

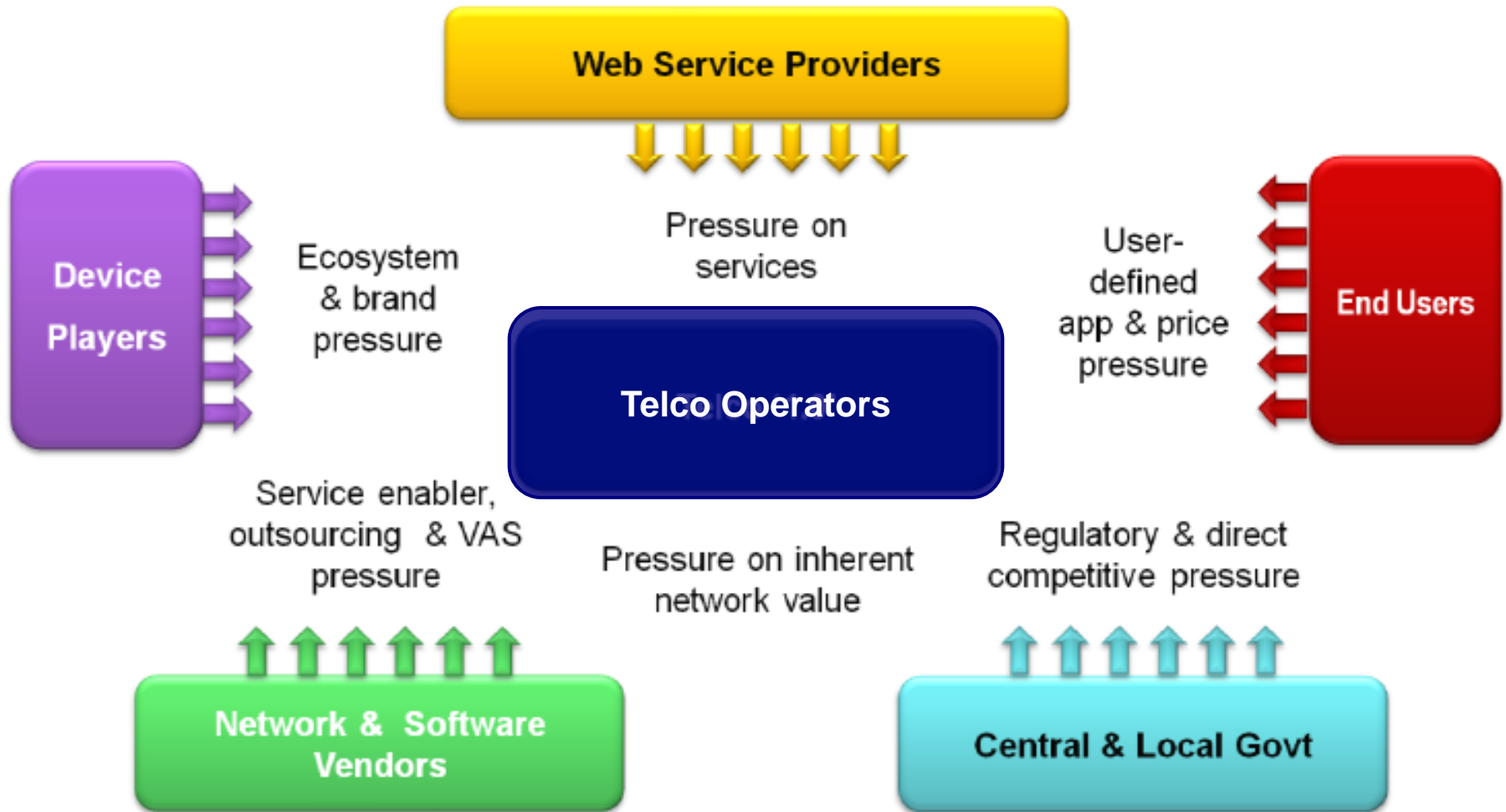
# The Future of Mobile Communications from an operator's practical point of view

