



# One generation ahead

Internet 4G from T-Mobile

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 T-Mobile

# Content

- Internet 4G by T-Mobile – one generation ahead
  - Three high-speed mobile networks
  - No more need for fixed lines
  - Superior technology – UMTS TDD
- Internet 4G - New user experience
  - Relevant applications with superior performance
  - Coverage – starting in Prague, rapidly growing
  - Great value for money
- Internet 4G – Devices & Customer care
  - State-of-the art devices for PC and laptop users
  - Quick & easy installation
  - Try & buy, then enjoy
- Live Demo

# Internet 4G by T-Mobile CZ

One generation ahead



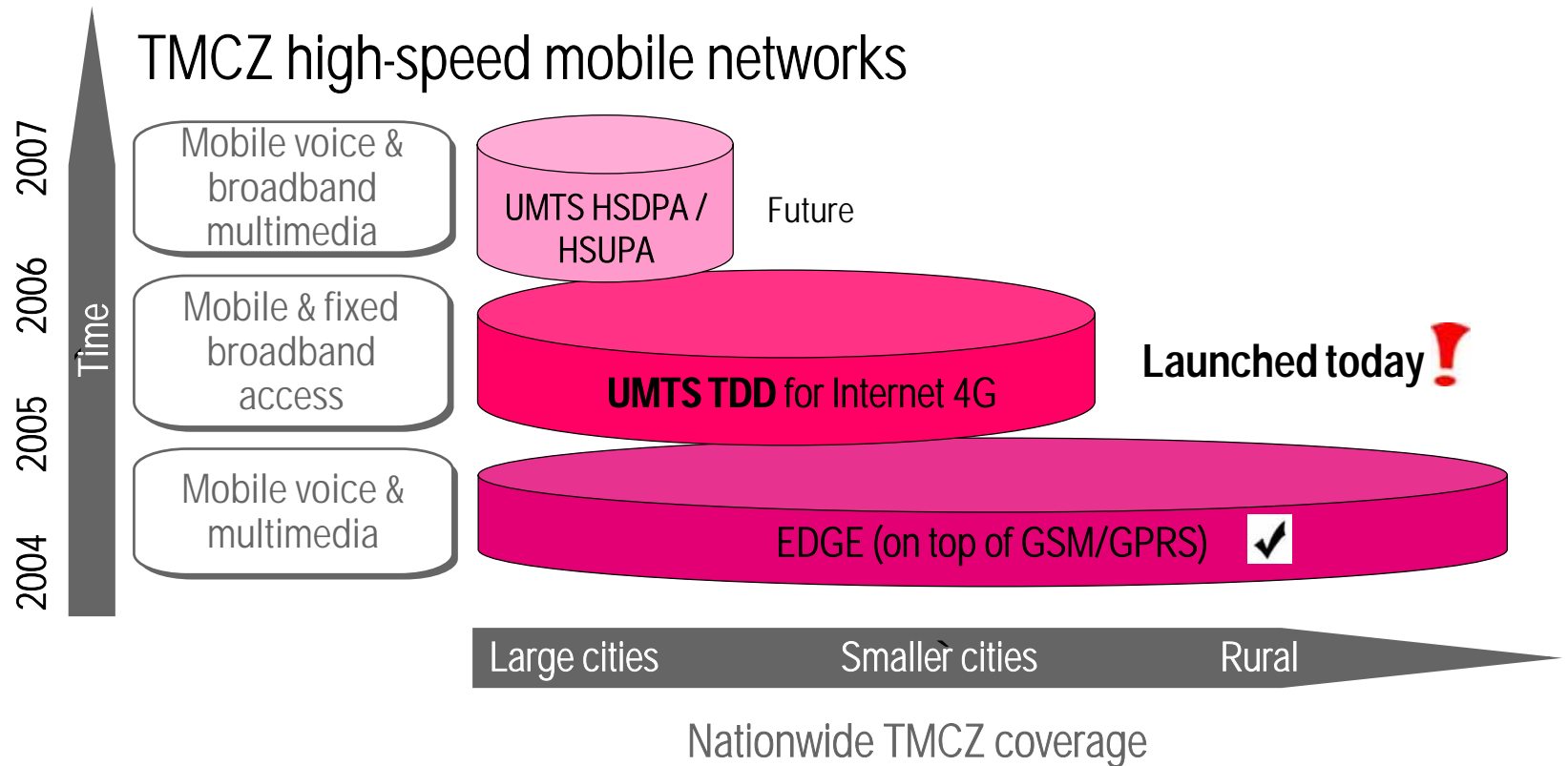
# T-Mobile launches Internet 4G

Another tangible step towards offering all „fixed“ network services.

- With Pevná+ substitution of fixed voice services (more than 100K customers by now)
- With EDGE substitution of ISDN lines
- **Now Internet 4G substitutes ADSL**
- Mobility – true freedom to move for everyone
- **No more reason for our customers to keep fixed lines!**

# Three high-speed mobile networks

Entry into mobile broadband access with UMTS TDD.



Nomadic high-speed data access also via WLAN in TMCZ hotspots

## We deliver a relevant service

Market demand comes first. Not technology for sake of technology.

