

# Mobile Services Evolution

*Crossing the chasm*

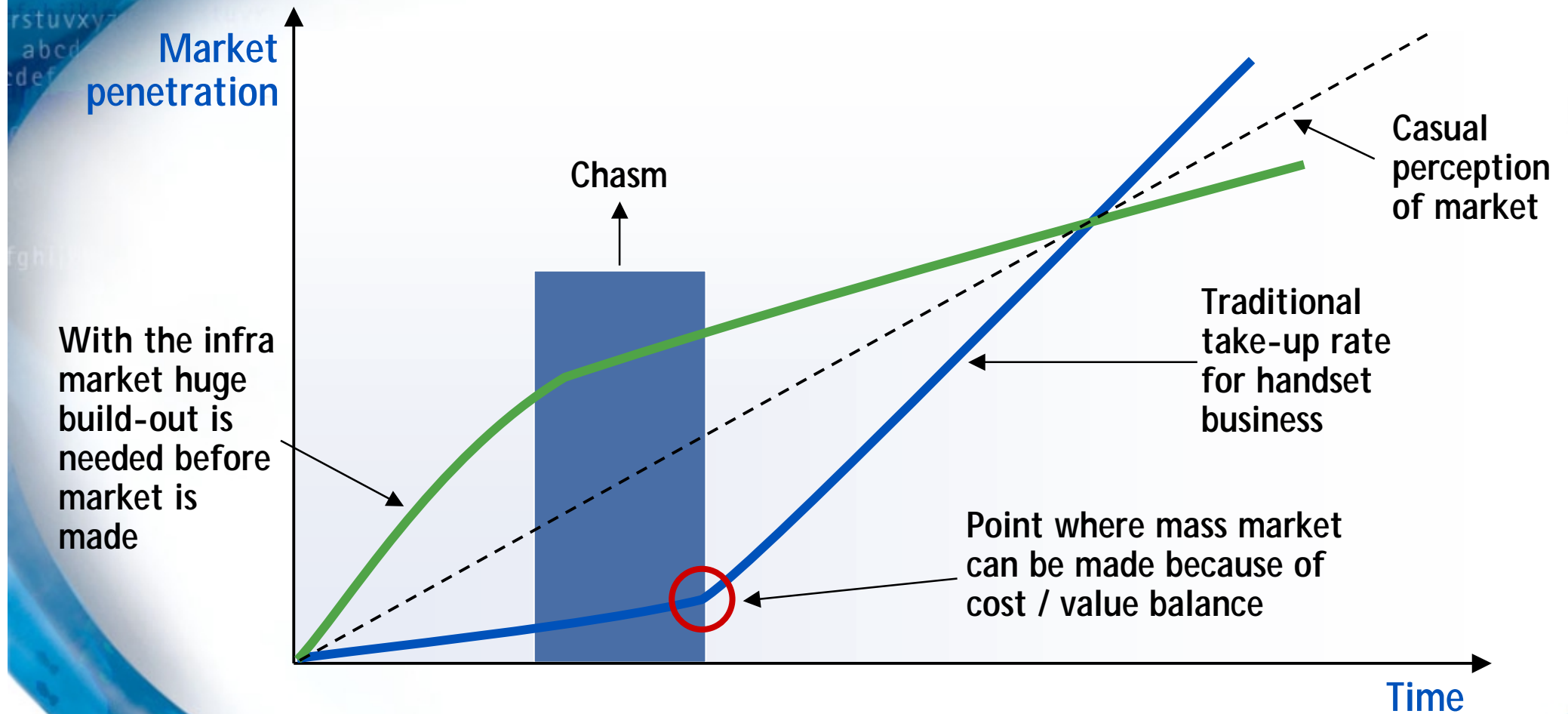


Sub-Regional Seminar on IMT-2000  
Warsaw, October 2-4 2001

**NOKIA**

# Crossing the chasm

## Handset growth vs. Infrastructure growth



# Critical success factors for mobile services

Creating value

## Services Tornadoes

Evolution at  
Different  
Clock Speeds

