SIEMENS
mobile

Users want a seamless experience

Mobile mit digitalen Diensten

Kongress des Münchner Kreises

6. Februar 2003

Eva Remerie
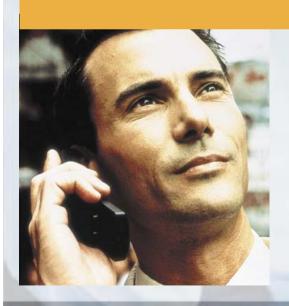**Vice President Solutions**
Siemens Mobile

Users Want A Seamless Experience

■ End users
ask for seamless mobile continuity,
24 hours a day …
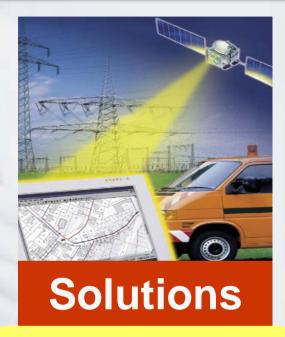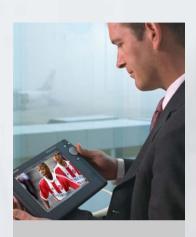

They want ease of use

■ They want to have **freedom of choice** across mobile devices and services.

■ They want to **"ignore"** the mobile **network** environment, like 2G, 2.5G, 3G.

■ They want to **personalize** their mobile communication.

Providing a seamless experience means providing end-to-end solutions

Networks

Solutions

Devices

Integration and Hosting
of Applications and Content

Messaging

**Media Streaming
& Provisioning**

Location

Communities

Successful end-to-end solutions are based on understanding the end-user´s lifestyle

Commuting

- Traffic Info
- Navigation
- Street Finder

Lunch

- Restaurant Finder
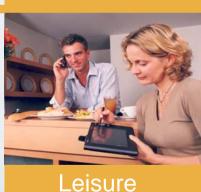- Reservation

Travel

- Booking/Re-scheduling
- Video Streaming
- News/Info Services

- Email
- Resource Management
- Video Conferencing
- Messaging
- PIM (address book, task list, calendar)

At work

- Games
- Video Streaming
- Animated Chat
- Mobile Shopping
- Ticketing

Leisure

The right information anywhere, anytime

LDS make travelling easier

Booking/
Re-scheduling

News/
Info Services

Efficient commuting with local information

Munich Traffic info
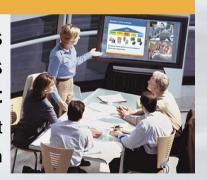
Navigation in Berlin

Street finder

Business depends on local fleet

Management of Service Fleet

Local Ads Campaign

Goods Tracking

Exploit the local setting

Friend Finder

Restaurant Finder

Reservation

Location Dependent Services enrich consumers lives and link mobility with business

m.traction…

APPLICATIONS

…CityGuide

Find events and highlights wherever you are! Book a concert ticket!

...Local Ads

Additional business with local ads! Create your sales campaign!
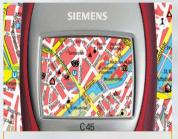

…Resource Control

Track your valuable goods! Coordinate your fleet!

…Travel Management

Notification about a change? Re-booking on the flight: with Click2Go!

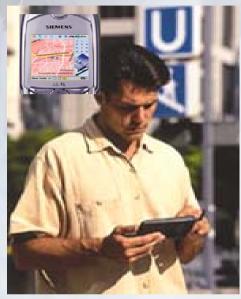**...Finder**

Find restaurant! Look at menu, make your choice! Are friends nearby and on air? Make an appointment!

GSM / GPRS / UMTS / WLAN (planned)

Regardless of carrier technology

m.traction CityGuide

Get traffic news and event information. Make your commuting much easier and richer...

- Automatic and manual localization

- Service personalization

- Subscription via web and SMS

- Support of geo-coding, maps and routing

- Pictures or streaming of city traffic news

- Alert engine for push info

- Versatile convenient pull services

- Business Models are based on subscription and/or pay-per-click

m.traction Finder

Find what you have been looking for.
Less searching leaves more time for a high
quality life!

- Location based search functionality

- Service personalization

- Service personalization

- User-friendly and just a few clicks to content

- Easy admin for content providers

- Many services ("finders") configurable during
  operation

- WAP and web based; for SMS prepared
  Direct reservation from WAP application

- Business Models are based on pay-per-click
  (or part of package subscription)

m.traction Local Ads - for marketing - and info campaigns

Push adverts to generate revenues coupons, sales offers, adverts, quizzes,...

- Management tool utilizing location information for advertising campaign

- Service personalization

- Reporting to monitor service usage

- Interfaces to external content systems (traffic news, soccer news, weather info)

- Subscription via web and SMS

- Alert engine for push info

- Request-response engine info delivery via SMS keyword

- Business Models are based on advertising (i.e. no end user fee)

Parcel Watch Service for logistics enterprises

2: Distribution center

3: Post Arnulfstraße

3: Landsberger Str.

4: On truck

Start: Post office

End: Receiver

Field trial: Munich

Track your parcels via a wireless module anytime and anywhere on the way to your customers...

- How can you avoid losing parcels on their way to the end customer?

- m.traction parcel as a LDS enables logistics enterprises to locate and track their parcels via a wireless module anytime anywhere on the way to the end customer.

- Project partner:
  Siemens mobile / operator / parcel service

- Siemens mobile internal field trial successfully completed

- Business Models are based on licensing and/or hosting

Never lost again – m.traction Personal Assistant

Flight delay notification & rebooking

Lufthansa:
LH 213 6:45
Status:
delayed 30'

Hotel look up and reservation

Ritz Paris
Rooms available
Rate 470 $
Tel: 143163070

Destination navigation services

Change your flight and booking via your mobile phone anywhere and anytime when your on the move..

- Get notified when your flight is changing, change your reservation

- Immediately react to schedule changes

- Re-book your hotel, check rates, availability, book and confirm

- Navigation between airport and hotel-hotel and restaurant-office and airport

- Business Models are based on subscription

Messaging, streaming and downloads - mobile life is multimedia!

Multimedia Messaging

Sending pictures from holidays

Sending Slides to your business partner

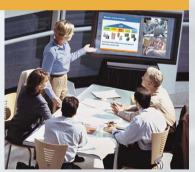Receiving product information

Multimedia Streaming

Live Cam Traffic info

Home Surveillance

Video conferences

Movie trailer

Community Services

Management of Service Fleet

Soccer Fan Portal

Multimedia Downloads

Java applications

Content download

Digital Rights Management

Inspiring people, Siemens mobile helps operators ensure a seamless user experience

SIEMENS
mobile

Devices

Consulting

Solutions

Integration

Hosting

Maintenance

Networks

Mobile Operator

People "ignore"
their provider´s
network,
enjoy
personalized
communication
with an
excellent service,
24h a day

Ease of use

End User

Seamless
experience

Always and
everywhere

Thank you for your attention!

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