- UMTS FDD is not creating significant added-value for Czech customers
- EDGE can do the same
  - except videotelephony, however researches shows no real demand on Czech market
- Instead, broadband access is in high demand, and UMTS TDD is the optimized technology to satisfy real needs on the market

# No more need for fixed lines

Internet 4G to complete our fixed substitution products.

Area	Fixed operator	T-Mobile CZ
Access	<b>Landlines</b> 3.3 mio. lines (-7%)	<b>Pevna+</b> (+CZK 49 p.m.) for calling fixed numbers at CZK1 p.m.
Voice	<b>Fixed voice</b> 1.9 bil. minutes (-17%)	
Internet narrowband	<b>Dial-up</b> 900,000 users (+3%) 1.7 bil. minutes (-36%)	<b>GPRS/EDGE</b> (+CZK199 to 699 p.m.) for Internet with more than 3 times ISDN speed
Internet broadband	<b>DSL</b> 163,000 users (+410%)	<b>Internet 4G</b> Wireless broadband from T-Mobile CZ, based on UMTS TDD technology

# Internet 4G by T-Mobile CZ

New user experience



# Ideal for time-critical applications

Time critical business applications, online games and faster sending of e-mail attachments

Benefit

**Low latency**  
(faster response)  
**High downlink speed**

**High uplink speed**  
(sending of data)

Residential

Online gaming,  
multimedia  
streaming



Sending photos to  
minilabs



Business

Time critical apps  
(e.g. financial  
services)