International Symposium on Wireless Communication Systems

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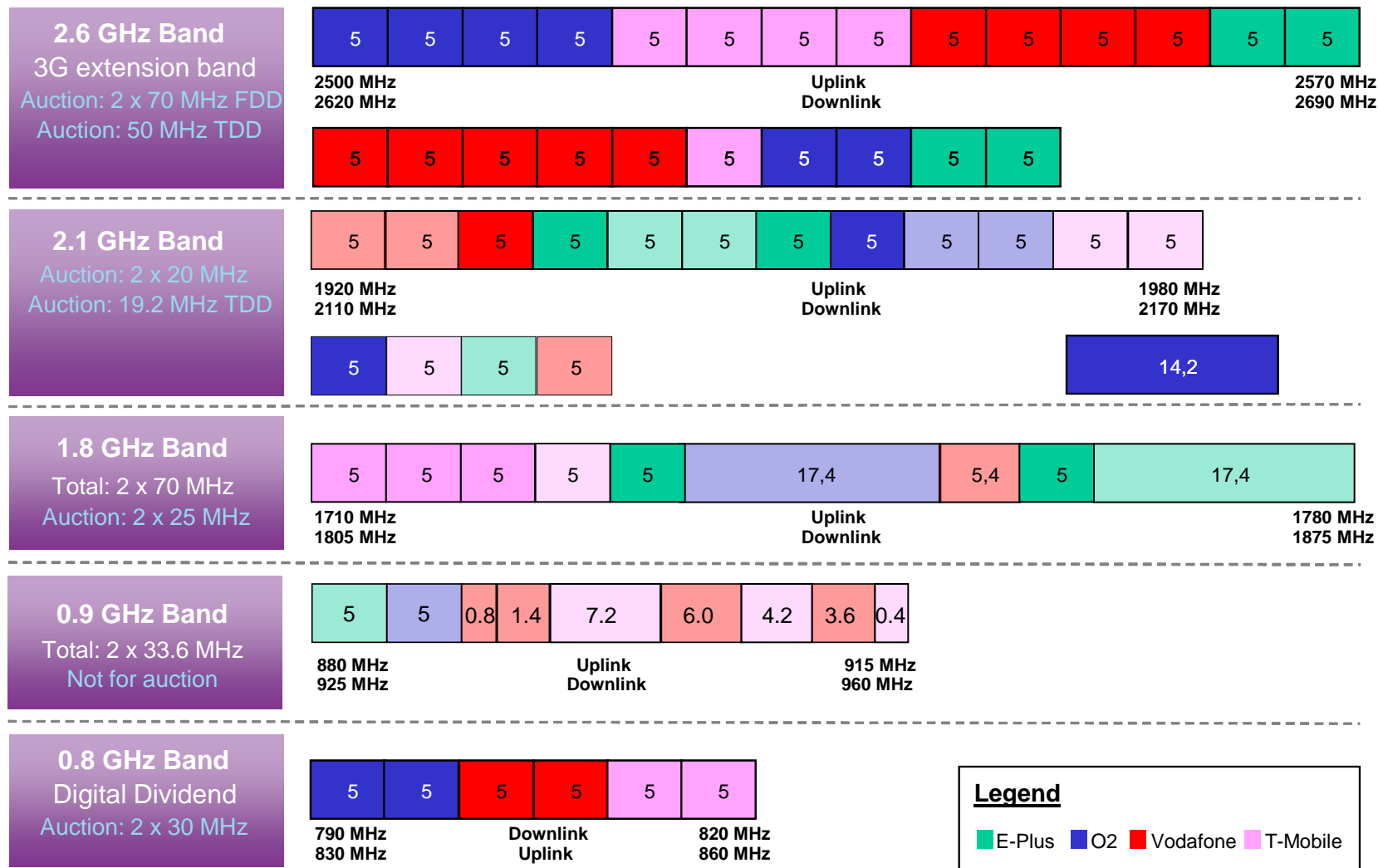
Aachen, 7 Nov. 2011

