



Devices and Other Equipment Drivers:

A Carrier's Perspective

Paul Boyer
T-Mobile USA, Inc.
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Superior Service and Compelling Choices

- Customers demand high quality core services
- Coverage challenges - especially in suburbia
- Cool, innovative devices
- U.S. consumers expect discounted phones

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Devices Using Different Access Technologies

- New handsets required for 3G networks
- UMA (Unlicensed Mobile Access) enabled devices operate over GSM and Wi-Fi
- T-Mobile's HotSpot@Home service both a coverage play and rate plan



Evolving Ways to Communicate

- Devices no longer just for voice
- Dramatic growth in texting, IM and e-mail
- UGC and shared content
- Handsets as entertainment



Making Communication Simple and Effortless

- iPhone changes the game
- Intuitive, easy to navigate user interfaces
- T-Mobile MyFaves- one click to call, text or email
- Personalization- Ring tones, caller tunes, photos, etc.



More Interaction Between Handsets and PCs

- Easy synching and sharing of information and content
- Applications accessible across range of devices
- Convenience and interoperability



Data and Mobile Web are the Future

- Data centric devices with Qwerty keypads
- True broadband wireless networks
- Increasing percentage of communication is on the Internet
- Consumers and producers of content
- Opening of carrier platforms?

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Social Networking on Devices

- Explosion of new social networking communities
- The community effect on communication
- *Blackberry-izing* social networks

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Location Based Services

- Most handsets will have GPS
- Challenging privacy issues
- Mobile Search and Advertising
- Integration with social networking



Mobile Devices for Banking and Commerce

- Mobile access to bank accounts
- Handsets as payment devices
- Regulatory implications