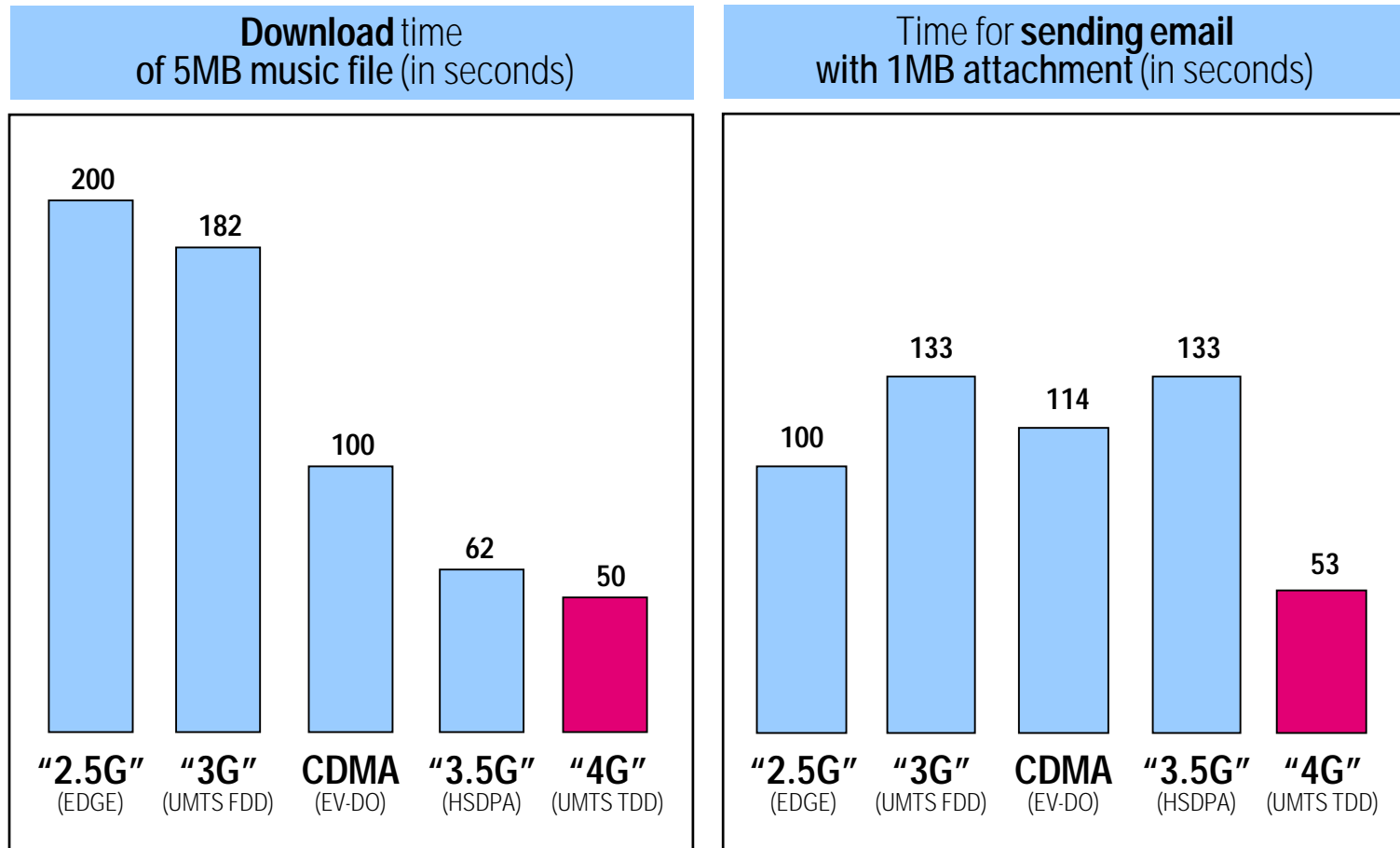
E-mails with large  
attachments



# Superior Performance

Download music files and send large emails in less than 1 min.

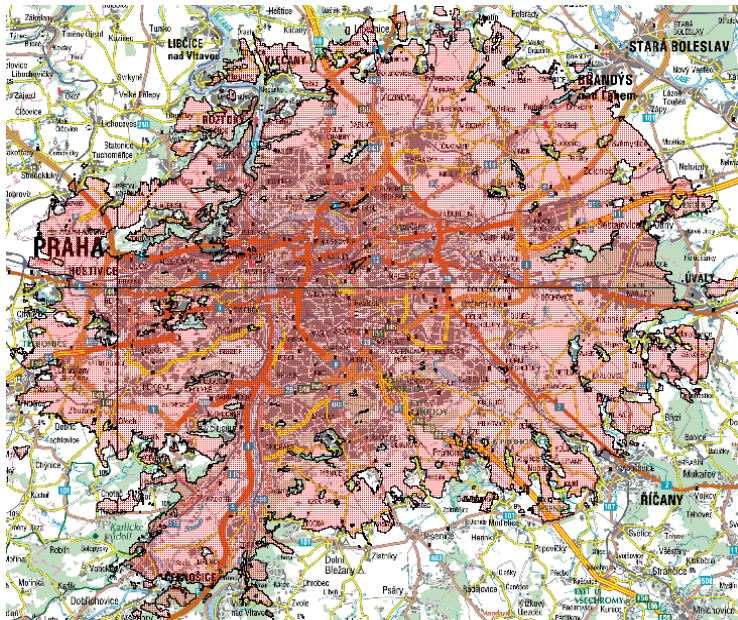
Average expected user experience (estimates)



