

# Vodafone live! in the second year

Live TV, video telephony, video streaming, video messaging

Carsten Schloter

CEO Swisscom Mobile

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# Vodafone live! - A success story

- November 2003 Launch of Vodafone live! in Switzerland
- March 2004 Vodafone live! GX30 handset with mega pixel camera
- April 2004 Vodafone live! for prepaid subscribers
- May 2004 Video clips download
- July 2004 Mobile email, portal pack
- **Today** **More than 400'000 subscribers after only 12 months**



# UMTS services and content

Vodafone live! on UMTS offers lots of exciting new services:

- Live TV with Swiss TV stations
- Video clips
- Video telephony
- Picture and video messaging up to 300Kb
- 3D games
- Film
- Sport



# Live TV

Customers will be able to watch their favourite highlights on free TV independent of place

## 10 Channels

- SF DRS 1/2/info
- TSR 1/2
- TSI 1/2
- Eurosport and MTV in German
- TF1 in French

SF 1 SF 2 SF i

TSR 1 TSR 2

TSI 1 TSI 2

TF1



## Pricing (all offered channels included)

- CHF 4 for 30 minutes
- CHF 8 for 2 hours
- CHF 12 for 1 day

## Video clips

Customers will get access to an exciting portfolio of more than 100 video clips from leading brands and monthly updates of more than 200 new video clips:

- Action
- Comedy
- Erotic
- Lifestyle
- Music
- Cartoons
- Sport
- Movies



## Pricing

- Streamed video clips can be watched 4 times for CHF 0.50 - 4.00
- Video clips can also be downloaded and saved on the handset
  - Short video clips up to 30 seconds will be available for CHF 0.50 - 4.00
  - Longer video clips up to 5 minutes for CHF 1.50 - 6.00

## Parental Control

Subscribers of "Natel easy kid" and "Natel easy youth" will not see any links to erotic content. Other subscribers need to call our hotline in order to block erotic content. There will always appear a warning site prior to erotic content.

# Video telephony

**Video telephony enables Swiss customers to see and hear one another when making a call**

- Be spontaneous - share emotions
- Show friends & family what you actually see
- Therefore totally different positioning from fixed line video telephony

## Pricing

- As a promotion there will be **no additional charge for video telephony** until January 31, 2005
- Swisscom Mobile introduces new **voice bundles** including video minutes for heavy user, making voice calls much cheaper and allowing video telephony for the same price as voice calls.

# Picture and video messaging

**Video messaging is a very personal tool to keep in touch with friends and family, send personal messages and share actual experiences**

- **Higher quality** pictures and higher quality video messages due to better camera resolutions (2 mega pixel from mid January 2005)
- Send messages up to **300 Kb** in size
- Increased **memory capabilities** of Vodafone live! with UMTS handsets

## Pricing

Video-MMS up to 300 Kb to **same price** as today  
(promotion until March 31, 2004)

- CHF 00.90 for 30-300 Kb with NATEL / NATEL easy kid/ NATEL easy youth
- CHF 01.20 for 30-300 Kb with NATEL easy

## 3D Games

Vodafone live! with UMTS takes mobile games to the next level for Swiss customers

High quality **3D games** from a range of branded titles:

- **3D Ferrari Experience**
- **3D Beach Minigolf**
- **3D Super Real Tennis (SE V800 only)**
- **3D Extreme Air Snowboarding (SE V800 only)**

New limited-play trials and trailers of the above titles enabling customers to "try before you buy"

**Pricing:** 3D Games for CHF 12.-



# Film / Sport

## Film

Each month, Vodafone live! with UMTS will host a "Movie of the Month", enabling customers to view trailers and clips of the film, as well as to download associated animated greetings, picture messages, wallpapers and ringtones.



## Sport

Customers will also be able to download video highlights of the UEFA Champions' League. Ferrari video highlights and archive downloads will also be available.



