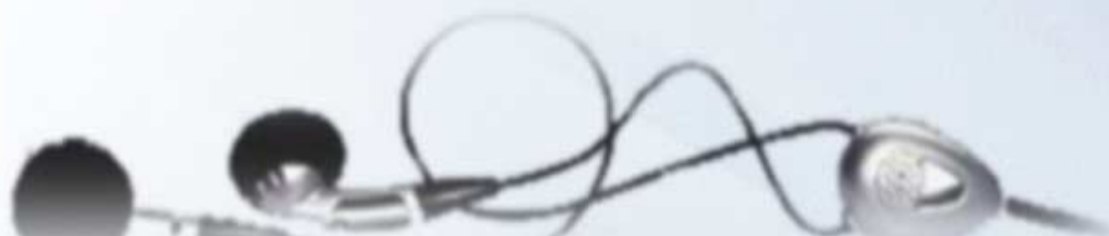




UMTS

Opportunities and Applications

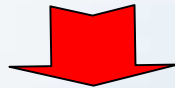
Dariusz Kobryn
Siemens Sp. Z o.o.



New possibilities of UMTS come from ...

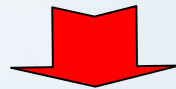
High bandwidth

FDD, TDD



High throughput, high data rate

Up to 2Mb/s



More information, faster access to network



Better visualization

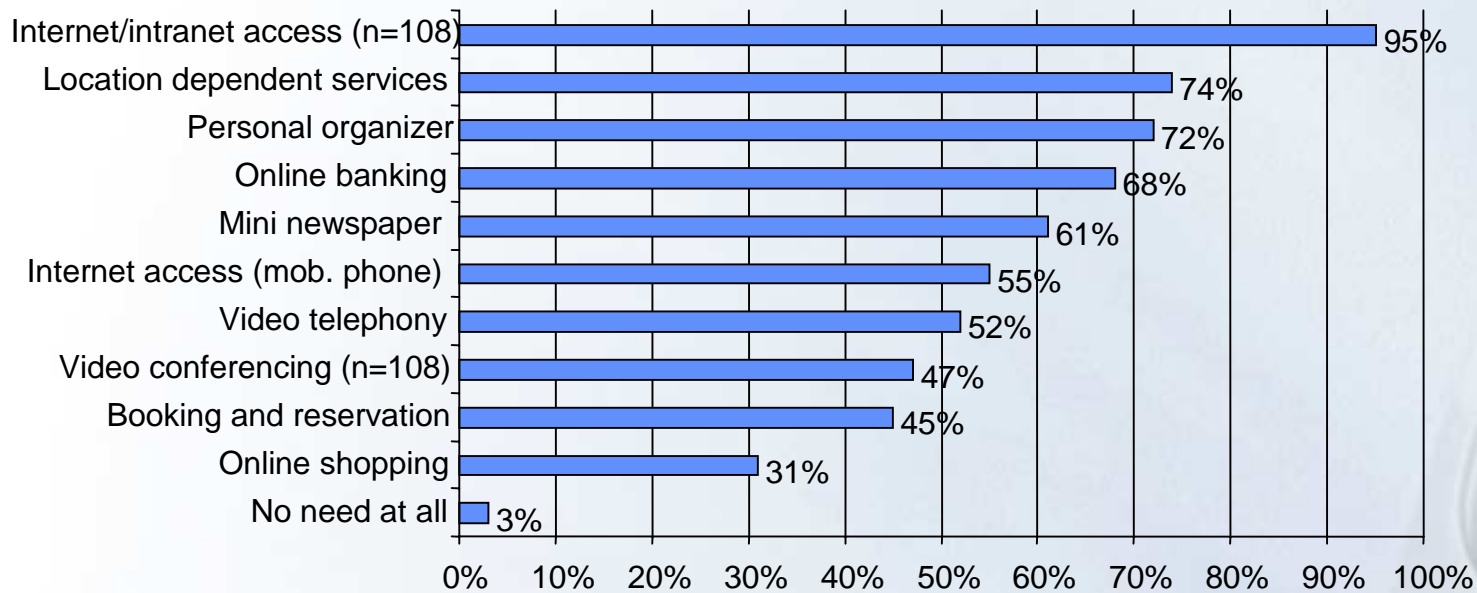
More attractive „look and feel”

More secure transmission

...

... and together with market's demands ...

