

# Mobile Future – Mobile Innovation

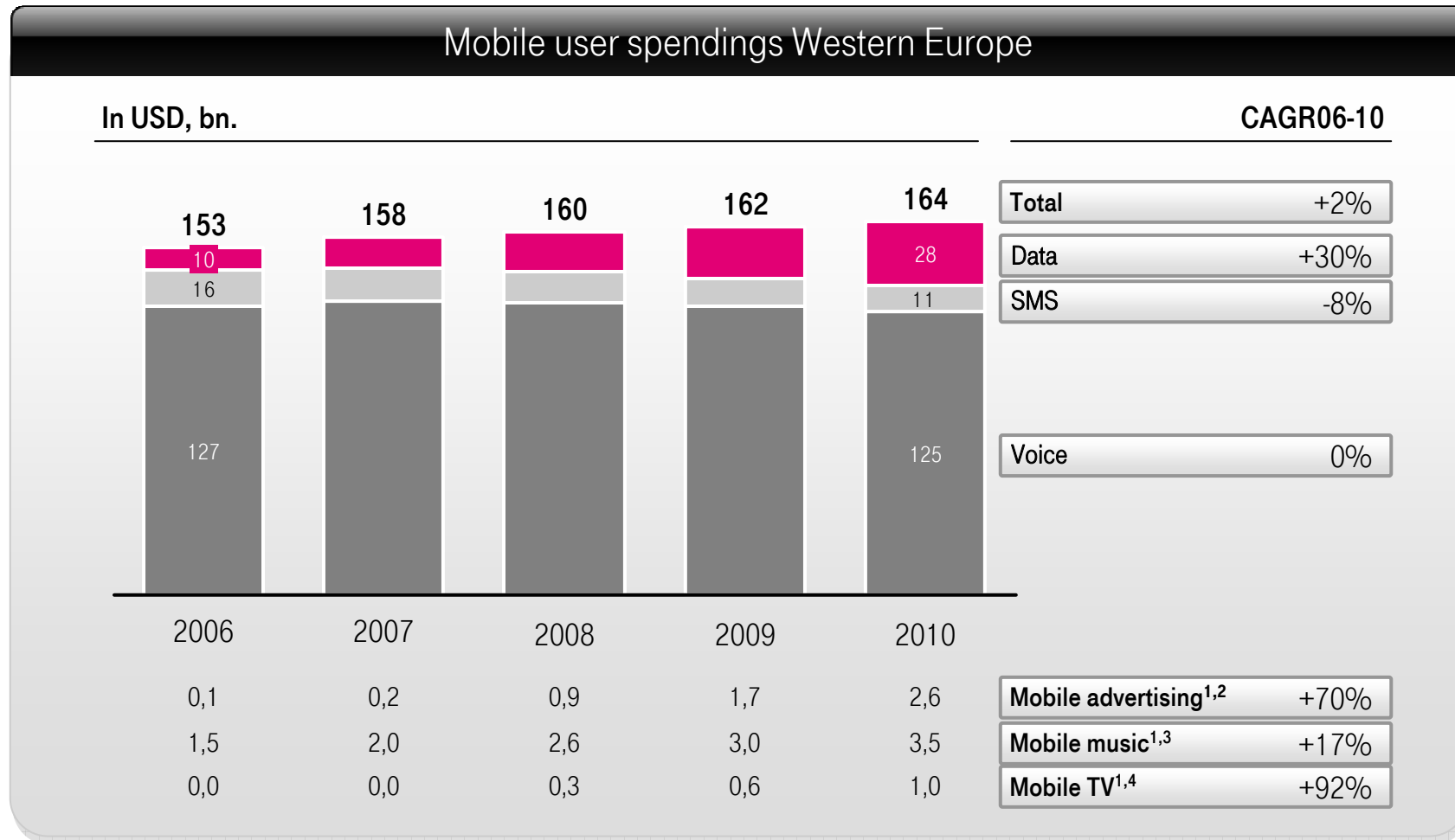
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Dr. Rainer Deutschmann, Senior Vice President Mobile Internet, T-Mobile International AG



# Mobile industry revenues.

## Data as growth driver.



(1) CAGR 2008-10  
Sources: IDC 07/2007 (2) Strategy Analytics 05/2007; (3) PWC 06/2007; geographic scope: EMEA (4) IDC 05/2008

