Opportunities
In An Open Business Model For
Public WLAN Networks



May 2007

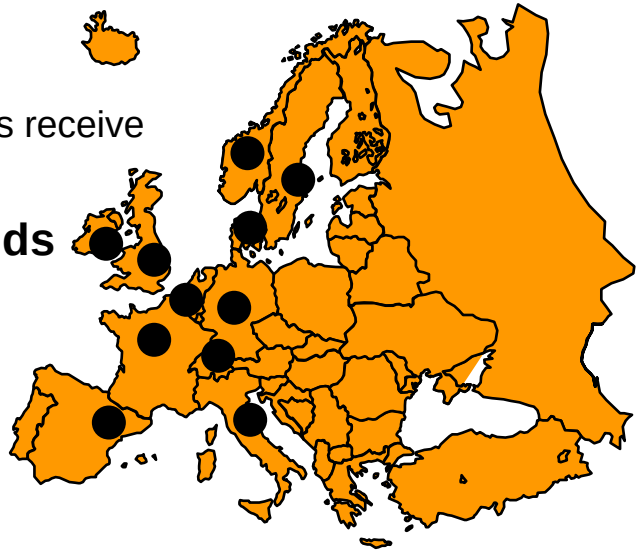
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- **Europe's largest public WLAN network operator:**
  - 10.000+ locations in operation today in UK, Denmark, Sweden, Norway, Germany and the Netherlands.
  - Wide range of location types catering to a variety of user types

- **Infrastructure and service delivery capability to enable openness**
  - Multi-service provider platform
  - Carrier's carrier wholesale provider
  - Allows each carrier to determine the service their customers receive

- **Operate services for major Service Provider brands**
  - Telenor Group (Sonofon, Telenor NO, Telenor Sweden)
  - BT
  - O2
  - Vodafone
  - Skype, iPass, Nintendo
  - 24 different international operator brands



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Public WLAN coverage

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Restaurants & Fast Food



Malls & Shopping Centres



Hotels



Highway rest points & service stations



Airports



Coffee shops



Train Stations



Enterprise



Metro zones & business parks



Bars & Cafes

ALL·BAR·ONE scream

Sports stadiums



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What drives WLAN ?

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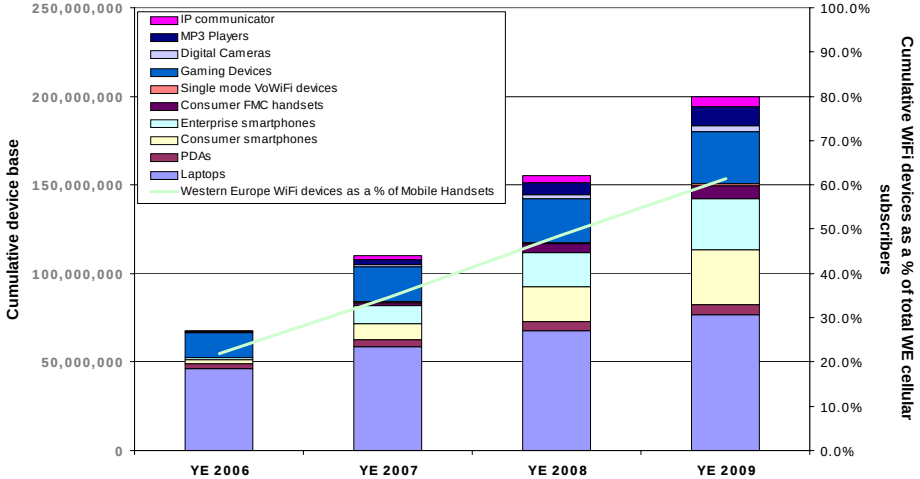
- Economies of WLAN are driving wireless connectivity into all sorts of devices
- No other technology can beat the <$5 chipset cost
- Usage expected to grow by a factor of 10 by 2008



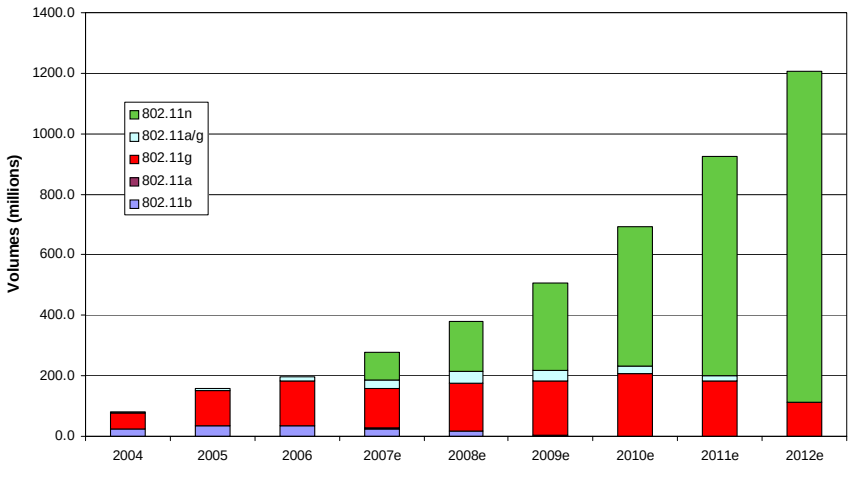





Device Growth:



WiFi chipset shipments:



The Open Network and Business Model



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Multi-Service Provider platform