# UMTS handsets

The UMTS handsets have been designed in close collaboration with our manufacturing partners to ensure easy to use service delivery with the improved Vodafone live! portal

## Enhanced handset features now include:

- Better **imaging** capabilities:  
Europe's first **2 mega pixel camera phone**  
(available by mid January 2005)
- Improved **audio**
- Expandable **memory** storage

## Handsets

- **Sharp V902** (by mid January 2005)
- **Sony Ericsson V800** for CHF 499.- (Natel swiss 24 months)
- **Motorola V980** for CHF 199.- (Natel swiss 24 months)



# Sharp V902SH



Technology

**Triband**, USB, Bluetooth, IrMC

Camera

**2 mega pixel / 2x optical zoom / digital autofocus**

Weight

149 g

Dimensions (mm)

26x50x102

Display

**TFT display, 265 000 colors,**  
sub-display 110 000 colors, 240x320 pixel

Talking time

3.5 (call), 1.2 (video telephony)

Memory

8 Mb internal, 26 Mb external

Audio

AAC, MP3, 40 polyphonic ringtones

Special

Swivel-design, video-out for PAL, MP3  
stereo speakers

# Sony Ericsson V800



Technology

**Triband**, USB, Bluetooth, IR, Sync ML

Camera

**1.3 megapixel, 4x digital-zoom**

Weight

127 g

Dimensions (mm)

23.6x48x102

Display

**TFT display, 262 000 colours**  
(sub-display 65000), 176x220 pixels

Talking time

8.2 (call), 2 (video telephony)

Memory

5 Mb internal,  
32 Mb on external memory stick

Audio

AAC, MP3, 72 polyphonic ringtones

Special

email and postcard client, sync ML, MP3

Price

**CHF 499.–** (Natel swiss 24 months)

CHF 999.– (without abo)

# Motorola V980



Technology

**Triband**, USB

Camera

**VGA**

Weight

135 g

Dimensions (mm)

27x49x94

Display

**TFT Display, 65 000 colours,**  
176x220 pixels

Talking time

2.2 (call), 1.25 (video telephony)

Memory

16 Mb internal

Audio

AAC, MP3, 40 polyphonic ringtones

Special

email and postcard client

Price

**CHF 199.–** (Natel swiss 24 months)

CHF 699.– (without abo)

# UMTS pricing principles

## Vodafone live! with UMTS customers will enjoy a new experience for buying content

- Browsing with the Portal Pack is free
- Content purchases already include all **data traffic charges in Switzerland**
- But internationally, data traffic **roaming** rates of the local operator still apply, which makes especially streaming expensive and should be handled with care by customers

# Video options

Swisscom Mobile introduces new **voice bundles** including video minutes for heavy user, making voice calls much cheaper and allowing video telephony for the same price as voice calls

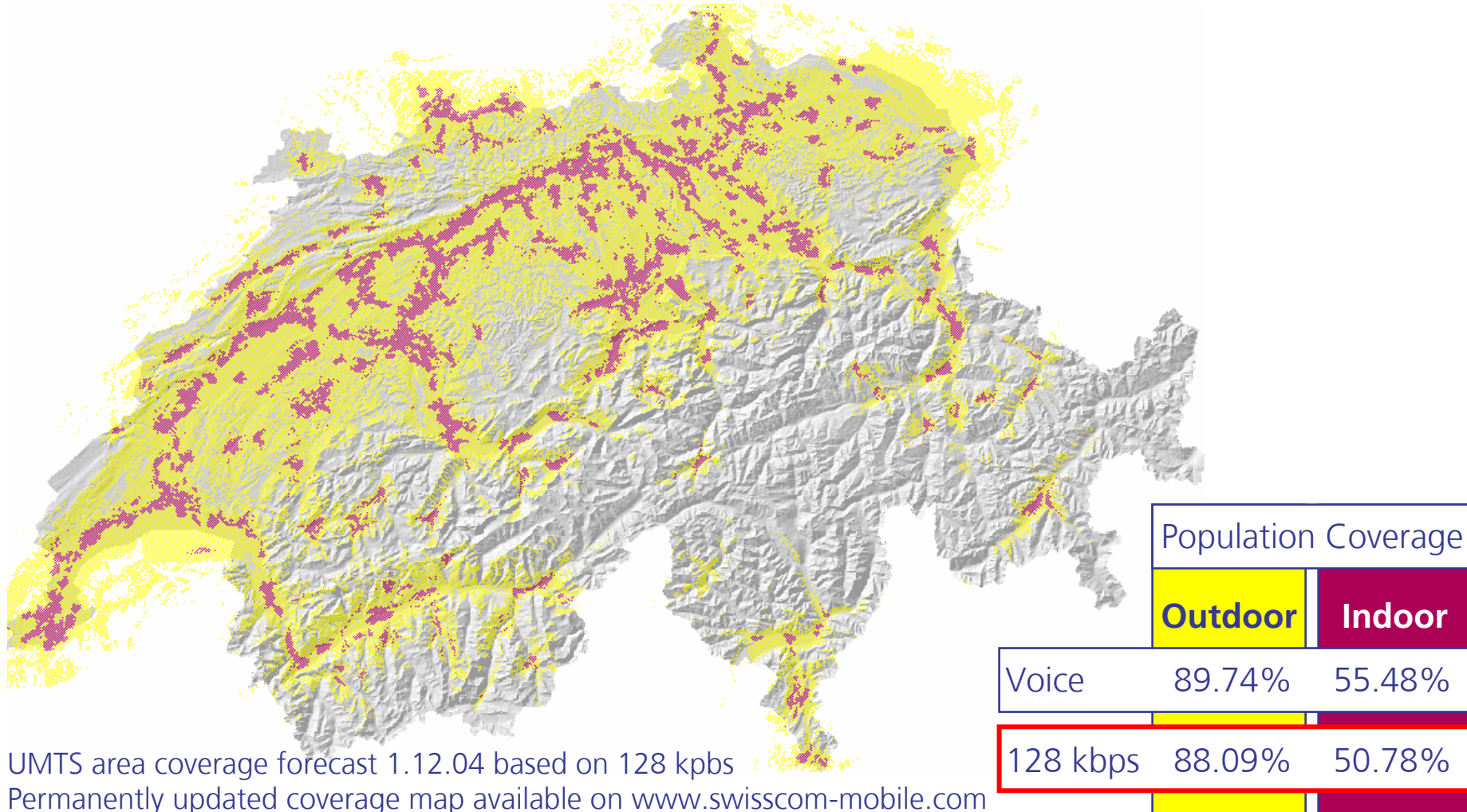
NATEL budget	video option 60 (on-net*)	CHF 30.00 / month
NATEL swiss	video option 120 (on-net*)	CHF 45.00 / month
NATEL international	video option 240 (on/off-net)	CHF 75.00 / month
NATEL pro	video option 480 (on/off-net)	CHF 105.00 / month