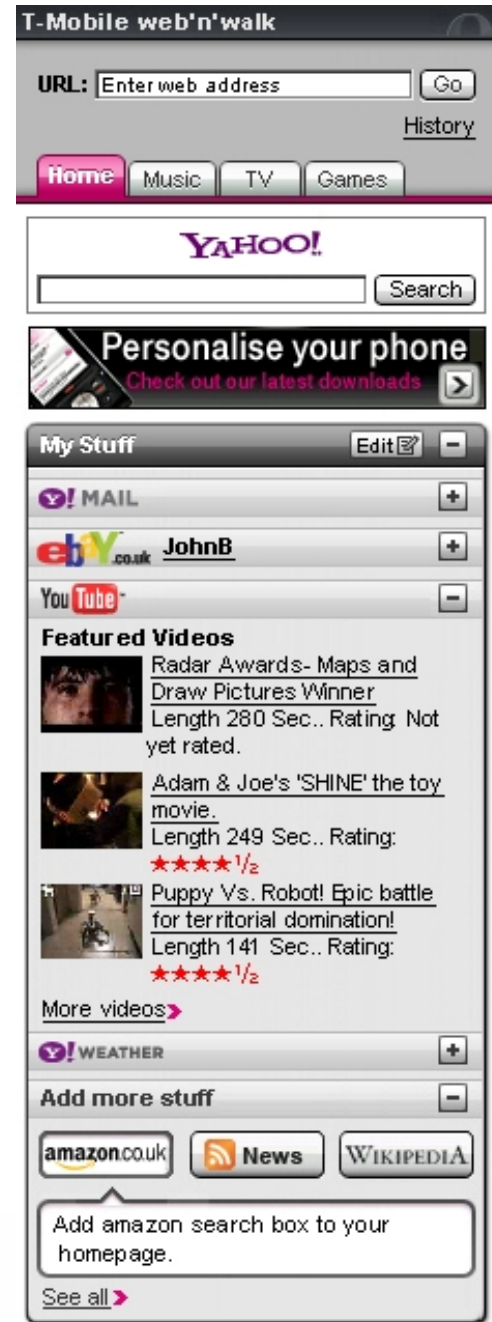
# Theses.

- 1 Value – but also challenge – lies in the “mass market”**
- 2 Digital content is not just for digital content**
- 3 (Almost) all data goes mobile**
- 4 Smart partnerships are a win-win-win**
- 5 Mobile advertising is shaped now but still waiting for “eye balls”**
- 6 New – and likely unforeseen – use cases will emerge**



# T-Mobile web'n'walk. Closer to your internet.

- Surf the open internet
- Search and get answers not just links
- Directly access your preferred internet services and digital contents
  - Choose from top 30 internet services and create your personal start page
  - No log-in required any more
- T-Mobile's web'n'walk is a platform
  - Open for best services and content partners
  - Linked to fixed-line portals via affiliate program



# T-Mobile web'n'walk.

New devices for mobile internet and media.



