

Mr William (Bill) H. Gates III
Microsoft Corporation
Chairman and Chief Software Architect
United States



William (Bill) H. Gates is chairman and chief software architect of Microsoft Corporation, the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft had revenues of US\$ 32.19 billion for the fiscal year ending June 2003, and employs more than 54,000 people in 85 countries and regions.

In his junior year, Gates left Harvard University to devote his energies to Microsoft, a company he had begun in 1975 with his childhood friend Paul Allen. Guided by a belief that the computer would be a valuable tool on every office desktop and in every home, they began developing software for personal computers. Gates' foresight and his vision for personal computing have been central to the success of Microsoft and the software industry.

Under Gates' leadership, Microsoft's mission has been to continually advance and improve software technology, and to make it easier, more cost-effective and more enjoyable for people to use computers. The company is committed to a long-term view, reflected in its investment of US\$6.8 billion on research and development in the current fiscal year.

Microsoft

2003 ITU Telecom World



Vision. Partnership. Technology.

Telecommunications & Software: Better Together

Bill Gates

Chairman & Chief Software Architect
Microsoft Corporation



**ITU TELECOM
WORLD 2003**
Geneva
12-18 October

Microsoft

Belief in the empowering
ability of software

High volume – low price for
business and consumer market

Focus on large breakthroughs
requiring long term investment



Microsoft And Telecom

- Software-powered services
- New potential for data
- Rich media everywhere
- Capabilities drive usage

***New Revenue,
New Business Models***

Microsoft And Telecom

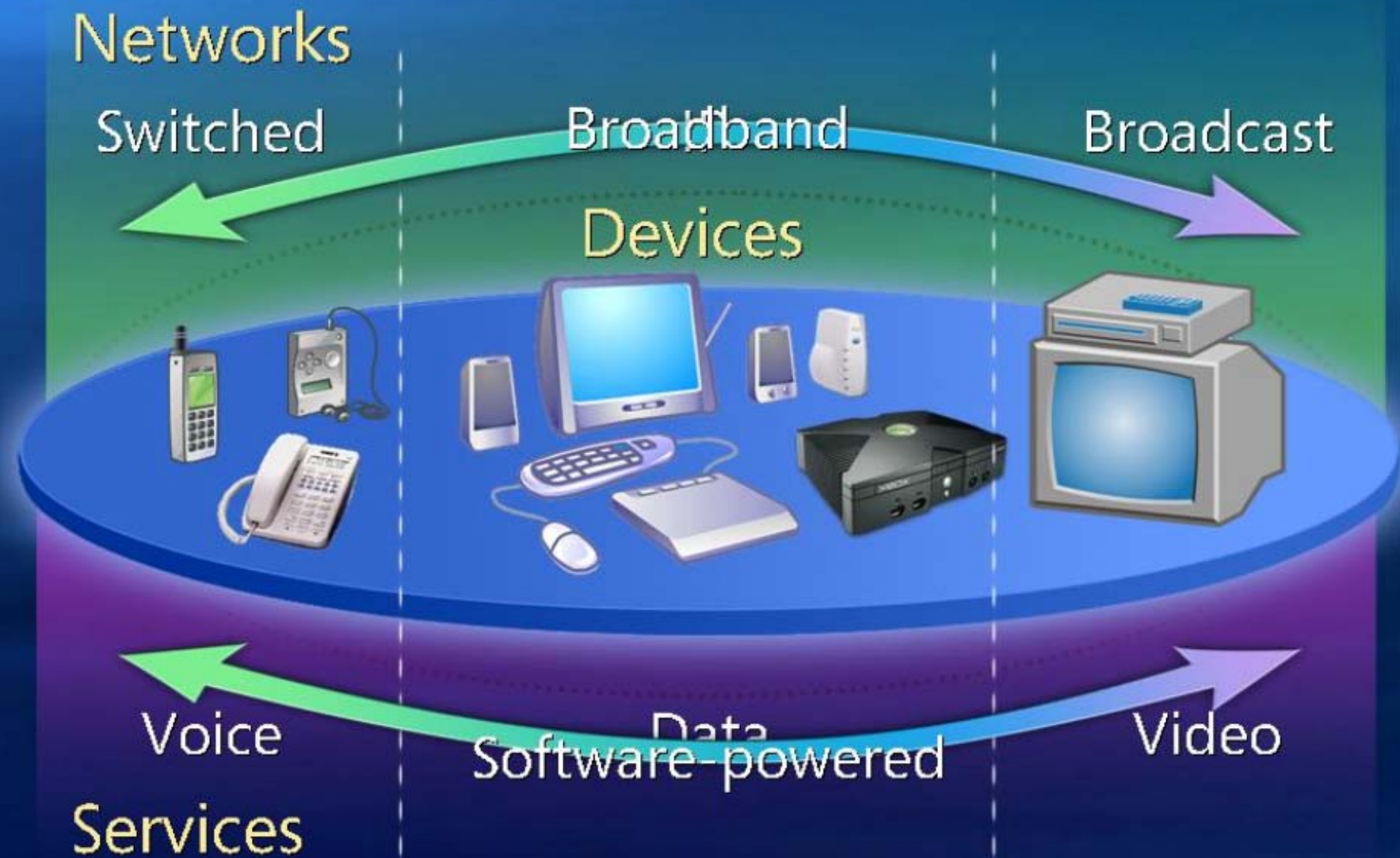
- Rapid prototyping and development
 - Legacy system integration
 - Web services
- Optimized rollout
- End-to-end business solutions