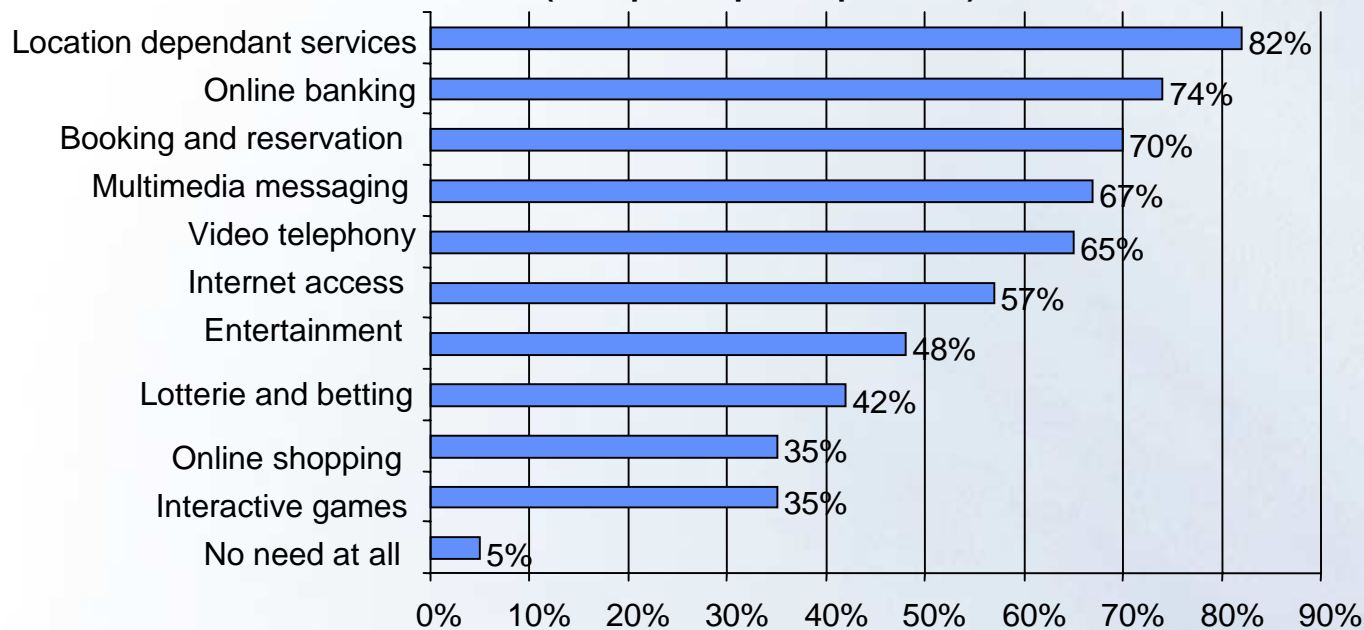
**% of business respondents
willing to use each of the services
(multiple response possible)**



N=500

... and together with market's demands ...

% of residential respondents willing to use each of the services (multiple response possible)



N=500

© Siemens AG 2001 / ICM CA M

... lead to new applications.

Information

- Internet services
- Location services

?!



UMTS Applications Portfolio



mobile

Information

- Internet services - Internet Web pages browsing by Mobile Devices
- Location services - Finder (where is the nearest ...?), Tourist Guide (what is happening now...?)
- News
- Multimedia detail information

Text
Images
Video

mobile



... lead to new applications.

Information

- Internet services
- Location services

?



Communication

- instant messaging
- unified messaging
- multimedia messaging
- picture messaging
- video messaging



UMTS Applications Portfolio



mobile

Communication

Advanced data & information sent to and from different devices

- instant messaging
- unified messaging
- multimedia messaging
- picture messaging
- video messaging

text + image + speech + audio + video



... lead to new applications.

Information

- Internet services
- Location services



Communication

- instant messaging
- unified messaging
- multimedia messaging
- picture messaging
- video messaging



UMTS Applications Portfolio

Commerce

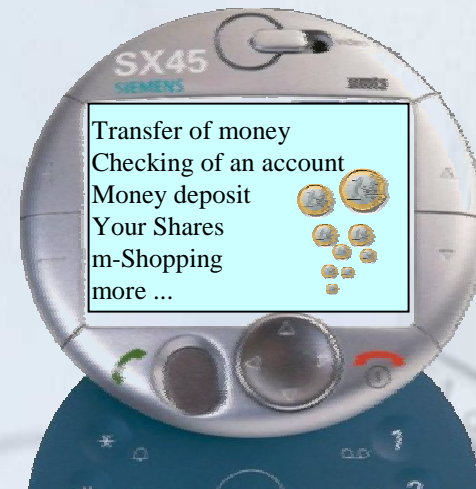
- banking
- trading
- B2B



mobile

Commerce

- banking
- trading
- B2B



... lead to new applications.