NATEL pro will replace NATEL business

\*) Swisscom mobile and fixed net incl. CH and FL

# UMTS network

Swisscom Mobile has heavily invested in a high broadband coverage and has now one of the world's best mobile broadband networks



UMTS area coverage forecast 1.12.04 based on 128 kbps  
 Permanently updated coverage map available on [www.swisscom-mobile.com](http://www.swisscom-mobile.com)

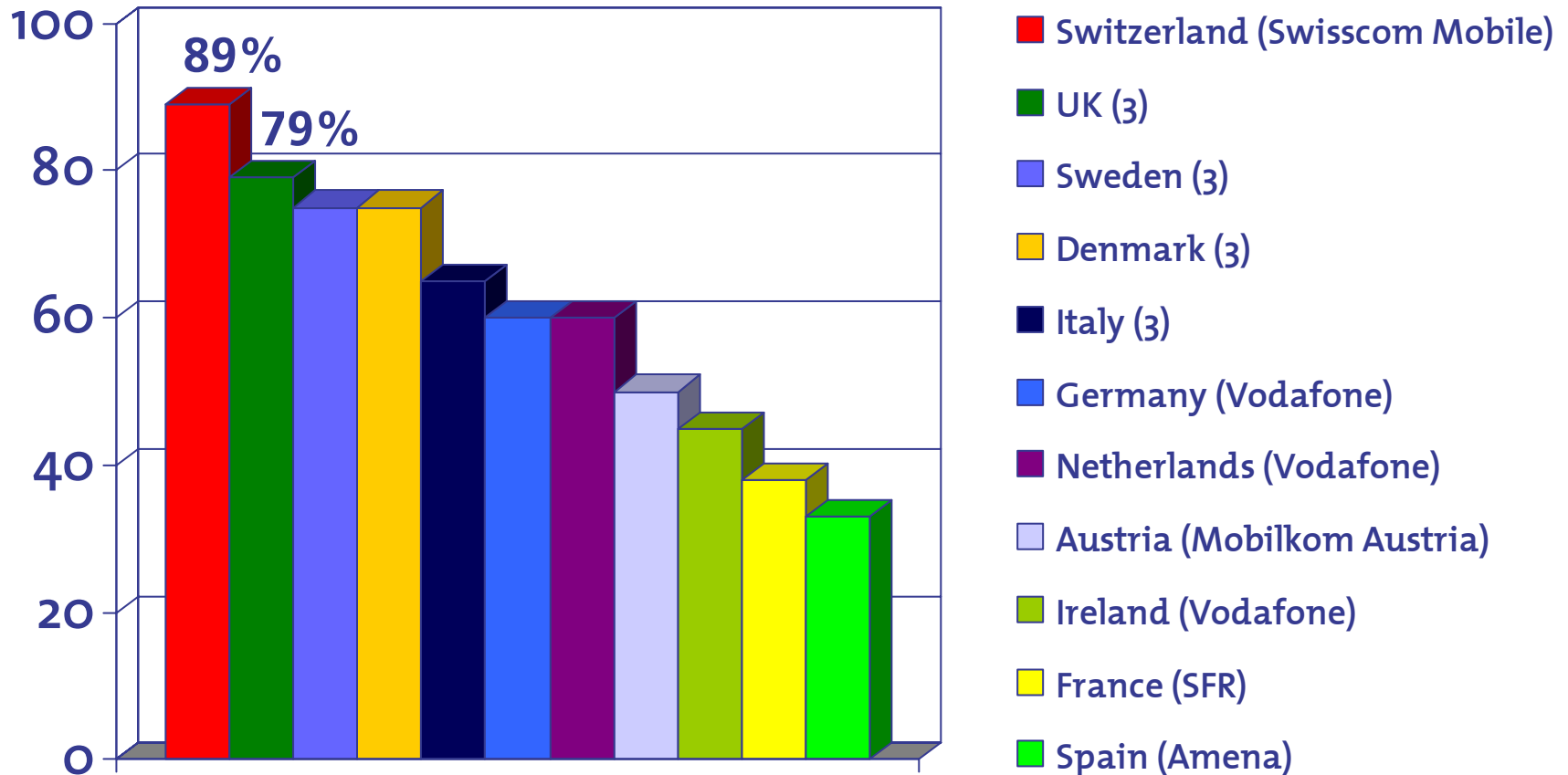
# UMTS roaming agreements

- Vodafone D2, Germany
- Vodafone Omnitel, Italy
- Vodafone Spain
- Vodafone Niederlande
- Vodafone Portugal (from Nov 22, 2004)
- Vodafone Sweden (from Nov 22, 2004)
- Vodafone KK, Japan (w/o videotelephony)
- Mobilkom Austria (w/o videotelephony)
- SFR, France (w/o videotelephony)

## Outlook

- Additional 5 countries and 10 operators until mid 2005

# Leading UMTS population coverage all over Europe



# Network development

- Significantly increase UMTS coverage
- 99.7% EDGE population coverage by spring 2005
- **UMTS/EDGE streaming including live TV (but not video telephony) will be available all over Switzerland from spring 2005**

# User experience

- Generally **UMTS benefits** are mainly visible for large data, not for transactional data like browsing
- Customers starting on GSM network will encounter a **delayed handover to UMTS**
- Customers **travelling on trains** will be handed over and stay on GSM due to the high signal strength of the in-built GSM repeater (Some handsets like Motorola V980 can be set manually on UMTS)
- What happens, if a customer **loses UMTS coverage**
  - standard voice call will be handed over to GSM network