Samsung U900



LG HB620T



MDA compact IV



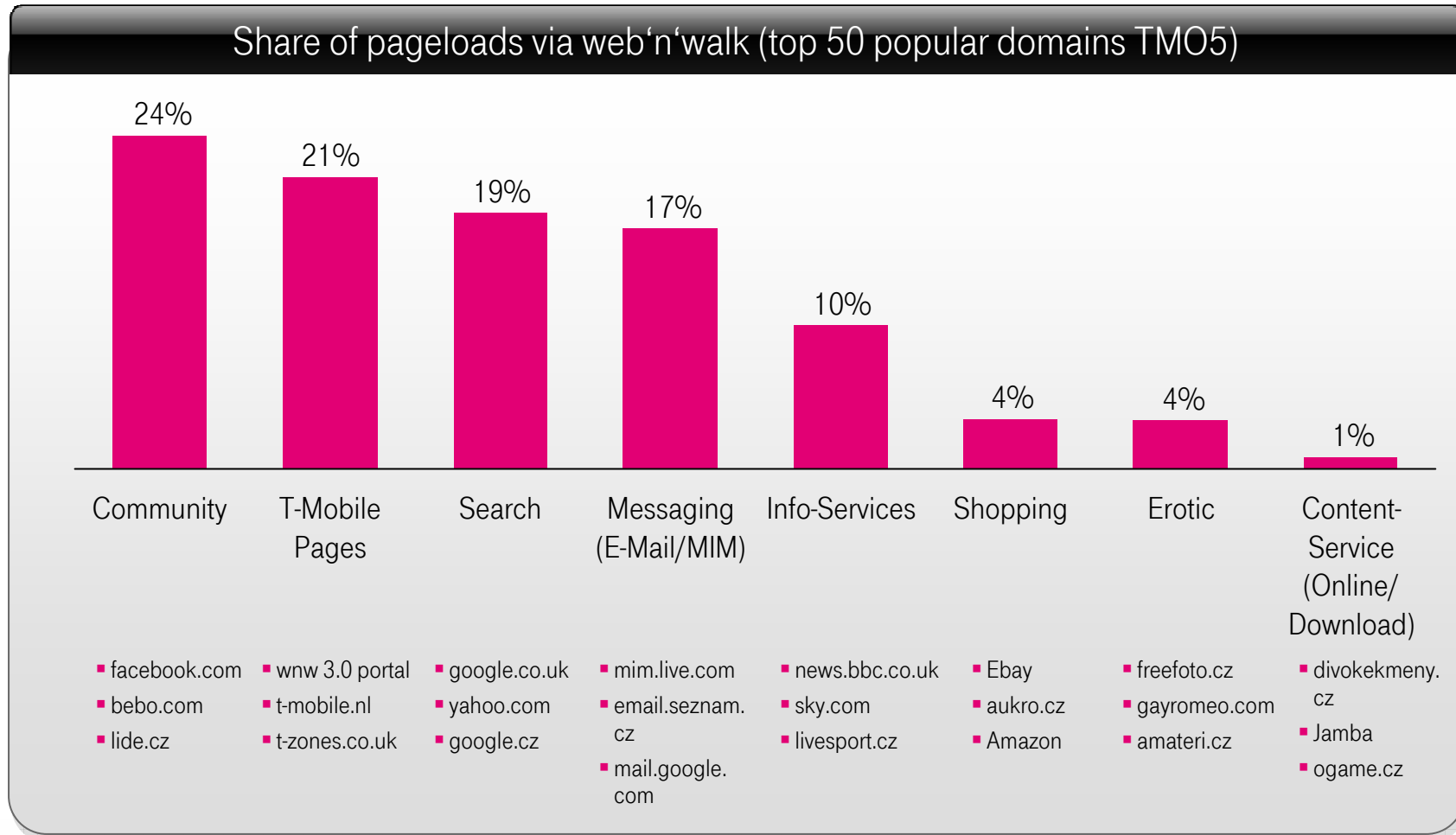
# Mobile Internet Partnerships.

Top 30 internet services integrated – and counting.



# Web'n'walk usage.

“Personal & social networking” behavior.



Source: TMO, 01/2008

# Mobile Broadband: T-Mobile's USB Stick Line-up 2008.

Choices Regarding Transfer Rate, Features and Price.

## USB HSPA Stick for Non Embedded Nbks

- Mobile Broadband experience while on the move with your notebook
- Online in 10 seconds
- Automatic installation w/o CD
- Transfer rate:
  - 3.6Mbit/s
  - 7.2Mbit/s
  - 7.2Mbit/s + 1,4Mbit/s up link

**“Full Mobile Broadband solution  
for almost all notebooks”**

Best

Better

Good



\*) : Q3 at Pos, design not finalized yet



## Notebook With Embedded 3G. Established Product Feature For Business Notebooks.

### Embedded 3G Notebook

- Embedded 3G for best performance and Mobile Broadband everywhere
- Wide range of notebook brands (Acer, Asus, Dell, FSC, HP, Sony, Toshiba, ...)
- Several sizes and form factors with screen sizes from 10" to 19"
- Just add T-Mobile SIM and be connected

**3G Embedded**  
**“truly mobilizes your Business Notebook”**



# Netbook With T-Mobile's 3G Stick For Internet Access Everywhere. ASUS EeePC - First Ambassador of a New Device Category.

## Low Cost Netbook

- Internet centric and ready to use 'notebook' with a wide range of applications preinstalled
- Highly attractive price, Cost: \$250-400
- Small form factor; screen size: <10", ~ 1kg
- Full Mobile Broadband everywhere with T-Mobile's 3G HSPA USB Stick

**“Unbeatable broadband mobility  
at lowest price”**



## Mobile Internet Device (MID).

New Form Factor Coming up For Full Internet Capable PC's.

### Mobile Internet Device

- Ultra portable
- PC-like capabilities and performance
- Full web experience everywhere
- 3G Mobile Broadband embedded
- Just add T-Mobile SIM and be connected

**“Best Mobile Broadband internet experience  
in your pocket”**



\*) : MID product from Compal Electronics, Inc.



Thank you for your attention!

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