# Coverage – CZ: 2005

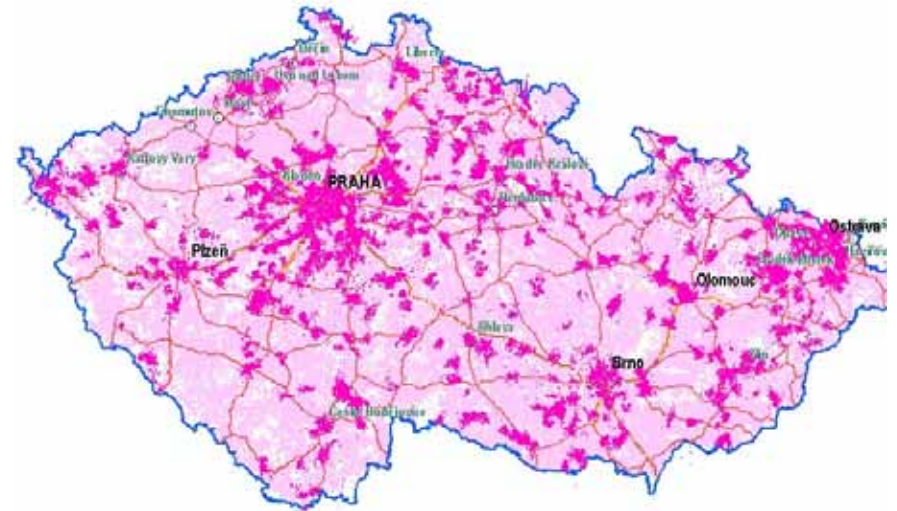
UMTS TDD in Prague, EDGE for more than 50% population, GPRS everywhere.

