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Together with NEXTEL

# **Alpha Summit Europe 2006**

## **Telecommunications Panel**

**November 29, 2006**

**Pete Distler**  
**Panel Moderator**  
**Sprint Mobile Media Network**

## **New Media Mobile Services Acceleration: Media Consumption, Technology, Operations**

Mobile customer lifestyles are enhanced by new services being offered on mobile phones. The panel will discuss the latest developments in new media service adoption, operational service delivery requirements, enabling technologies and near term investment directions. A key focus will be what role start-up ventures have in this process and what constitutes a successful integration partnership between large carriers and key enabling technology providers.

# Panelists

**Dr. Heinrich M. Arnold**

**T-Labs**

**Oliver Fietz**

**T-Ventures**

**Dr. Jochen Hertle**

**Vodafone Germany**

**Stella Kist**

**ATX Group**

**Dr. Torsten Kreindl**

**Grazia Equity/Swisscom**

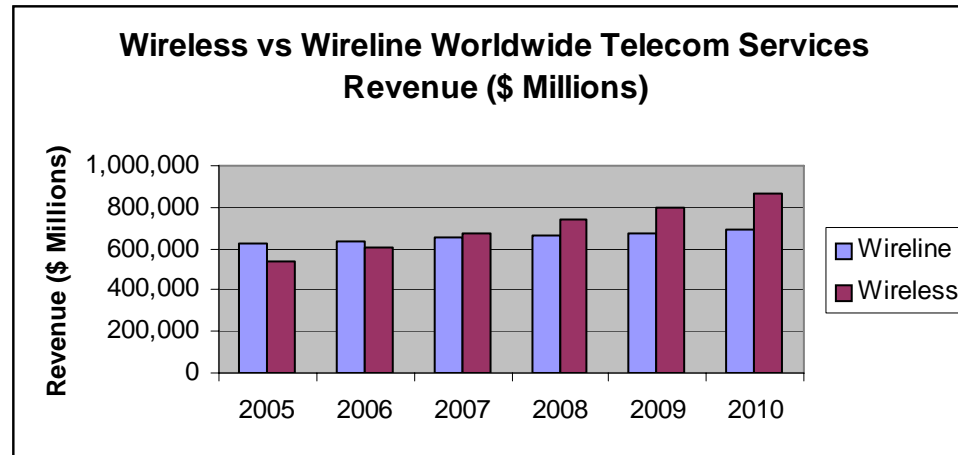
**Hans G. Schreck**

**TVM Capital**

**Tim von Toerne**

**Cellity AG**

Wireless broadband revenue and investment is outpacing traditional wireless & wireline growth.