Information

- Internet services
- Location services



Communication

- instant messaging
- unified messaging
- multimedia messaging
- picture messaging
- video messaging



Commerce

- banking
- trading
- B2B



UMTS Applications Portfolio

Personalization

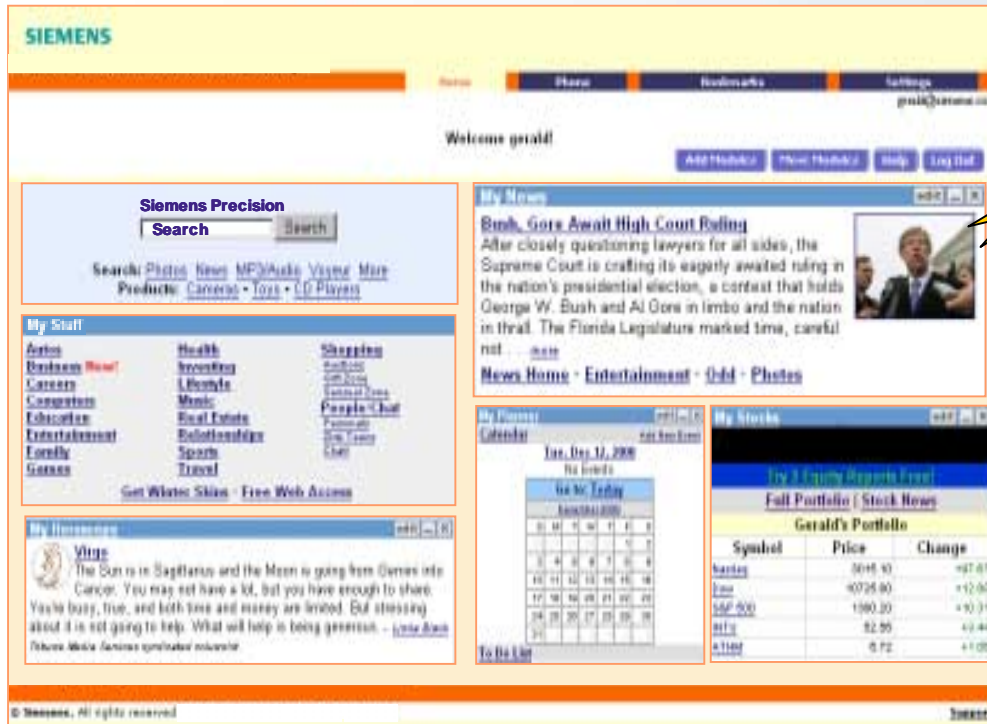
- portal



mobile

Personalization

- Mobile Portal



mobile

... lead to new applications.

mobile

Information

- Internet services
- Location services



Communication

- instant messaging
- unified messaging
- multimedia messaging
- picture messaging
- video messaging