UMTS TDD coverage in Prague + suburbs



UMTS TDD network on 1900 MHz

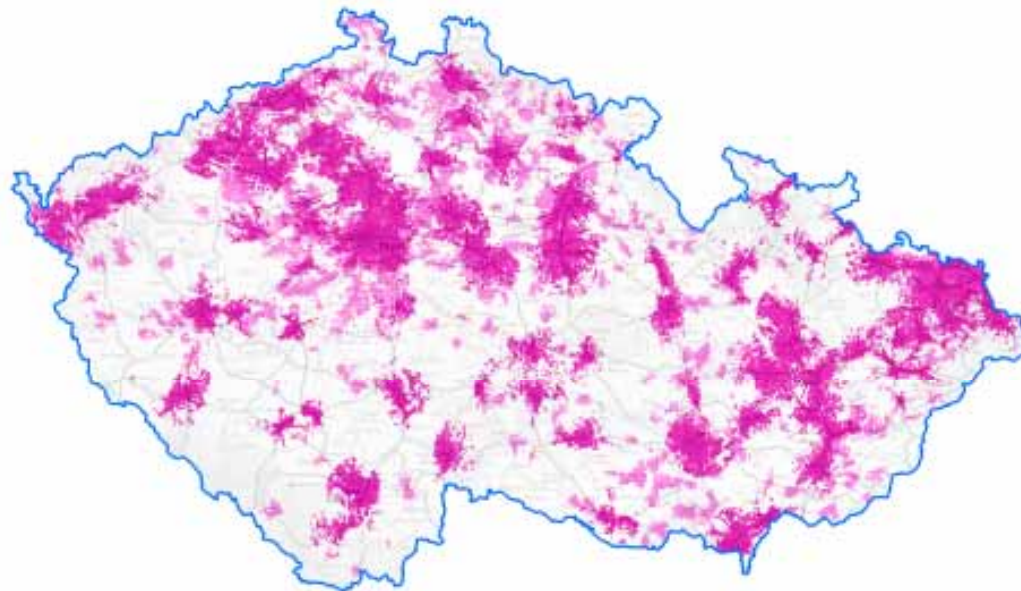
GPRS/EDGE coverage in Czech Republic



December 2005

# Coverage – CZ: Mid 2006

UMTS TDD in urban and suburban areas.  
Further EDGE coverage improvements.



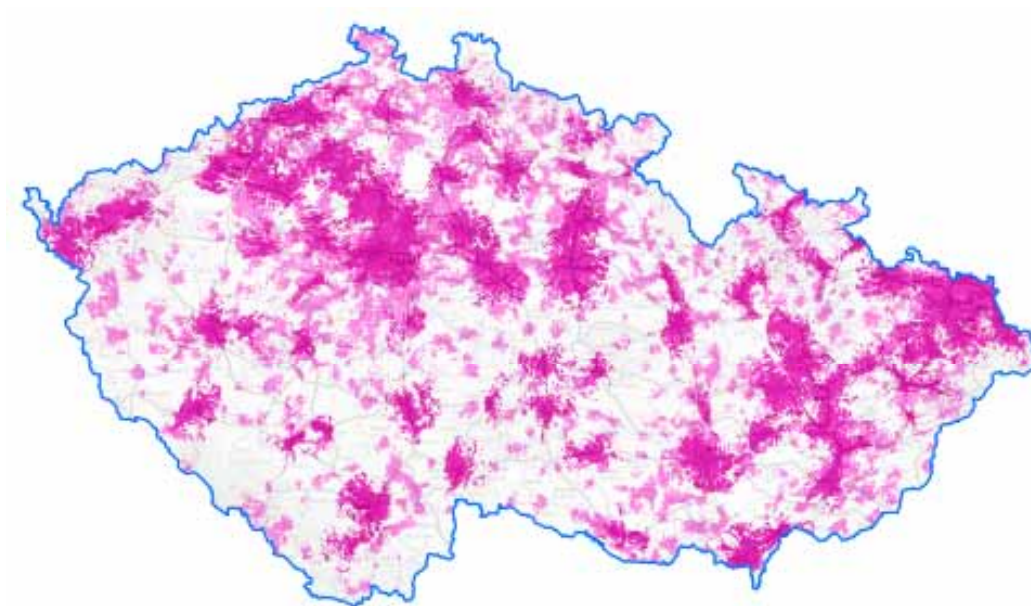
TMCZ Coverage  
(UMTS TDD and EDGE)  
Mid 2006  
UMTS TDD – 52% of pop.  
EDGE - 62 % of pop.

■ UMTS TDD – on 1900 MHz band in Prague, 872 MHz elsewhere

■ EDGE

# Coverage – CZ: End of 2006

High-speed data available for 70% of population.



TMCZ coverage  
(UMTS TDD and EDGE)  
End 2006  
UMTS TDD – 52% of pop.  
EDGE - 70 % of pop.

■ UMTS TDD – on 1900 MHz band in Prague, 872 MHz elsewhere

■ EDGE

# Value For Money

Low prices, great value. Very competitive with broadband.