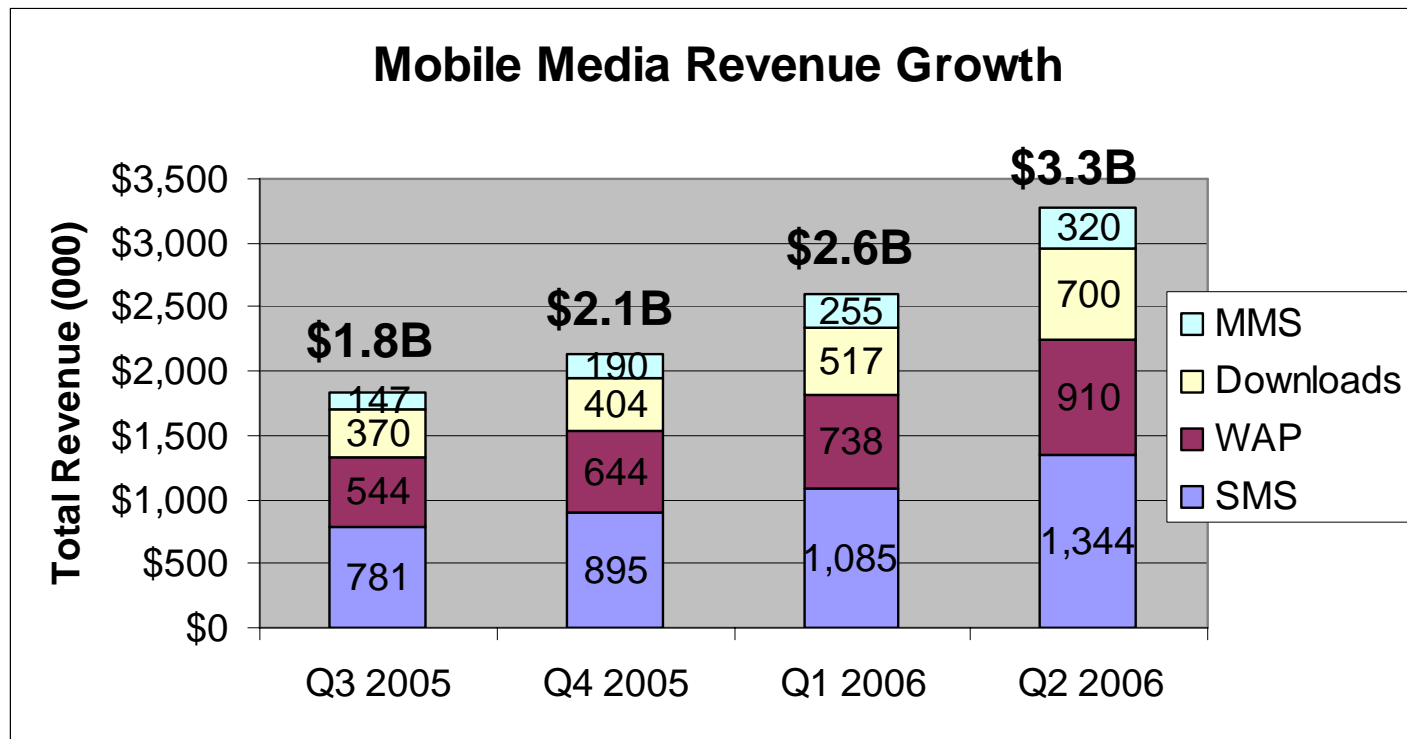
Worldwide Telecom Revenue Forecast by Services Category, 2005-2010 (\$Millions)

	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>CAGR</u>
Narrowband - Wireline	476,160	467,453	452,593	451,282	446,987	442,638	-1.40%
Broadband - Wireline	151,602	170,604	197,186	211,572	230,647	250,307	10.50%
Narrowband - Wireless	533,068	588,591	645,079	696,508	736,578	774,233	7.80%
<b>Broadband - Wireless</b>	<b>8,389</b>	<b>15,997</b>	<b>30,626</b>	<b>44,267</b>	<b>64,034</b>	<b>92,700</b>	<b>61.70%</b>
Total	1,169,221	1,242,645	1,325,484	1,403,629	1,478,246	1,559,877	5.90%