***New Operational
Efficiencies***

The New Digital World



Broadband: New Opportunities



Wi-Fi Update

- Proliferating
- ITU success at 5GHz
- Role with existing networks
- Bright future



Platforms, Tools and Technologies for Telecom



Running On Microsoft

Critical Business Operations

Korea.com

- Scalability: 8M hosted Exchange users
- Manageability: 3 admins for 600+ servers

Qwest 

- High availability: Windows Server 2003 clusters for XML Web services

 **中国联通**
CHINA UNICOM

- Programmability: Visual Studio.NET to create, deploy and manage new services


Korea Telecom

- Extensibility: Windows Media 9 Series for VoD to 5M customers using Digital Rights Management

swisscom

directories 

- Programmability: White and Yellow Pages for Pocket PC with .NET Compact Framework

Web Services

Industry Standards for Interoperability

- Work started in 1997
- Microsoft bet the company on this with .NET in 2000
- Major impact on all software systems - OS, database, Office
- Foundation for new investments
- Industry-wide adoption critical
- Competition on implementation



.NET

Software to connect
**information, people,
systems and devices**



XML Web Services



Information



People

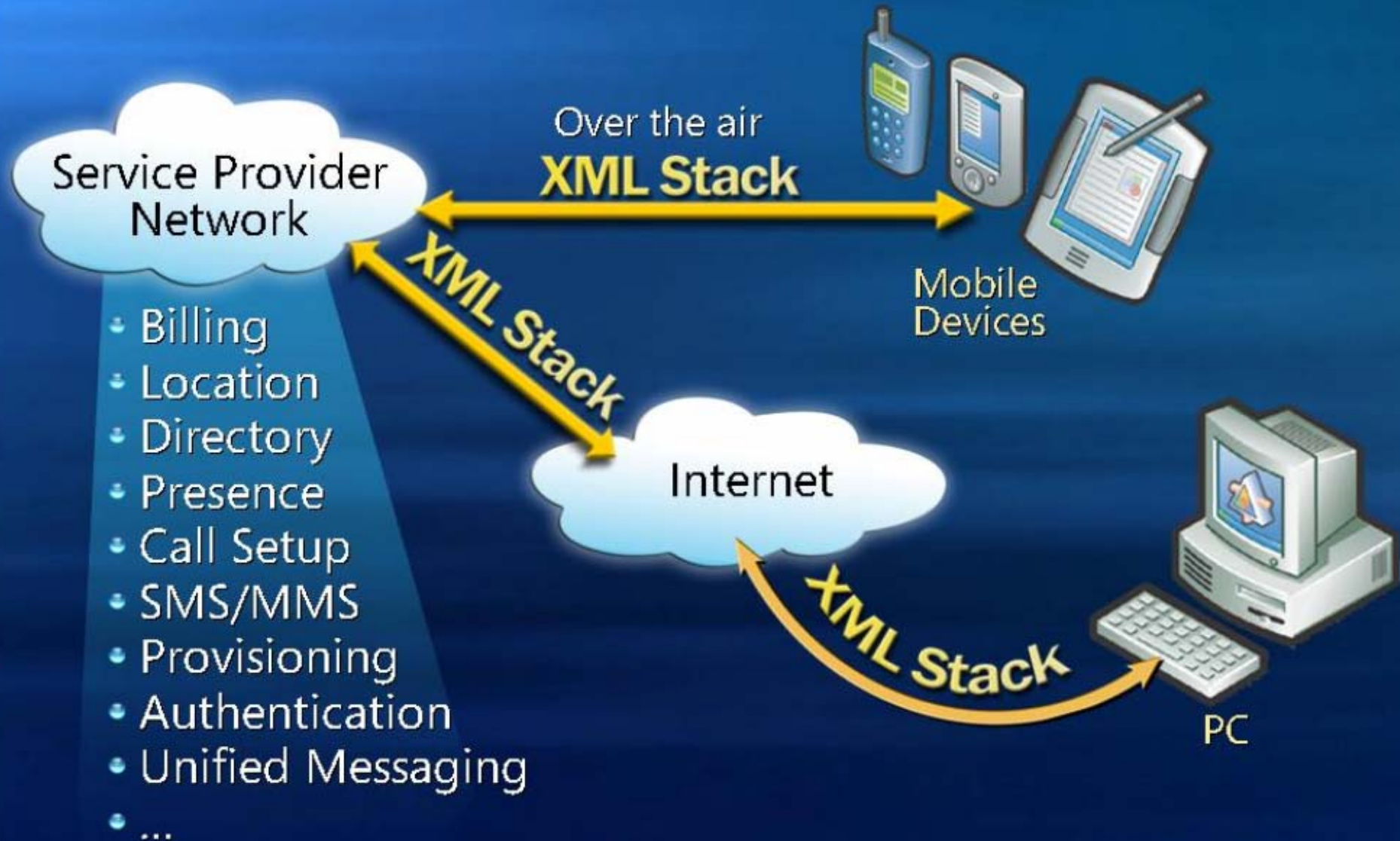