		Max speed <sup>1)</sup>	FUP <sup>2)</sup> ⓘ	Network	Availability
Existing	Internet+ CZK 699	236/118	2GB	GPRS/EDGE	Nationwide
NEW	Internet 4G Standard CZK 699	512/128	3GB	UMTS TDD	Special introductory offering for our Prague customers until Dec 31, 2005. <b>Earlybirds</b> save <b>one monthly fee</b>
NEW	Internet 4G Premium CZK 999	1024/256	10GB	UMTS TDD GPRS/EDGE WLAN	

<sup>1)</sup> Downlink/uplink maximum transmission rate in kbps

<sup>2)</sup> Fair User Policy (in traffic volume per month). In order to prevent abuse, traffic speed will be reduced (to max. 64/32kbps for Standard and 128/64kbps for Premium customers) when monthly FUP data volume is exceeded

GPRS/EDGE tariff

UMTS TDD tariff

Multi-bearer tariff  
(GPRS/EDGE, WLAN and UMTS TDD)

# Internet 4G by T-Mobile CZ

Devices & customer  
service



# Cornerstones

TMCZ has learnt from failures of competing offerings and defined four cornerstones for our Internet 4G service.

- Deliver Quality of Service
- Define Fair User Policy (FuP) at the beginning
- Offer „plug and play“ installation
- Customers not left alone with new technology

# Devices

Desktop modem for PC users and data card for laptop users.



Special introductory  
offer until Dec 31, 2005:  
CZK 1,-  
(with 12-mo. contract)



Special introductory  
offer until Dec 31, 2005:  
CZK 1,-  
(with 12-mo. contract)

- **Devices sold in 2005** usable on 1900 spectrum = **Prague only**
- **Prolongation offer** with **nationwide** usable devices in **2006**
- **Further** attractive UMTS TDD **devices in pipeline**

# Installation

Quick and easy – go online within one hour of purchase.

## Návod k instalaci



1. Otevřete zadní kryt 4G modemu a vložte SIM



6. Na výzvu průvodce instalací odstraňte z 4G modemu samolepku



2. Vložte dále akumulátor a zavřete zadní kryt modemu



7. Modem propojte USB kabelem s PC



3. Síťový zdroj zapojte do zásuvky a jeho konektor zasuňte do modemu



8. Zapněte 4G modem (bliká zelená LED indikace stavu signálu)



4. Do CD jednotky počítače vložte CD s T-Mobile Communication Centre



9. Dokončete instalaci. Vyhledá se připojený modem a vytvoří se připojení. Pokud je program TMCC minimalizovaný, klikněte na jeho ikonu na liště úkolů.



5. Proveďte instalaci podle nápovědy průvodce instalací



10. Klikněte na ikonu pro připojení k internetu a můžete začít využívat službu Internet 4G.

# Try & buy, then enjoy...

Customers not left alone with new technology. No risk.

## Sales

- Internet 4G sold in all 14 Prague T-Mobile CZ stores
- “Try&buy” option – free test for three days, with deposit
- Selected dealers and computer retailers
- T-Mobile CZ direct sales force and resellers

## Customer Service

- Convenient coverage check: SMS with “Internet” to 4616 or at [www.t-mobile.cz/Internet4G](http://www.t-mobile.cz/Internet4G) or in stores
- Infoline staffing enhanced with additional technical experts
- Vouchers for on-premises installation support
- Brochures, FAQ, downloads available online

# Summary

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Backup

# Fair User Policy (FUP)

Implemented to prevent abuse of the network.

- Average broadband user generates ca. 1GB traffic per month. However, high-volume downloaders easily achieve 20-100 GB
- Unlimited usage by heavy downloaders could deteriorate the user experience for our “normal” customers
- To prevent that, “Fair User Policy” is applied by most Internet providers. T-Mobile CZ’s FUP is in line with other providers:
  - After exceeding monthly traffic volume limits (3GB in Standard and 10GB in Premium tariff), speed will be limited (to 64/32kbps in Standard and 128/64kbps in Premium tariff)
  - User is warned by email when reaching the FUP limit. Additional FUP allowance can be purchased at any time for CZK99 per additional 1GB. Unused FUP allowance can not be carried over into the next month

