

Mobile Services Trends

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Vodafone live! is a Central Platform for Mobile Media

The Portal (Tabs 1-4)

The screenshot displays the Vodafone live! mobile portal interface. At the top, there are four tabs labeled 'vodafone live!' with icons for Home, Menu, My Page, and Search. Below the tabs, the main content area is divided into several sections:

- MTV Music:** Features a 'nonstop! D Musik!' banner and a link to 'Alle TV'.
- Fußball-News:** A news section with a headline 'Ende einer Ära: Assauer verlässt Schalke!'.
- HOTorNOT:** A section for 'Szalona (2) heißeste G' with a 'Gleich hier bewerten!' button.
- Künstler der Woche:** A section for 'Coldplay mit der aktuellen Single "The Hardest Part"' and a link to 'Alle Hits'.
- Service für Sie:** A yellow box containing links for 'Meine Rechnung', 'Meine Mails', and 'Meine Abos'.
- Navigation:** A bottom bar with links for 'Home | Menü | My Page | Suche'.

On the right side, there is a search bar labeled 'Ihr Suchbegriff:' and a section titled 'Wählen Sie eine Kategorie!' with radio button options: 'Alle Seiten', 'Klingeltöne', 'Spiele', 'Bilder+Logos', and 'Musik'. Below this is a 'Suche' button and a 'Hilfe+Tipps' link.

At the bottom, there is a 'Mein Vodafone' section with a list of services: 'Jugendschutz', 'QuickCheck', 'Mein Menü', 'Alle Käufe', 'Meine Abos', 'My Ring-Up-Tones', 'Kundenservice', 'Vodafone-Stars', 'ShopFinder', 'Kontakt', 'AGBs', and 'Impressum'. A 'Home | Menü | My Page | Suche' navigation bar is also present at the very bottom.

Facts about Vodafone live!

- Vodafone live! is the entrance point to the mobile Internet for more than 7m customers
- Optimised performance through specially designed content
- More than 250 partner services – news, wheather, shopping and emergency services as well as adult content
- Music, Games and pictures/videos are the top categories in terms of revenues
- Communities und real-time editing with clear focus




UMTS/HSDPA supporting MobileMusic Downloads

- Portfolio of more than 600.000 Songs from all major labels and important independants
- Rights management to allow mobile and fixed line download (multiple storage supported)
- Download of a song in less than 1 minute
- Nr. 3 provider in Germany (incl. Internet players)
- Singles and complete albums



Vodafone-MusicDownloads
Top Songs auf Handy und PC!
Günstig und einfach über die Handyrechnung bezahlen!

Top Downloads 1 | 2 | 3 | 4 [weitere>](#)

	1 Tobias Regner I Still Burn - Radio...  kaufen		2 Grup Tekkan Wo bist du, mein Son...  kaufen
	3 Flipsyde Happy Birthday		4 Seeed Ding (Single Version... 



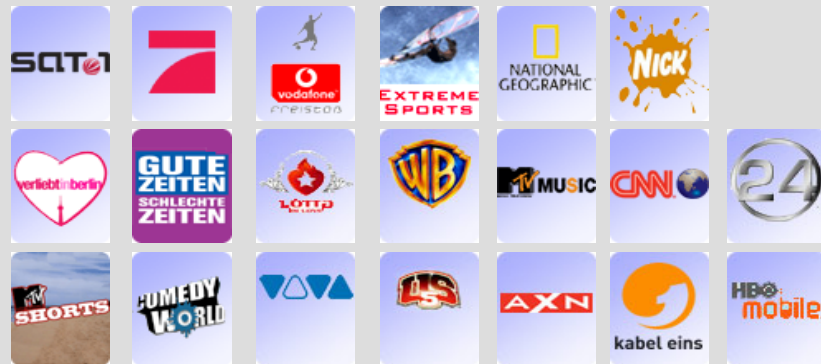
MobileTV (Streaming TV over UMTS/HSDPA)

MobileTV-Channels

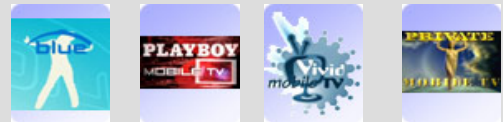
Basis-Kanäle:



TopEntertainment-Kanäle:



TopErotik-Kanäle:



Facts on MobileTV

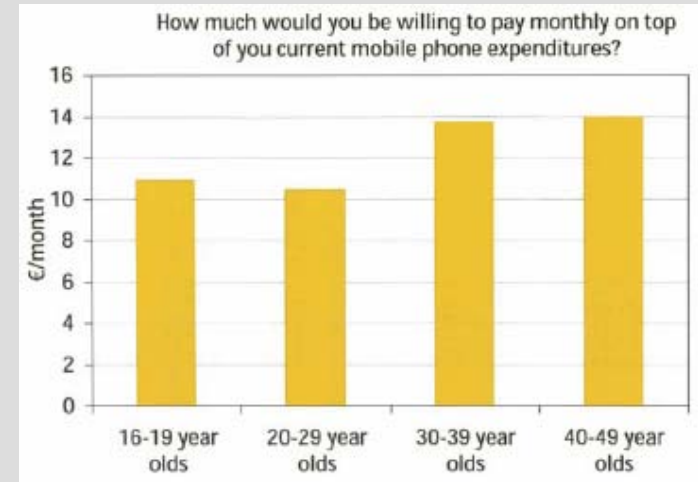
- Top Channels
 - Music, Comic, Soaps and Live Sport
- Usage figures
 - More than 45 min per month viewing time
 - More than 15 Sessions per customer per month
 - Session length in average 3 min, more than 6 min with Soaps
- To come
 - New TV-Client with 'zapping'
 - Optimisation of streaming quality
 - More Music, Sport and Hollywood



DVB-H as a new medium for Mobile TV mass consumption

DVB-H development

- Technical 'Proof of concept'
 - Prototypes already providing a superior service quality
 - Testing prototypes of hybrid service-platforms (DVB-H & UMTS)
- Proof of customer acceptance (through market research and user trials)
 - Huge interest in interactive mobile TV services
 - Willingness to pay is >10 € p.month
- Challenges
 - Media regulation
 - Technology fragmentation



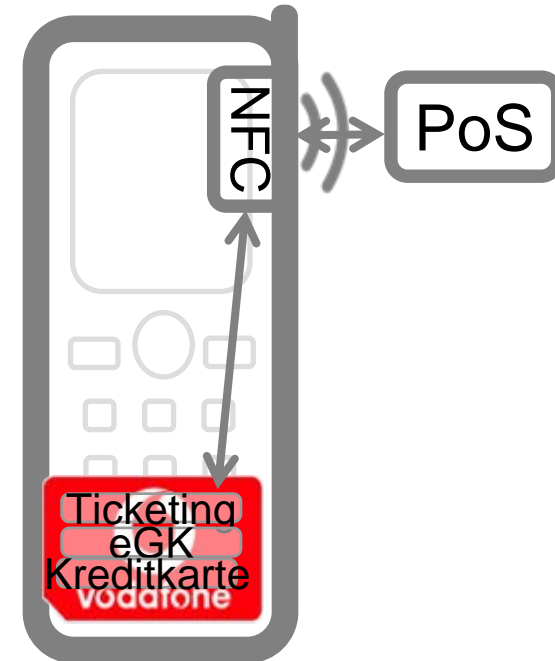
Near Field Communication (NFC)