Commerce

- banking
- trading
- B2B



UMTS Applications Portfolio

Personalization

- portal



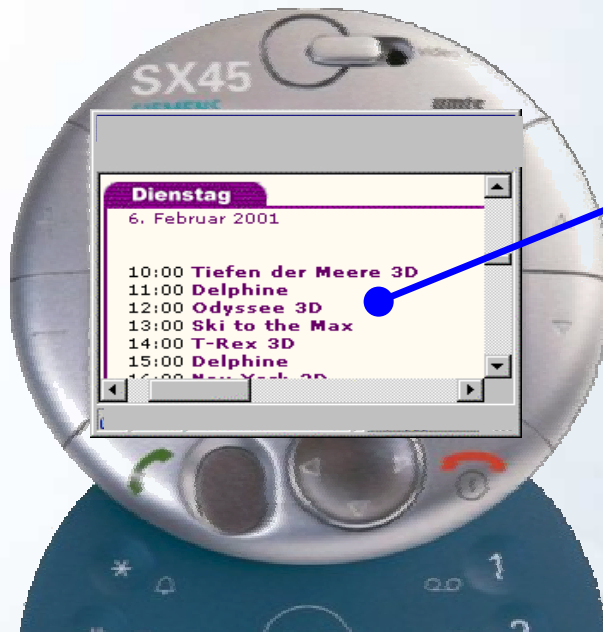
Entertainment

- games
- downloads
- music
- movies



Entertainment

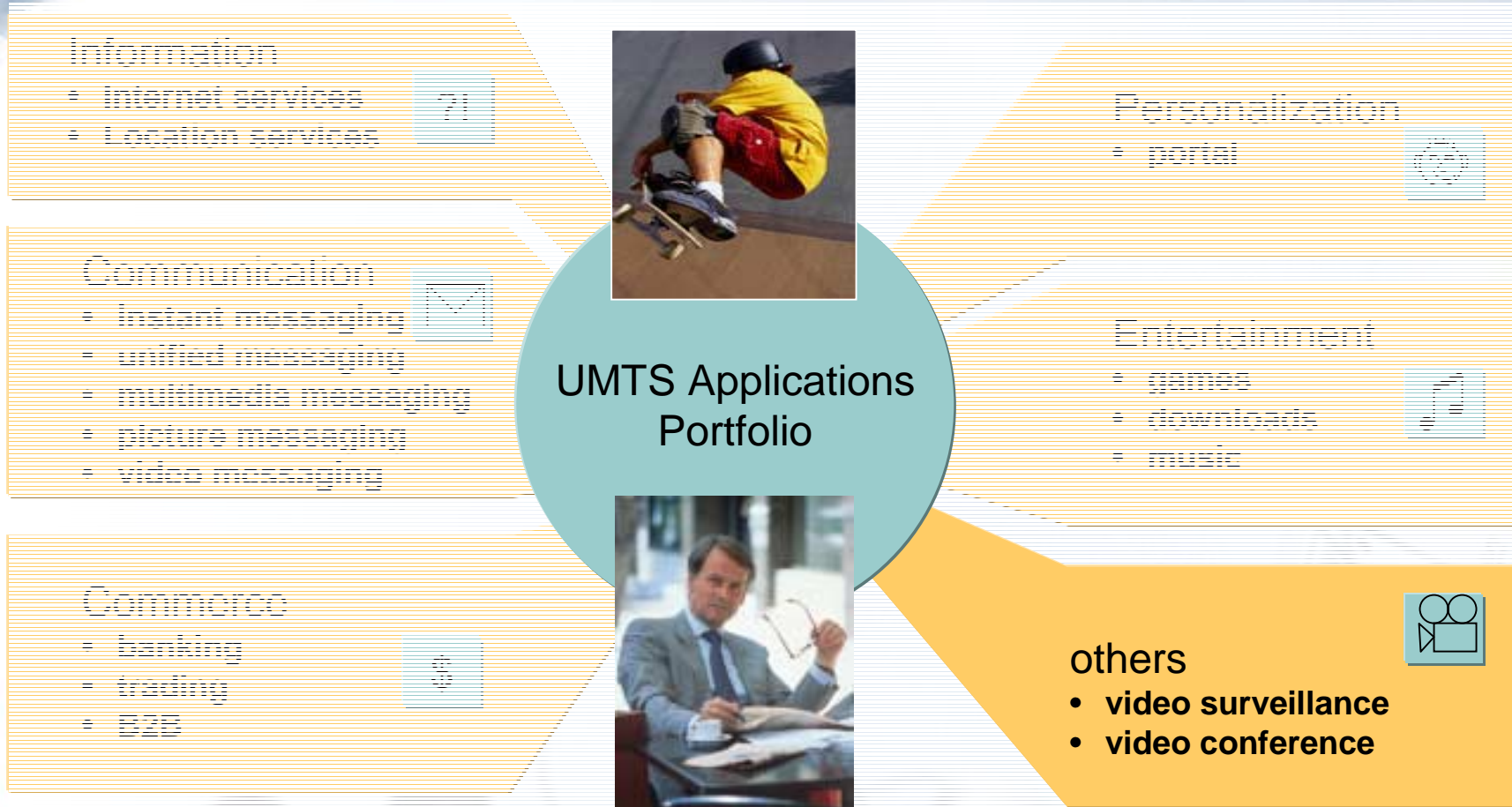
- games
- downloads
- music
- movies
- animated chat



mobile

... lead to new applications.

