a picture. Add sound. Add text. Then send it all. Instantly.

Be inspired

Available at [www.my-siemens.com/s55](http://www.my-siemens.com/s55)

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Don't be shy



\$55

Say it with 8080 pixels. The new smoothly designed Siemens S55 with Quick Pic Camera and flash. Take a picture. Add sound. Add text. Then send it all. Instantly.

Be inspired



**Thank you!**