Advantages of communicating with NFC

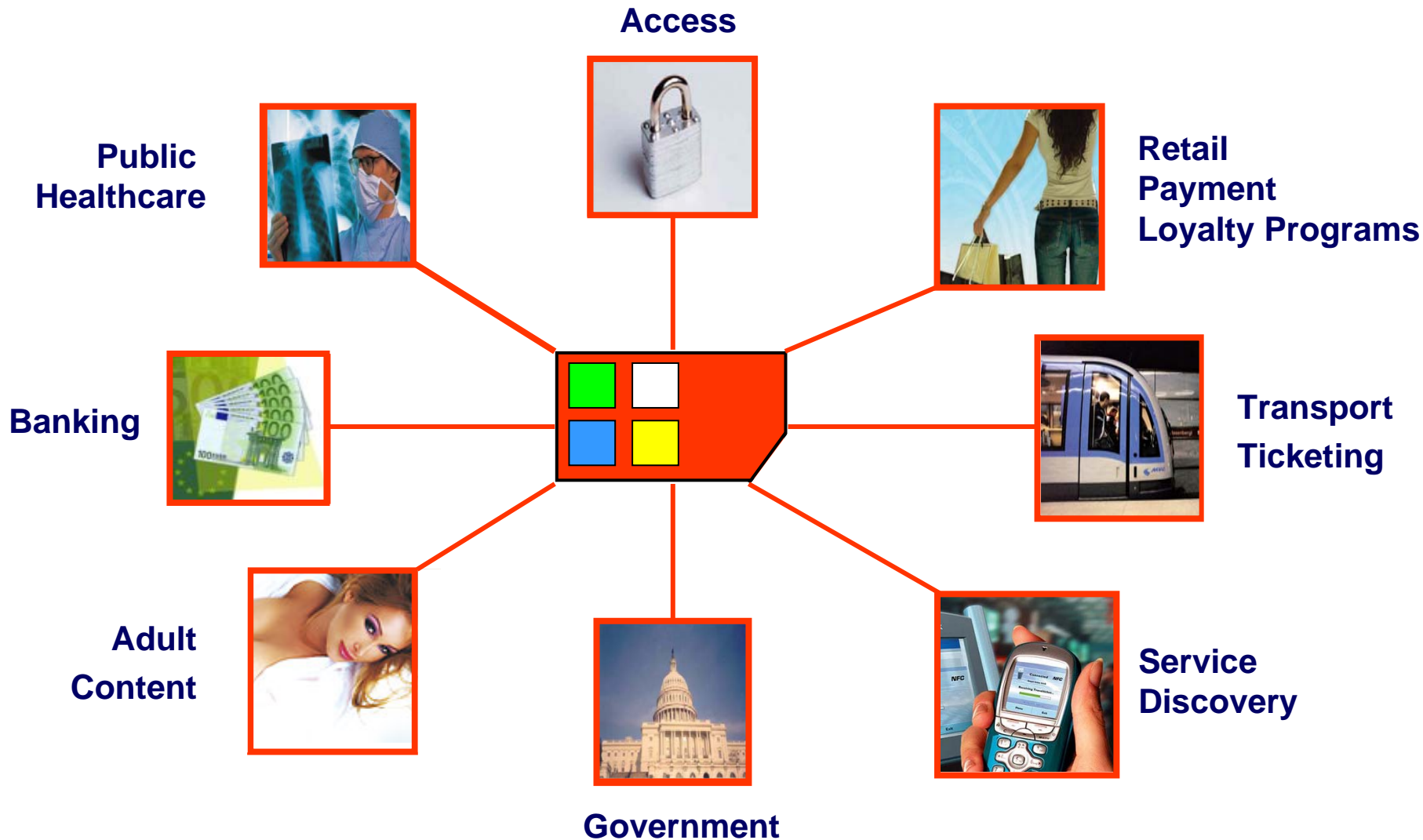
- Very fast setup times (0.1s)
 - Important for transaction based services like Payment.
- High level of security
 - Hardware based security
 - Short distance communication enables higher privacy

Usage Patterns

- Intuitive interaction
 - Very simple
 - Customers waves/touches and the transaction is done!
- Additional interfaces compared to card based systems
 - Keypad and Screen



Multi-application SIM & NFC – enabling new services



NFC eTicketing trial in Hanau (Germany)



Facts

- Since 2002 a „Check-In Check-out“ system with 6000 card users is installed
- Pilot trial with 200 mobile phone users was started in May 2005
- The conductors use a mobile phone as well (to control the customers tickets)
- Trial ended in April 2006 but the offer remains (customers can buy a handset in Vodafone shops)

Results

- Everything worked well
- Despite technical problems in the beginning the users didn't want to give back to their cards
- The customers graded the system with a 1,7 (on a scale of 1[very good] to 6 [very bad])
- More than 90% of the users deemed the system to be very useful and wanted it to be continued
- The users described the system as convenient, comfortable and easy to use

NFC @ Vodafone – further applications in trial

Electronic Healthcard

- Project driven by the German Government
 - Rollout of 82m ‚Gesundheitskarten‘
- NFC does add value to the system through support of mobility
 - Mobile phones to access the patient records
 - Identification and authorisation



Mobile Payment

- Imagine you could initiate or accept a Credit Card Payment just by waving your mobile phone
 - Over-the-air management allows for disabling card applications in case of loss or miss-use



Trial with NFC enabled mobile Electronic Health Cards



Thank you.



vodafone