# Telecommunications is still one of the most dynamic industries



# Frequency Spectrum is a key asset for mobile operators

Example Germany: spectrum auction in 2010 with 360 MHz



# 4G/LTE implementation is the most important initiatives to strengthen its ,network value‘

## Phase 1

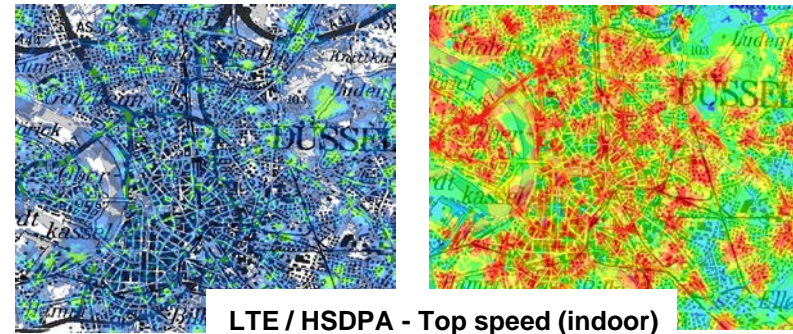
### Cover “white spots” in rural areas



- 3m households w/o broadband access in Germany
- Address new customers and markets
- Cross-selling opportunity

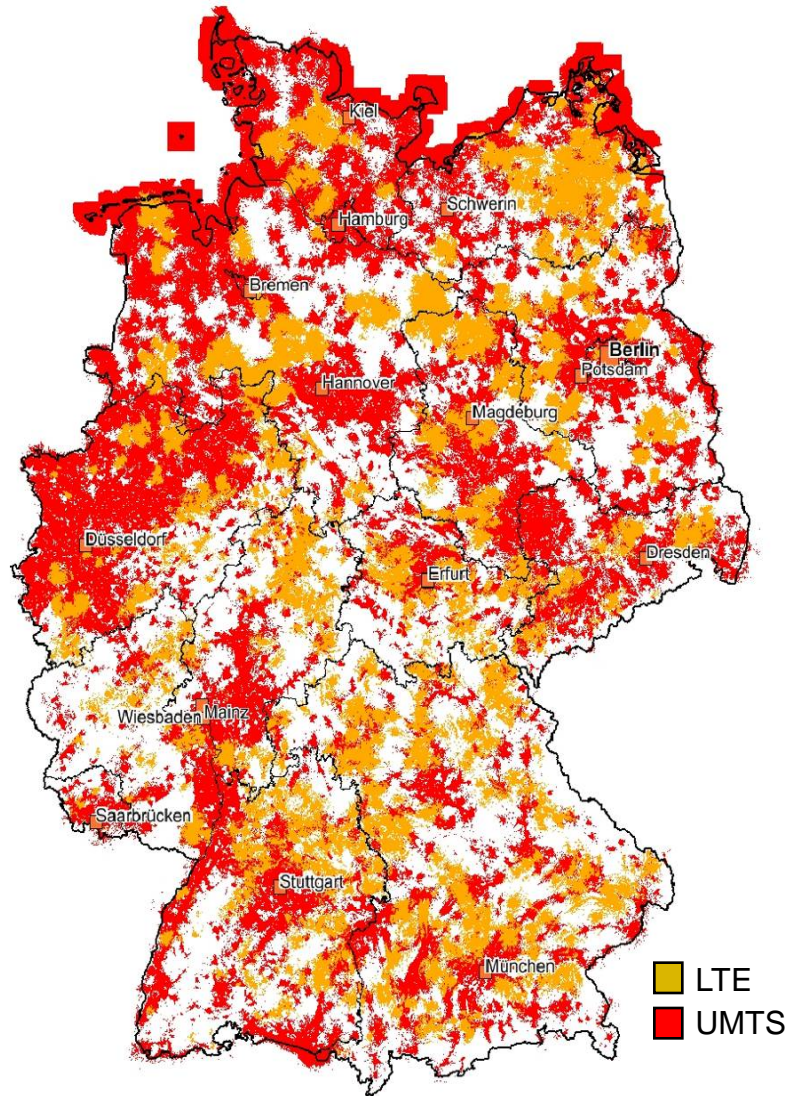
## Phase 2

### Higher bandwidth and better coverage in urban areas

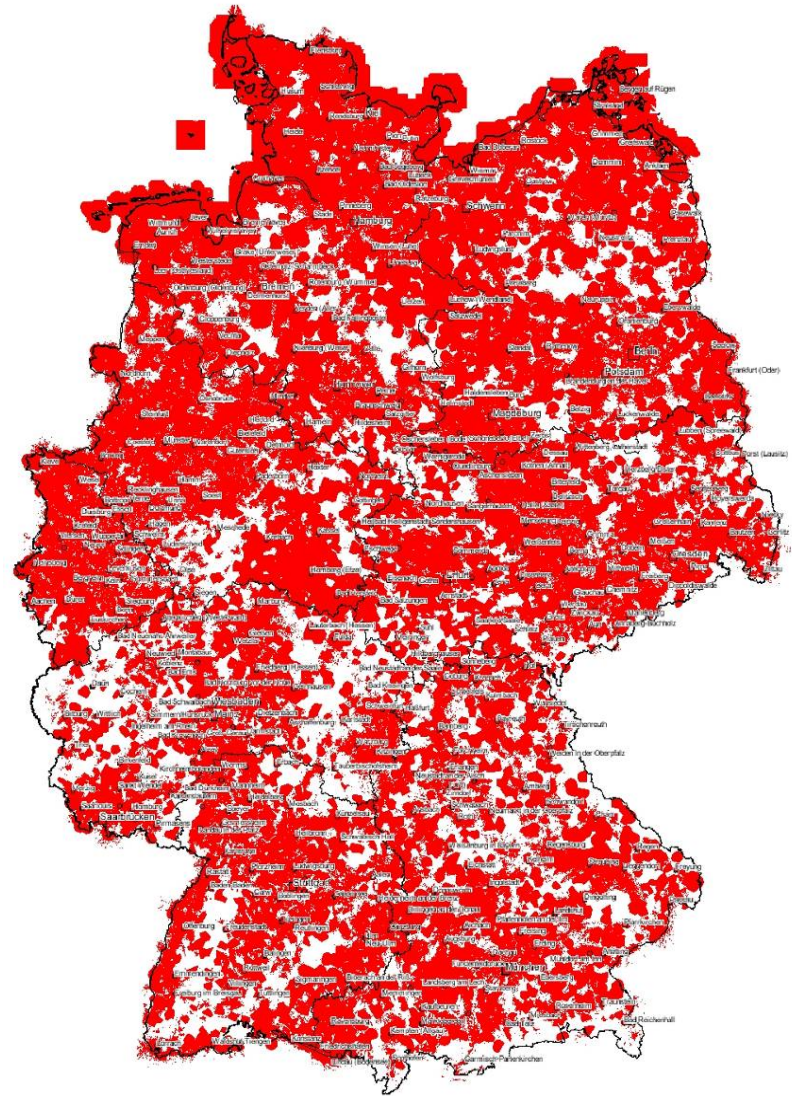


- Offer new mobile propositions based on seamless broadband everywhere
- Enhanced fixed mobile substitution by focus on ubiquity