Source: Insight Research

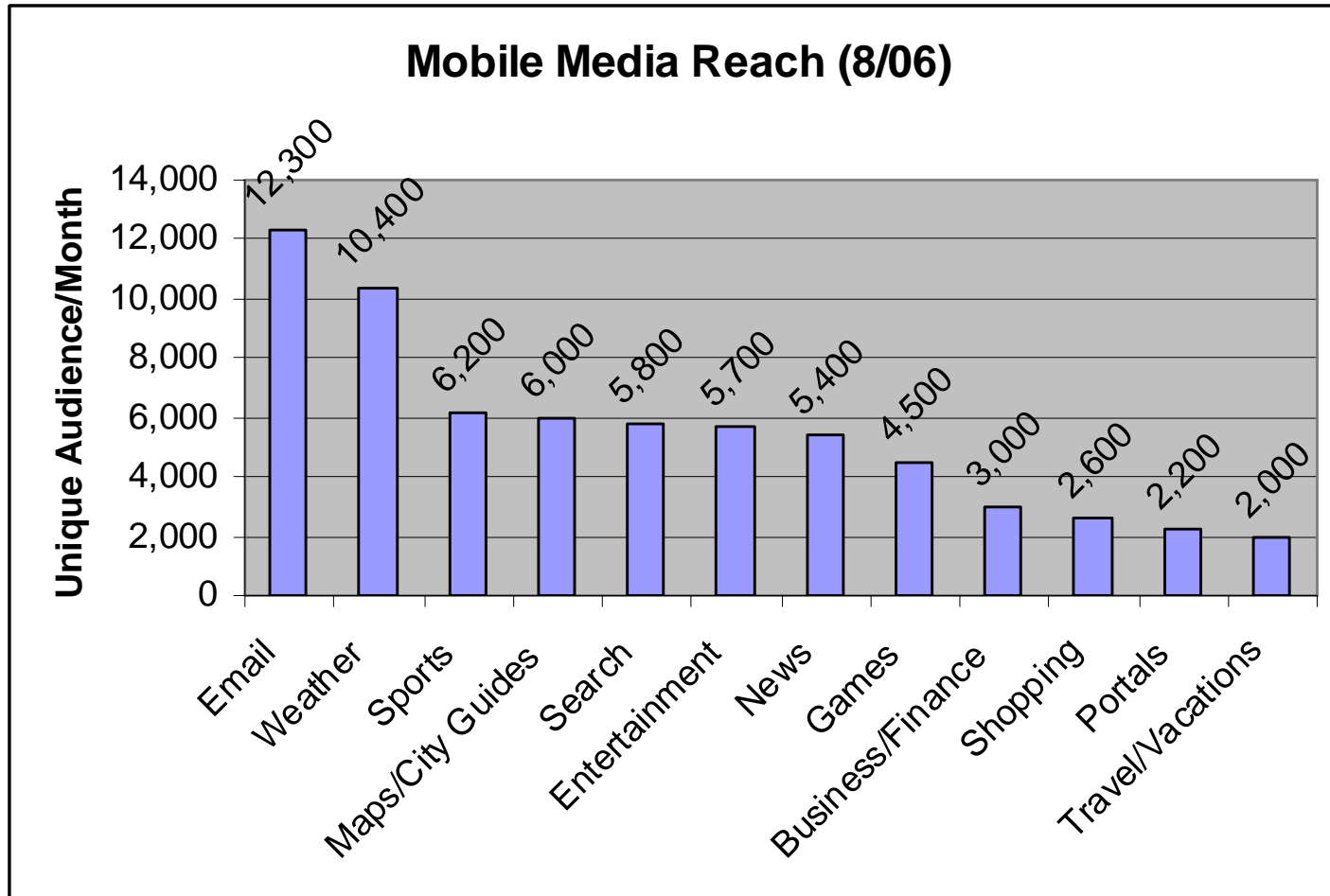
# Media Consumption Overview - USA

Media spend grew 78% totaling \$10B annualized revenue in mid-2006

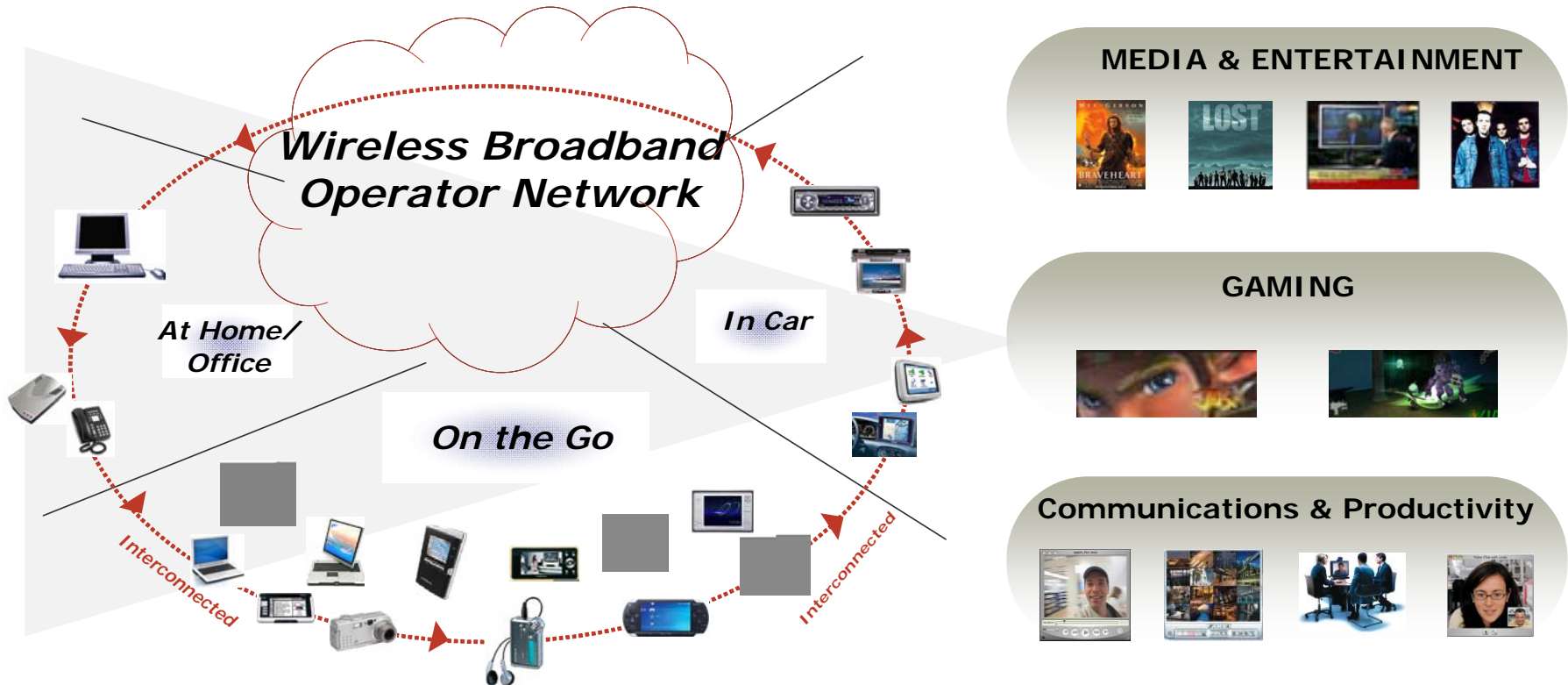


Source: Telephia

# Mobile Media Reach - USA



Source: Telephia



**Mobile operators plan to enable visually-rich content and bandwidth intensive applications to consumer and enterprise users over a diverse array of portable and consumer electronic devices**

# 3G+ Evolution to 4G Devices

## EV-DO Rev A

### Voice Centric Handset

- WAP Browsing
- MobileTV, Music Downloads



### On the Go Laptop Connectivity

(Embedded/  
External Card)



Significantly  
Expand  
Mobility Market

## WiMAX

### Visual Centric Handset

(Enhanced Video Casting,  
Video Chat/Conferencing)



### Home/SOHO Office Broadband

(Stationary  
Broadband Access, VoIP,  
Video Conferencing)



