



iPhone 3G from Swisscom: Best network connectivity, exclusive service guarantees, attractive tariffs

Press Conference, 10 July 2008
Christian Petit

Head of Residential Customers
Member of the Swisscom Group Executive Board



iPhone 3G: mobile phone, wide-screen iPod and Internet in a single device



Navigation

- Reach any destination quickly, thanks to GPS.



E-mail

- As easy as from a home PC/MAC (push function)



Telephony

- Simpler than ever (visual voicemail)
- Contact data always up-to-date (push function)



Unlimited surfing

...thanks to **new subscriptions** from Swisscom



Best service. Always there for our customers

...thanks to **service guarantees** from Swisscom



Internet Anytime, anywhere

...thanks to **fastest network technology** from Swisscom



Music Access to iTunes (music catalogue)

...thanks to **Swisscom hotspots** and WLAN at home



A smart device needs a smart network



- **Basic network**

Status

Coverage

Swisscom HSPA / UMTS / EDGE

July 2008

99.8%



- **Additional coverage**

1,200 WLAN hotspots

Access via special iPhone startpage

- **Transmission speed**

Up to 3.6 Mbps

Guaranteed service satisfaction from Swisscom

**NATEL®
Configuration
guarantee**



**Replacement
guarantee**

**Money-back
guarantee**



**Two-year
guarantee**



Trouble-free surfing, no nasty surprises on your bill.

Tariffs for residential customers



Subscriptions

	8 GB	16 GB	Basic fee	1-hour call	Data allowance
NATEL liberty grande	CHF 99	CHF 199	CHF 55	CHF 0.50	1 GB*
mezzo	CHF 199	CHF 299	CHF 35	CHF 0.50	250 MB*
piccolo	CHF 249	CHF 349	CHF 25	CHF 0.70	100 MB*

Prepaid

NATEL easy liberty uno	CHF 519	CHF 619	–	CHF 0.80	1 CHF/MB
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* included

Available from over 170 Swisscom Shops and other retail outlets

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iPhone 3G

Including all Swisscom services and guarantees

- On sale from **11 July 2008**
- in over **170 Swisscom Shops** across Switzerland as well as from
 - mobilezone
 - Specialist dealers
 - Selected Interdiscount branches
 - Manor
 - DataQuest
 - Fnac
 - Mediamarkt
 - Selected Migros Melectronics branches
- **"touch and try"** – the special Swisscom Shop experience!



iPhone 3G: New mobile experience for corporate customers

Press Conference, 10 July 2008
Urs Schaeppi

Head of Corporate Business
Member of the Swisscom Group Executive Board



iPhone 3G – a smart business phone with a mobile office experience!

Calendar always up-to-date

- User-friendly
- Always up-to-date at a touch



Mobile Outlook

- E-mail with push function for the ultimate in convenience



Address management

With push function integrated seamlessly in

- Browser
- Microsoft
- GPS



Surf just like from your desk

- Unique www experience
- with state-of-the-art browser



Software

- Company-specific software
- or ApplicationStore software
- ...for simple download and use while on the move

...plus

- Special SMS functions
- Calculator (including complex functions)
- Shortcuts (e.g. Stock Exchange/Weather)
- Swisscom Bookmarks (SwissNews)
- Can be integrated in Swisscom Hosted Exchange solutions

iPhone 3G

Security is also guaranteed



Mobile and secure surfing – also via WLAN



Secure access to company data



Company-specific configuration – company wide and automatic



Protection against loss and theft



Integration in Swisscom Hosted Exchange solution

iPhone 3G – including attractive tariff models

Business offerings



Subscriptions

	8 GB	16 GB	Basic fee	1-hour call	Included data allowance
NATEL[®]business pro + Data Option Business	CHF 99	CHF 199	CHF 55 (CHF 45 + 10)	CHF 0.40	250 MB
NATEL[®]business classic + Data Option Business	CHF 199	CHF 299	CHF 35 (CHF 25 + 10)	CHF 0.50	250 MB
NATEL[®]business basic + Data Option Business	CHF 249	CHF 349	CHF 22 (CHF 12 + 10)	CHF 0.70	100 MB
CMN + Data Option Business	CHF 199	CHF 299	Price on request	Price on request	250 MB

* New: Data Option Business: 100 / 250 MB for CHF 10 a month

A truly amazing iPhone experience thanks to strong partners

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- a smart device
- best network connectivity
- exclusive service guarantees
- attractive prices
- established sales outlets across Switzerland

...making the iPhone 3G from Swisscom a truly amazing mobile experience.

 **iPhone 3G**
www.apple.com/iphone


swisscom
www.swisscom.ch/iphone



Thank you
for your attention