mobile



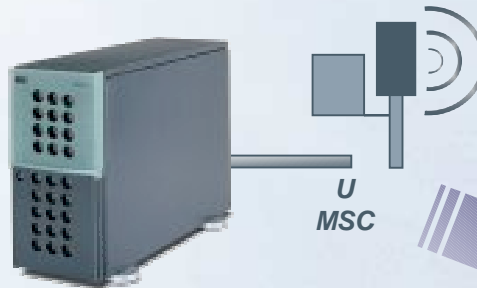
... others

- Video surveillance
- Video conference

Video Authoring and Encoding Machine



Video Mass Storage
Video Streaming Server
Video Selection Application

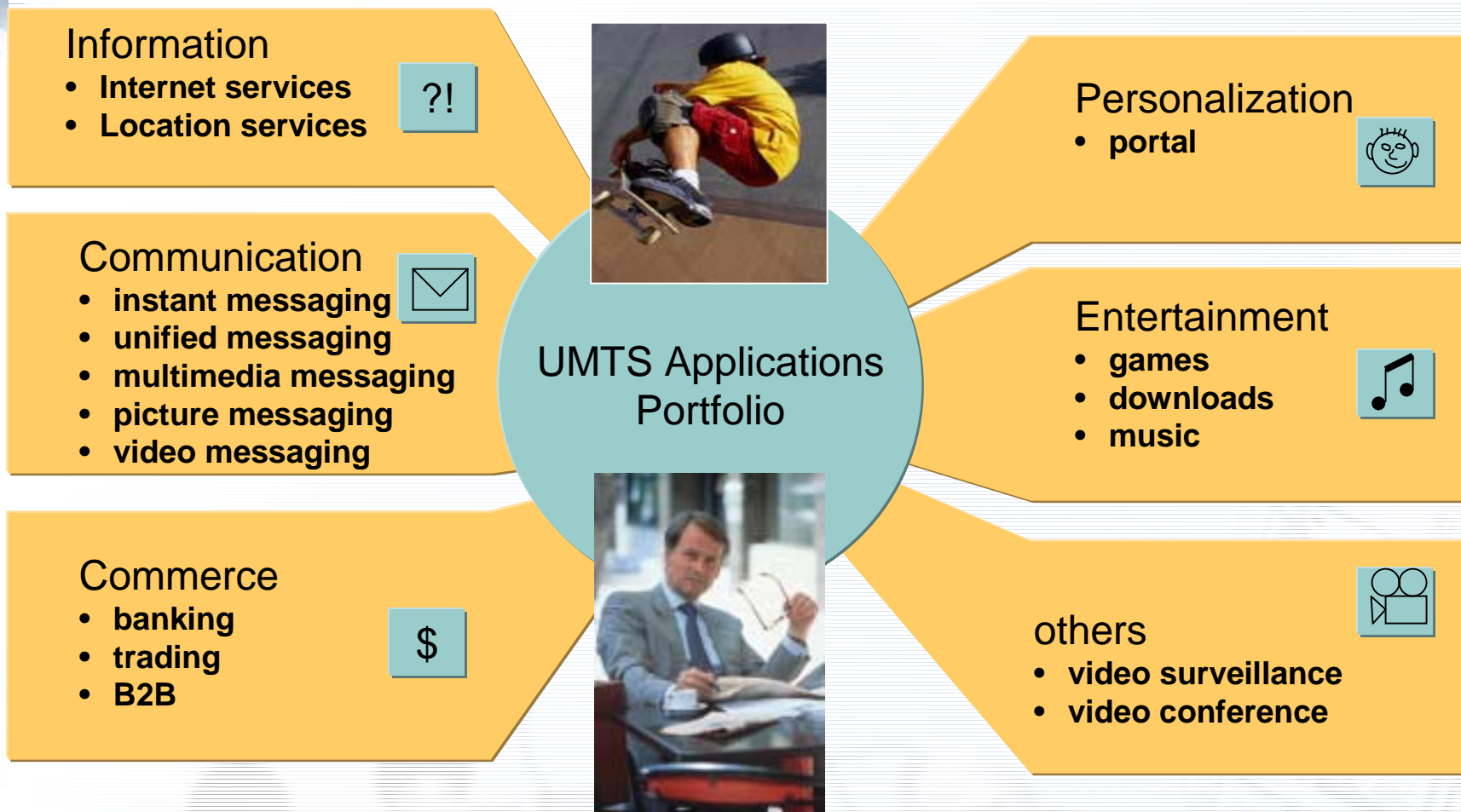


Video Streaming Client
Video Selection Client



mobile

... lead to new applications.



UMTS - Applications and Content are the Main Challenges and Opportunities

Telecommunication Value Chain



Application Value Chain



Content Value Chain



Growth opportunities for UMTS players appear with new applications and content business

Who will profit from new appearing possibilities?

mobile

Equipment Vendors
Network infrastructure, Applications

Network Operator
Transmission, Application - aggregation and hosting

Applications & Content Providers

Others
Banks, m-Shops, CAs, Companies

End User





mobile

Thank you for attention !