Systems



Devices

Web Services: Making Connections





vodafone

introducing...

Ian Maxwell, LLB CA
Strategic Relationship Director
Vodafone Group Services Limited

Microsoft And Vodafone

- Mobile web services for developers
- Industry standard specifications
- Common PC and device experiences
- New operator and developer revenue opportunities

Technical roadmap and workshop in coming months,
see: www.microsoft.com/mobilewebservices

Mobile Web Services demo

Mark Gilbert, Senior Program Manager
Rimes Mortimer, Director
Microsoft Corporation

Microsoft And Vodafone

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Trustworthy Computing

- Quality from Microsoft and partners
 - Online Crash Analysis and Corporate Error Reporting
 - Development and testing tools
- Value
 - Security infrastructure
 - Anti-virus investments
 - Spam initiatives: legal, policy, technology and partnerships
 - Seamless software updating



Digital Empowerment

Powered by Software And Broadband

At Work On The Go
At Home



Accessible, Shareable Experiences

At Work

Communicating and Collaborating

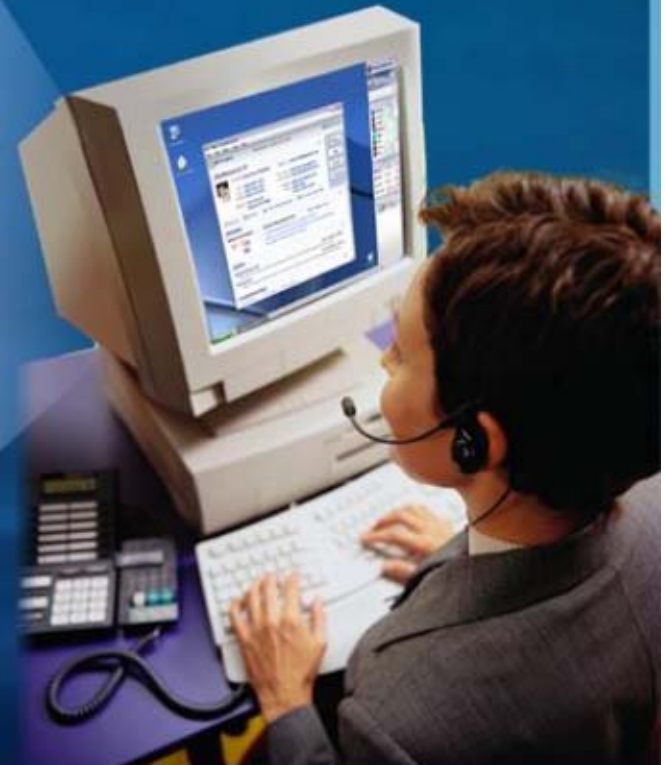
- Meetings and conferencing
- Shared calendaring/scheduling
- Anywhere access to data
- Telecom: options for hosting