### Anywhere Broadband for Portable Devices



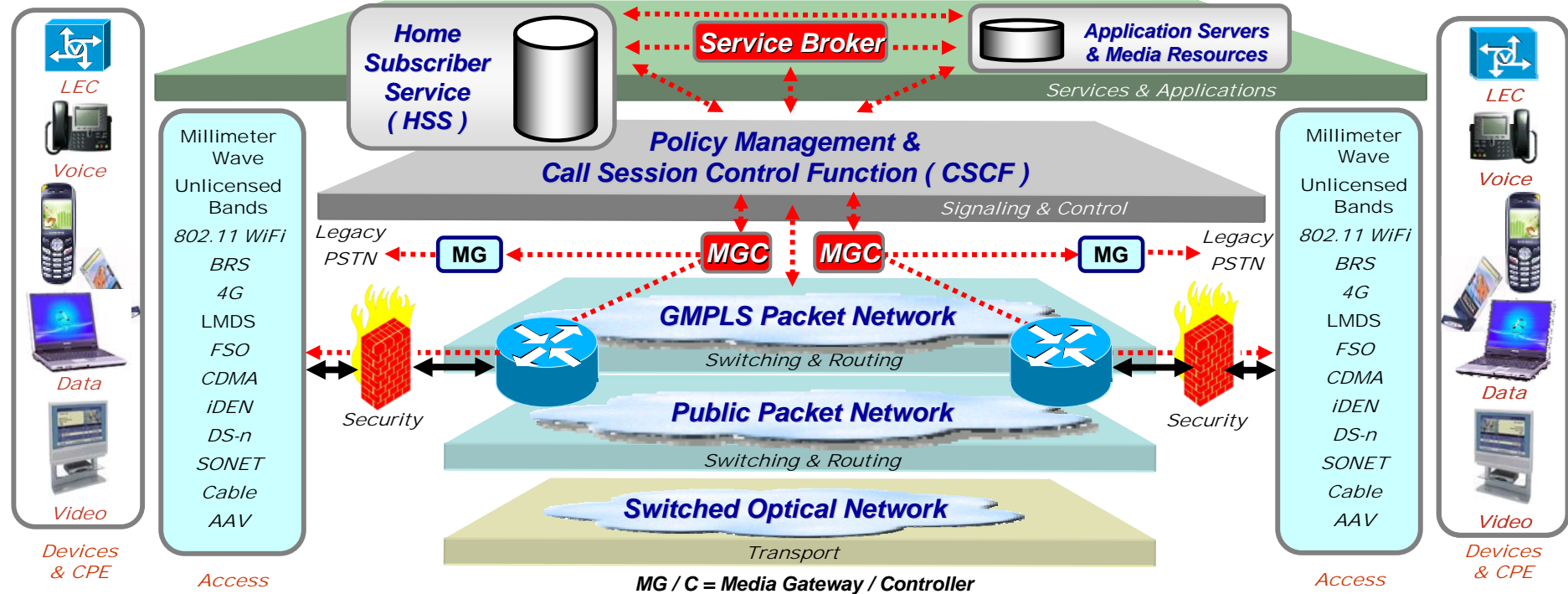
### Visual Centric Portable Data Devices

(Enhanced  
External Cards)

(Embedded  
Devices)



# Integrated Architecture Deployment



- ▶ Cost Effective
- ▶ Flexible, Reusable
- ▶ Maintainable, Scalable
- ▶ Standards Based

- ▶ Customer Focused
- ▶ Highly Available
- ▶ Reliable, Secure

# Telematics Services Clusters

## Safety & Security

Roadside Assistance  
Emergency Assistance

Airbag Deployment Notif.  
Stolen Vehicle Tracking  
Remote Door Unlock  
Remote Car Diagnostics

**Vehicle  
Centric**

## Navigation

Routing Assistance  
Real-time Traffic  
Point-of-Interest  
Location-based Services

In-vehicle Navigation product

**Vehicle Related/  
Handset Capable**

## Info & Others

Information Services  
- News  
- Weather  
- Financial  
- Sports  
Concierge Services  
M-Commerce  
Entertainment

Satellite Radio Systems

**Wireless Handset  
Centric**

## Communication

Voice Calling  
Email  
Caller ID  
Instant Messaging  
Messaging Notification

Hands-free Support

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# Thank You

## Contact Information

[peter.distler@sprint.com](mailto:peter.distler@sprint.com)