### Gain End User Acceptance

by portfolio of  
central applications  
and services

### Create Business Model

with clear value:  
simple tariffing and  
revenue sharing

### Use Key Technologies

as invisible enablers  
for services

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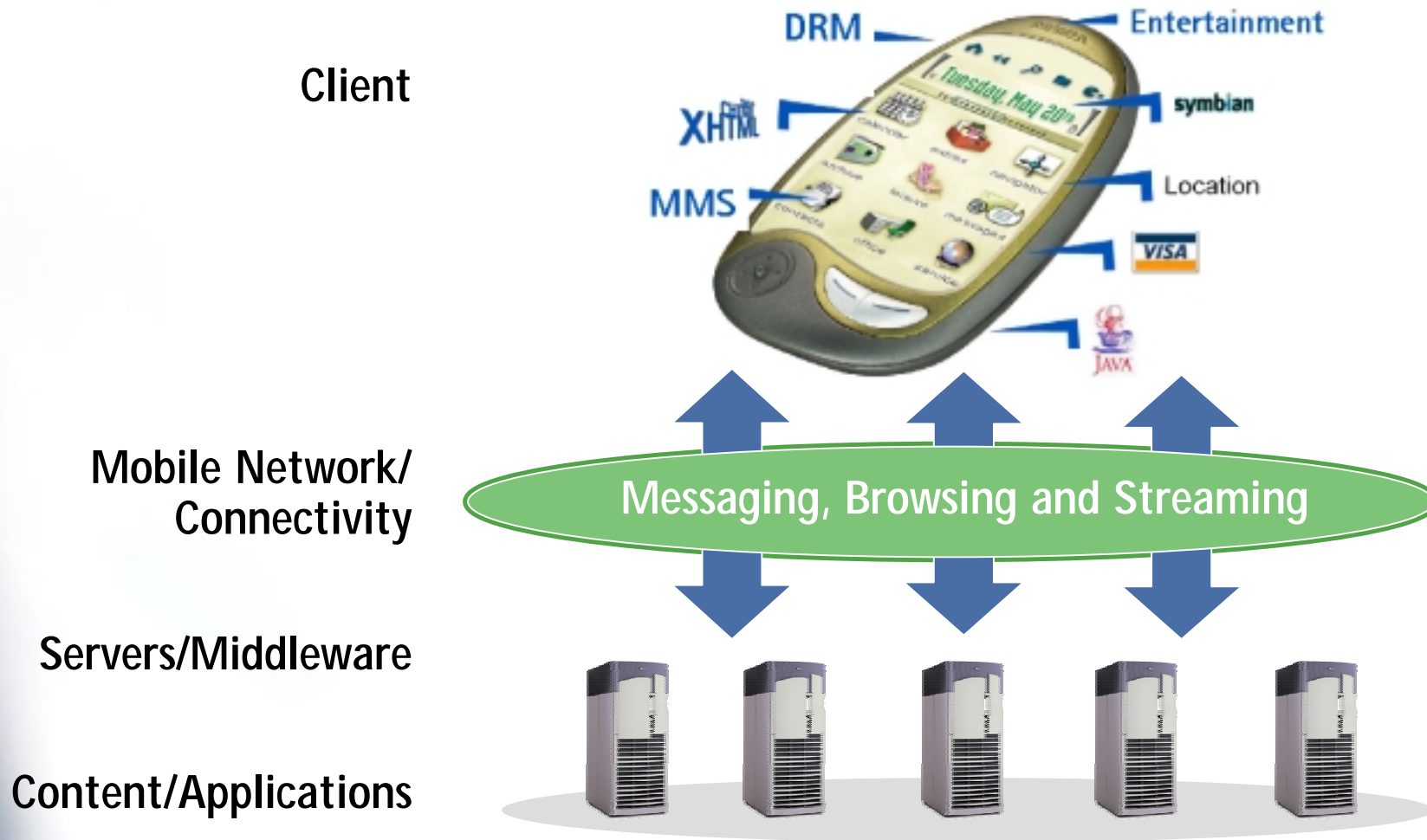
# Mobile terminal services environment

