

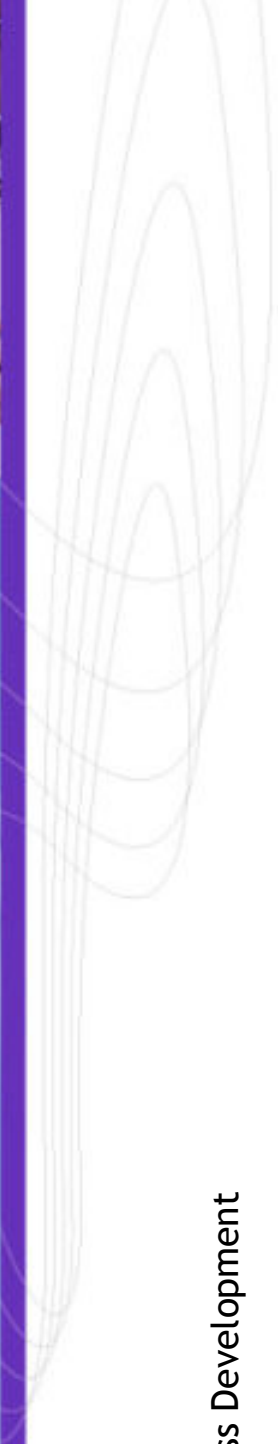
“Personalized Communications Services and the privacy aspects of location and user-information”