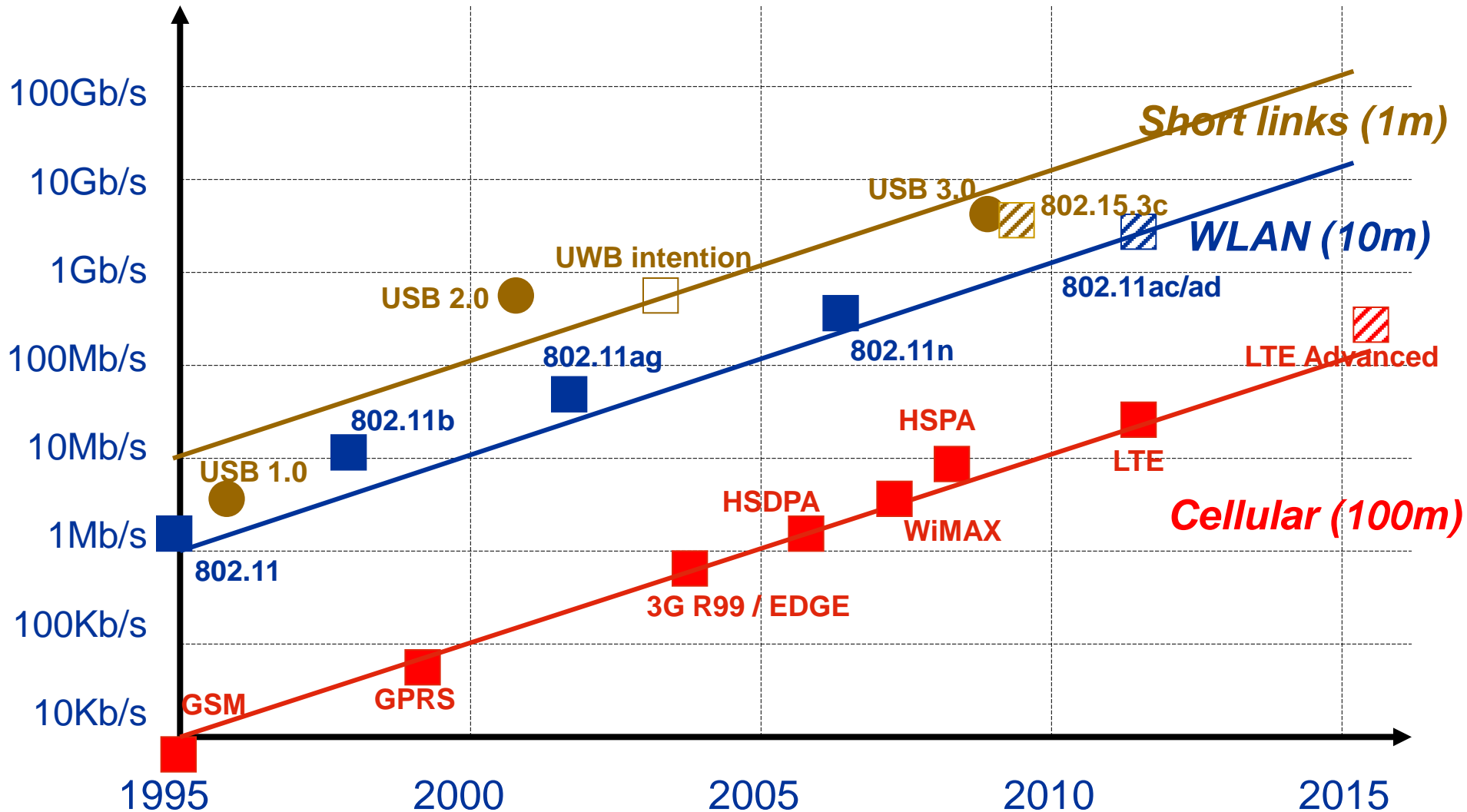
# 3G/LTE Coverage Today



# 3G/LTE Coverage Apr. '12



# 4G/LTE is a must have for mobile operators to ensure future bandwidth and mobility



Source: TU Dresden, VF Chair, Gerhard Fettweis



# Vodafone TV – The new OTT service from Vodafone



## Vodafone TV kann mehr – Alles in einem Gerät

- › HD – Top Bildqualität
- › Riesige Free- und Pay-TV Auswahl
- › Tausende Filme und Serien auf Abruf
- › TV-Programm anhalten und fortsetzen
- › Digitaler Videorekorder
- › Elektronische Programmzeitschrift
- › Unterstützt Kabel, Satellit und IPTV

 <p><b>HD</b> Bildqualität in höchster Auflösung Mehr Info</p>	 <p><b>Videothek</b> Tausende Filme, Serien auf Abruf Mehr Info</p>	 <p><b>TV</b> Riesige Free- und Pay-TV Auswahl Mehr Info</p>
 <p><b>EPG</b> Das elektronische TV-Programm Mehr Info</p>	 <p><b>Timeshift</b> Programm anhalten und fortsetzen Mehr Info</p>	 <p><b>REC</b> Digitaler Videorekorder Mit wechselbarer 320GB Festplatte Mehr Info</p>

# Another forthcoming service generation: SIM based applications combined with NFC (in cooperation with partners or third-party service providers)





# Vertical Industry solutions - Vodafone Germany already with a strong position in the ICT market



# Thank you!



**vodafone**

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