Making the mobile services tornado happen

Key user benefits	Mobile, real time, life enhancing, easy and familiar to use, fun and fast		
Key applications	Messaging and email	Games and personalisation	Web content and downloads
Key function	Content transport and messaging	Downloadable applications	Content search and access
Key technologies	MMS	Java	xHTML
Common transport	From WAP/WSP to WAP NG (TCP/IP)		

# Our value addition to the mobile services environment

## Harmonised Client-Server Offering

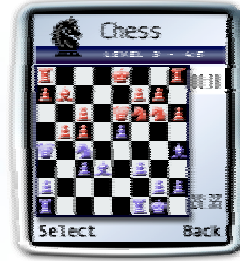


# Synchronising service and technology evolution

## Example: Mobile Games Evolution



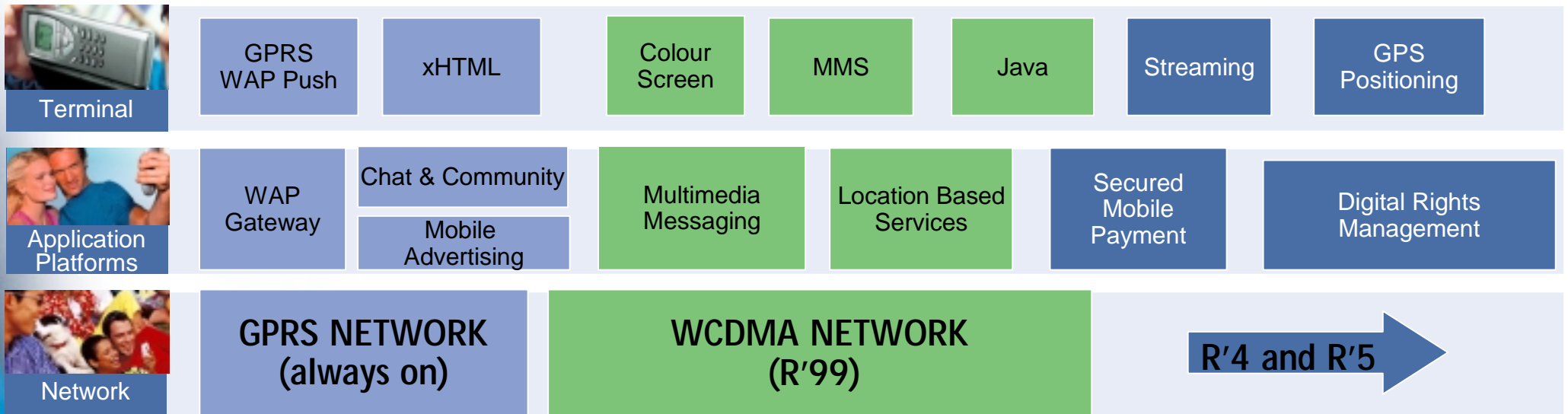
Handset games  
WAP Games



Colour Screens  
Java based Games  
Online interactive games

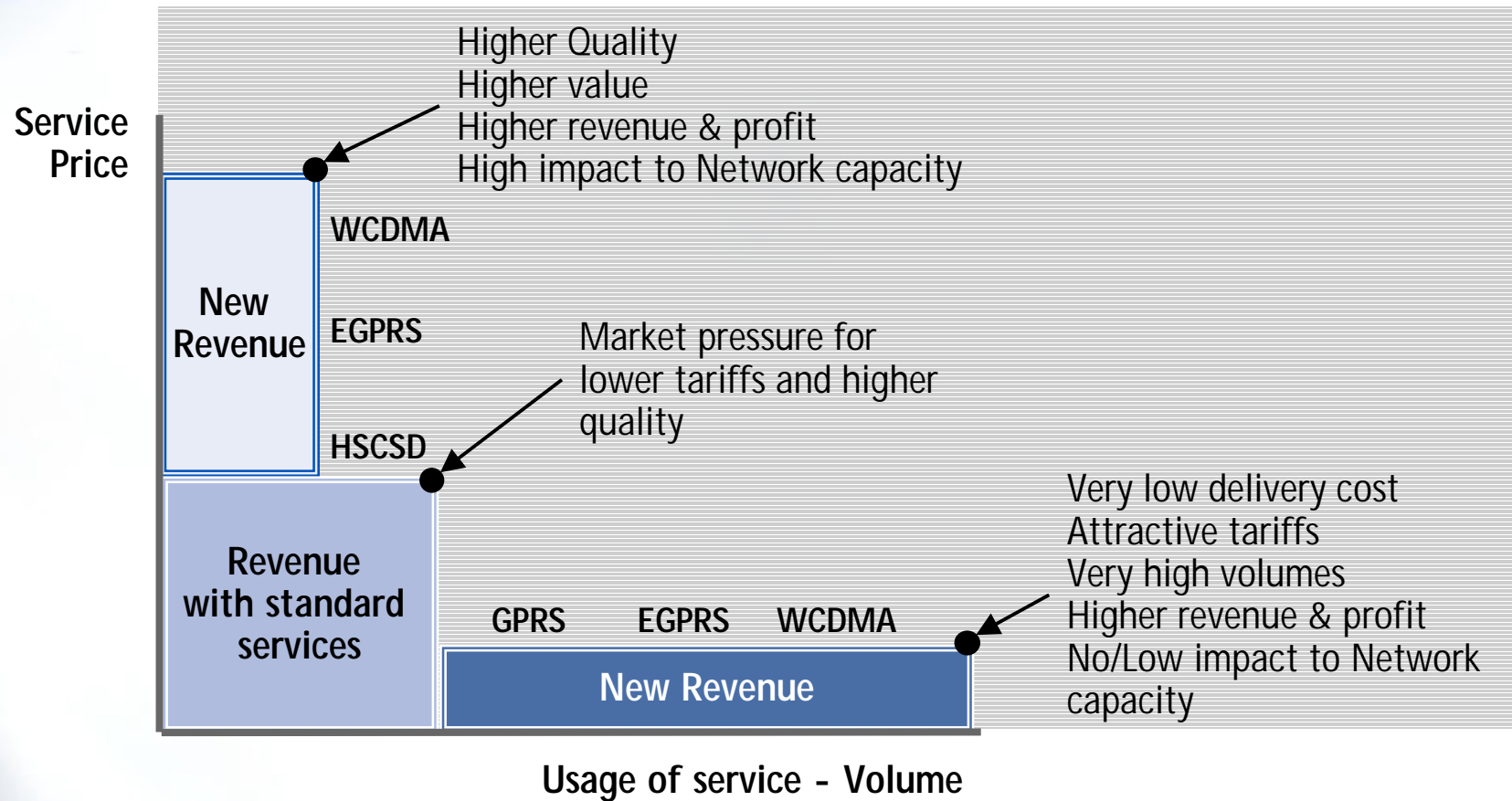


Graphic Intensive Games  
Games content streaming



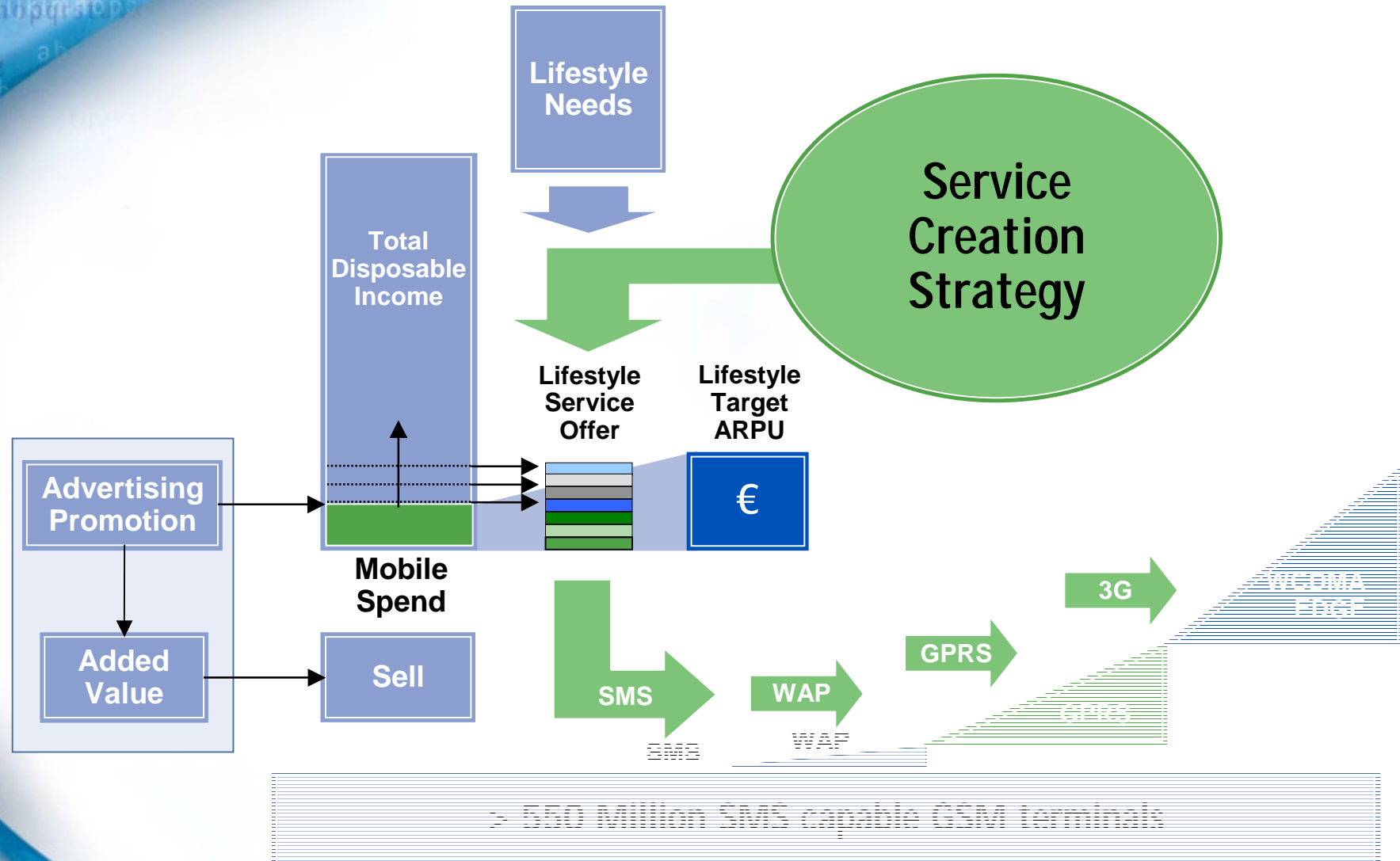
# Increase ARPU by segmenting service delivery

High profitability will come from a balanced services portfolio with effective use of Quality of Service



# Lifestyle needs will drive service evolution

What can we do today?





# Clock speeds

## Example: Messaging

**PHASE 1:**  
**Service  
Boost**



**Christmas 2001**

Based on improved access capabilities, new service features like WAP Push, WTAI



**Drive Mobile  
Data Growth**

**PHASE 2:**  
**Next  
Phase  
Services**



**Summer 2002**

Based on MMS capability, xHTML, Color, Java



**Increase Mobile  
Data Usage**

**PHASE 3:**  
**Advanced  
Services**



**Christmas 2002**

Based on improved access capabilities



**Increase  
ARPU**



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