  - streaming still works but quality will be insufficient and during the streaming change back is not possible
  - video telephony will be lost if one party is out of UMTS coverage

# Next steps in 2005

- Next generation Vodafone live! portal
- Service personalisation
- Enhanced search function
- Music store
- Content specials

The screenshot shows the Vodafone live! mobile portal. At the top, there's a red header with the Vodafone logo and 'vodafone live!'. Below this, there's a promotional banner for music downloads, featuring a photo of a man and the text: 'Music: check out our new full track music download service - exclusive to 3G'. Underneath the banner, there are two promotional items, each with a red circular icon: 'Ringtones Happy Hour! Download for half price every night from 5-8pm' and 'Win tickets to the 2004 Berlin technology expo and check out the newest gadgets!'. The main menu consists of several categories, each with an icon and a brief description: '3G' (3G icon) 'Check out what's new on 3G', 'Ringtones' (phone icon) 'Kelis, Usher, Dido...', 'Games' (dice icon) 'Tron, Super Invader, Arkanoid...', 'Music' (CD icon) 'Guest DJ: Robbie Williams', 'News' (newspaper icon) 'Check out the latest headlines', 'Sports' (soccer ball icon) 'Catch the latest video highlights', and 'Messages & Chat' (speech bubble icon) 'See your latest emails, chat...'. At the bottom right of the menu, there's a 'More' link with a right-pointing arrow. Below the menu is a 'My Vodafone' section with a search bar and a 'GO' button. At the very bottom, there are two red buttons: 'Select' and 'Back'.

Sind Sie auf dem richtigen Netz?