Microsoft®
**Customer
Relationship
Management™**

Microsoft®
bCentral

Microsoft®
Exchange Server

Intelligent Communications



- Real time communications and collaboration
 - Link the telephone and the PC
 - Calls routed 24/7 to appropriate device
- Integrated presence info in all applications

The Digital Meeting

Microsoft Office
Live Meeting

Automatic Broadcast
and Recording

Participate remotely

Take notes

Microsoft Office
**Live Communications
Server 2003**



Better Together

demo

At Home

Entertaining and Educating

- Sharing digital memories
 - Video
 - Audio
 - Photos
- Instant messaging
- Gaming
- Next-generation TV experience



Microsoft IPTV Solutions

Microsoft TV Announces Next-Gen TV Initiative

- Live TV, VOD & PVR
- Windows Media 9 compression
- Secure and scaleable
- Low-cost consumer devices



On The Go

Up-to-Date and Connected

In The Car

In Your Hand

On Your Wrist

msn.
Mobile

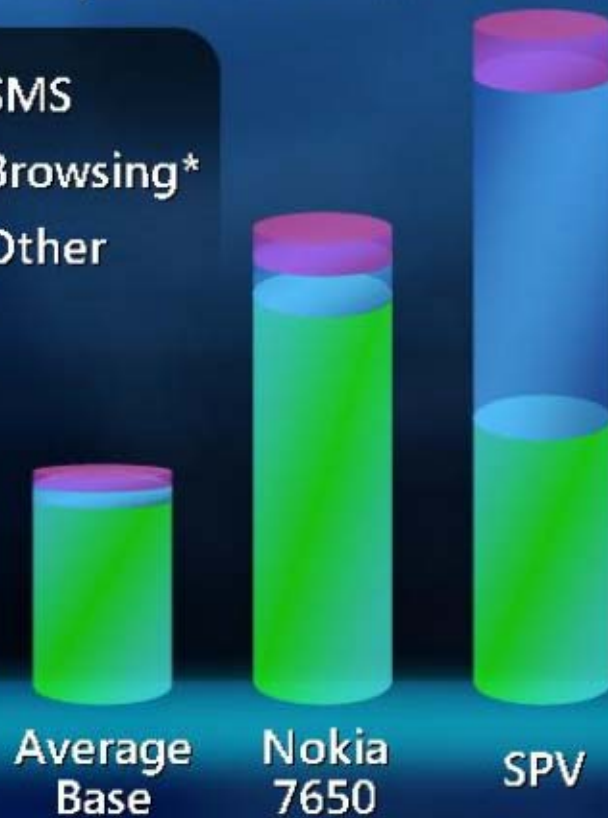
Microsoft
Windows
xp

msn.
Direct

Orange SPV Smartphone

Finding Marketplace Success

Comparative Data ARPUs



- Internet access - 5x/day/user (average)

- 75% users have synchronized phone

- 60% sending and receiving e-mails

- 72% upgraded software within a week

* Also includes wireless e-mail and rich applications

Note: The SPV and Nokia 7650 generated similar voice ARPUs

Source: Orange Annual report 2002

Better Together

Microsoft

- Software focus
- \$6.8B R&D commitment
- Industry leadership

Data

Video

Voice

Telecom

- Customer relationships
- Networks
- Broad reach



Microsoft®

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