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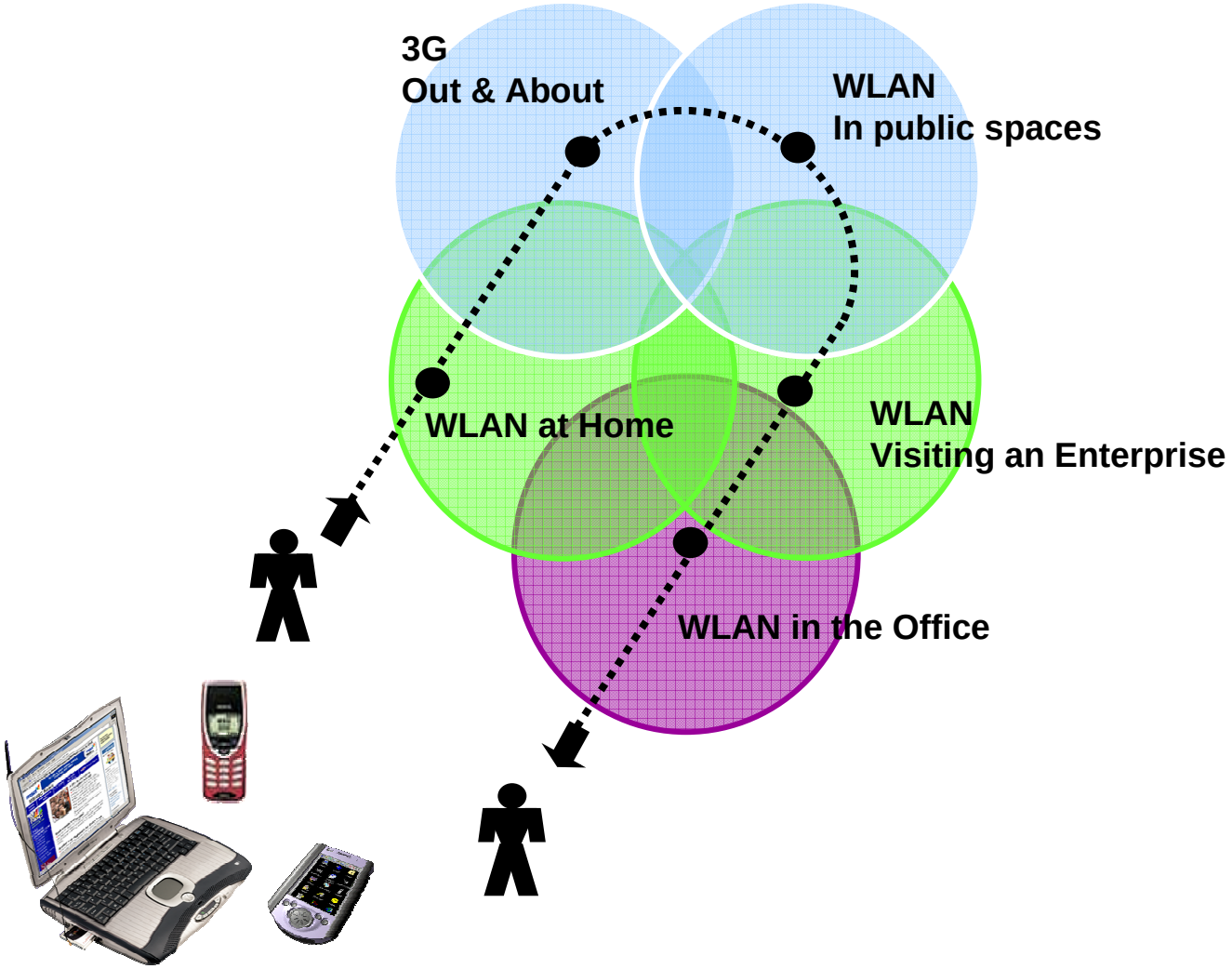
Unique infrastructure and service delivery capability supporting multiple service experiences on a shared infrastructure



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The Roadmap is seamless connection Anywhere, Anytime over Wireless Broadband Network:

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Metro WiFi Networks

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Cloud Coverage of Canary Wharf in London:

- **75,000 knowledge workers**
- **Ubiquitous WLAN network** providing indoor and outdoor wireless broadband coverage
- WLAN mobility **within enterprises**
- **Mobility across enterprise WLAN networks** and the public WLAN network
- **Consumer entertainment** and **secure enterprise experiences**

And more cities joining the open model:

- **City of London – the square mile**
- **City of Manchester**
- **City of Westminster**
- **City of Amsterdam**
- **City of Stuttgart**
- **City of Karlskrona**

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Metro Wi-Fi, your City can Benefit!

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FREE SERVICES:

- Tourist Information
- E-Government
- Public Transport information and Payment
- E-City Tax Information and Payment

PUBLIC AND PRIVATE SERVICES / APPLICATIONS

- Mobile Voice over IP
- Internet Access everywhere
- Mobile TV and Games
- Digital Billboards
- Traffic Management, Traffic lights
- Public Transport Management & Information
- Surveillance / CCTV (Security, Parking,...)
- Noise and Pollution Control



Whole Sale Partners

iPass
nintendo Wi-Fi connection
skype
O2
BT
Vonage
vodafone

Current City Networks

KARLSKRONA KOMMUN
BRIDGEND
CITY OF LONDON
STUTTGART
AMSTERDAM TOURISM & CONVENTION BOARD

What can we do for your city?

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