Users want a seamless experience

Mobile mit digitalen Diensten
Kongress des Münchner Kreises
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Siemens Mobile
Users Want A Seamless Experience

- End users ask for seamless mobile continuity, 24 hours a day ...

They want ease of use

- They want to have **freedom of choice** across mobile devices and services.
- They want to “ignore” the mobile **network** environment, like 2G, 2.5G, 3G.
- They want to **personalize** their mobile communication.
Providing a seamless experience means providing end-to-end solutions.

Networks

Solutions

Integration and Hosting of Applications and Content

Devices

Messaging

Media Streaming & Provisioning

Location

Communities
Successful end-to-end solutions are based on understanding the end-user’s lifestyle

**Commuting**
- Traffic Info
- Navigation
- Street Finder

**Lunch**
- Restaurant Finder
- Reservation
- Booking/Re-scheduling
- Video Streaming
- News/Info Services

**Travel**
- Email
- Resource Management
- Video Conferencing
- Messaging
- PIM (address book, task list, calendar)

**At work**
- Games
- Video Streaming
- Animated Chat
- Mobile Shopping
- Ticketing

**Leisure**
The right information anywhere, anytime

LDS make travelling easier
- Booking/
- Re-scheduling
- News/
- Info Services

Efficient commuting with local information
- Munich Traffic info
- Navigation in Berlin
- Street finder

Exploit the local setting
- Friend Finder
- Restaurant Finder
- Reservation

Business depends on local fleet
- Management of Service Fleet
- Local Ads Campaign
- Goods Tracking
Location Dependent Services enrich consumers lives and link mobility with business

m.traction…

APPLICATIONS

...CityGuide
Find events and highlights wherever you are! Book a concert ticket!

...Local Ads
Additional business with local ads! Create your sales campaign!

...Resource Control
Track your valuable goods! Coordinate your fleet!

...Travel Management
Notification about a change? Re-booking on the flight: with Click2Go!

...Finder
Find restaurant! Look at menu, make your choice! Are friends nearby and on air? Make an appointment!

GSM / GPRS / UMTS / WLAN (planned)
Regardless of carrier technology
m.traction CityGuide

Get traffic news and event information. Make your commuting much easier and richer...

- Automatic and manual localization
- Service personalization
- Subscription via web and SMS
- Support of geo-coding, maps and routing
- Pictures or streaming of city traffic news
- Alert engine for push info
- Versatile convenient pull services
- Business Models are based on subscription and/or pay-per-click
m.traction Finder

**Find** what you have been looking for. Less searching leaves more time for a high quality life!

- Location based search functionality
- Service personalization
- Service personalization
- User-friendly and just a few clicks to content
- Easy admin for content providers
- Many services (“finders”) configurable during operation
- WAP and web based; for SMS prepared Direct reservation from WAP application
- Business Models are based on pay-per-click (or part of package subscription)
m.traction Local Ads - for marketing - and info campaigns

Push adverts to generate revenues coupons, sales offers, adverts, quizzes,

- Management tool utilizing location information for advertising campaign
- Service personalization
- Reporting to monitor service usage
- Interfaces to external content systems (traffic news, soccer news, weather info)
- Subscription via web and SMS
- Alert engine for push info
- Request-response engine info delivery via SMS keyword
- Business Models are based on advertising (i.e. no end user fee)
Parcel Watch Service for logistics enterprises

Track your parcels via a wireless module anytime and anywhere on the way to your customers...

- How can you avoid losing parcels on their way to the end customer?
- m.traction parcel as a LDS enables logistics enterprises to locate and track their parcels via a wireless module anytime anywhere on the way to the end customer.
- Project partner: Siemens mobile / operator / parcel service
- Siemens mobile internal field trial successfully completed
- Business Models are based on licensing and/or hosting
Never lost again – m.traction Personal Assistant

Change your flight and booking via your mobile phone anywhere and anytime when you’re on the move.

- Get notified when your flight is changing, change your reservation
- Immediately react to schedule changes
- Re-book your hotel, check rates, availability, book and confirm
- Navigation between airport and hotel-hotel and restaurant-office and airport

Flight delay notification & rebooking

Lufthansa:
LH 213 6:45
Status: delayed 30'

Hotel look up and reservation

Ritz Paris
Rooms available
Rate 470 $
Tel: 143163070

Destination navigation services

Business Models are based on subscription
Messaging, streaming and downloads - mobile life is multimedia!

Multimedia Messaging
Sending pictures from holidays
Sending Slides to your business partner
Receiving product information

Multimedia Downloads
Java applications
Content download
Digital Rights Management

Multimedia Streaming
Live Cam Traffic info
Home Surveillance
Video conferences
Movie trailer

Community Services
Management of Service Fleet
Soccer Fan Portal
Inspiring people, Siemens mobile helps operators ensure a seamless user experience

People "ignore" their provider's network, enjoy personalized communication with an excellent service, 24h a day.
Thank you for your attention!

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