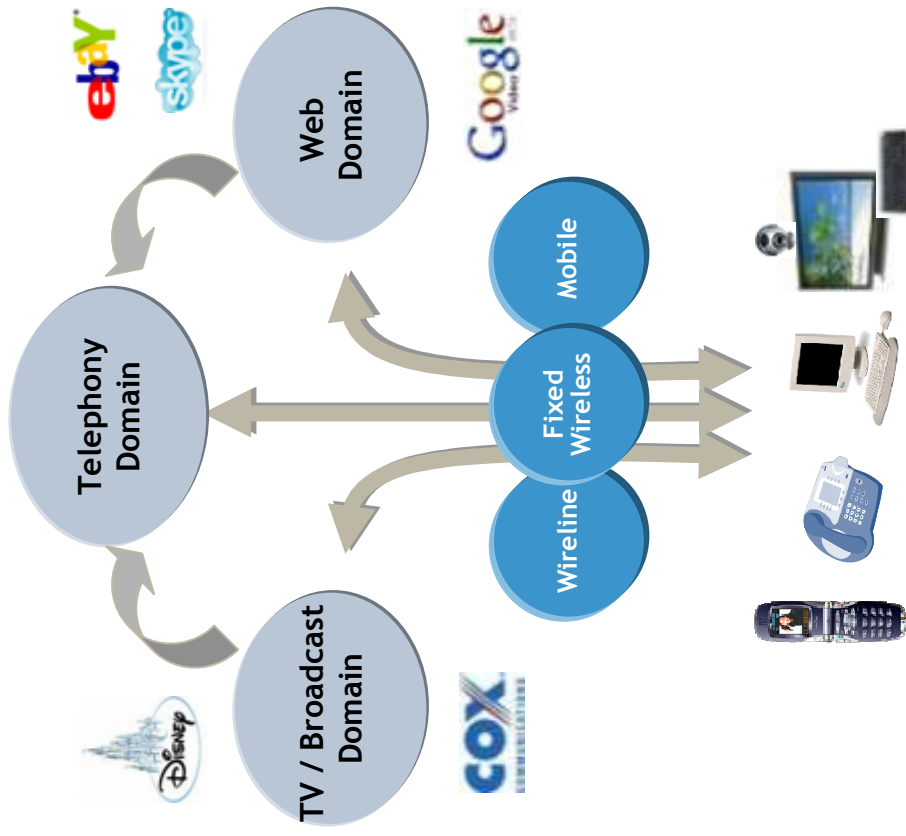
21 June 2007

Gerwin Franken

Senior Manager Business Development

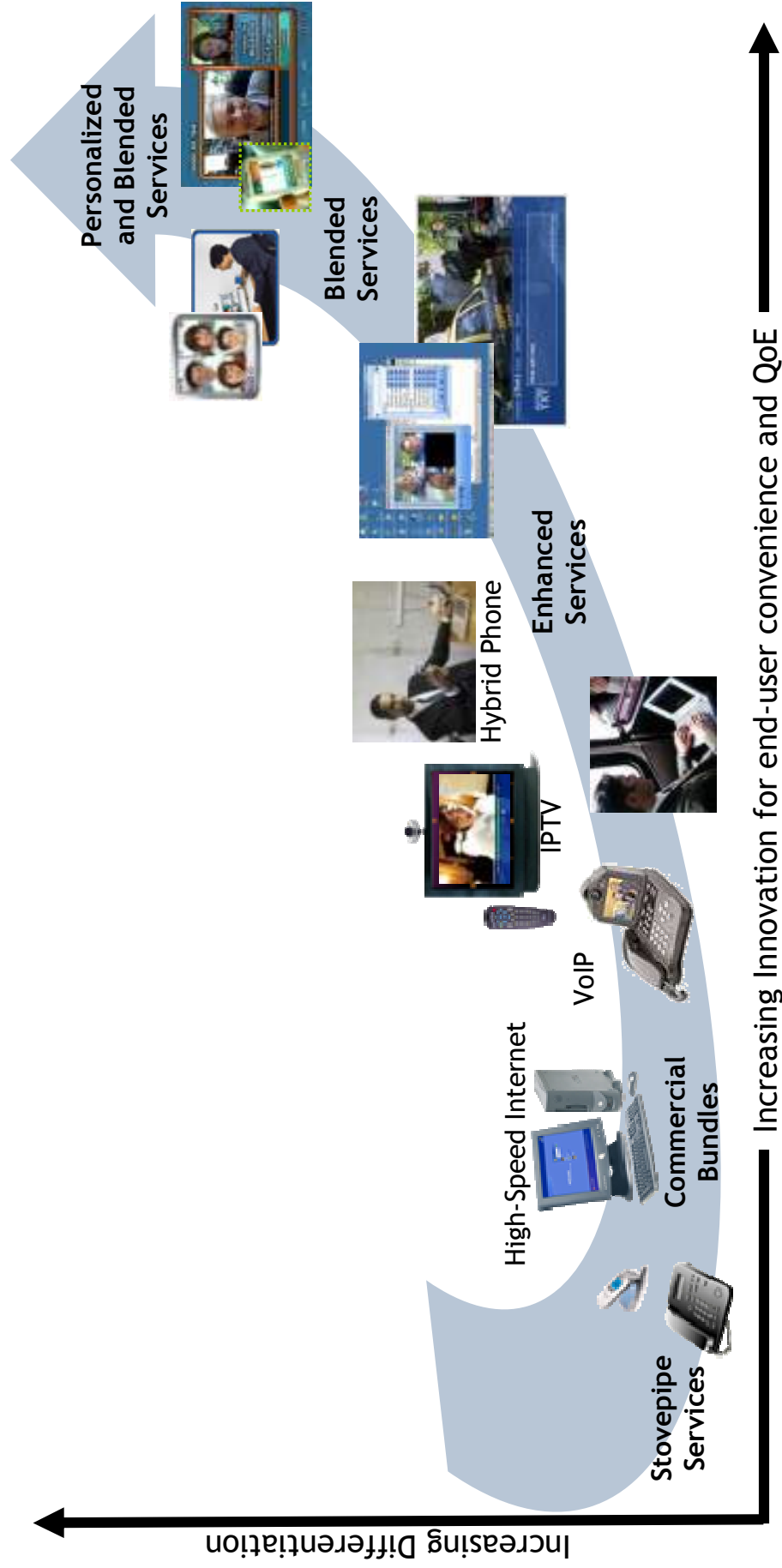


The market changes - Industries collide in battle for subscribers



The Internet Protocol is Mashing Up industries

Digitalization and the Internet drive convergence of services and devices



Convergence of digital services is driving innovation and Quality of Experience

The market changes - Control now shifting to the end-users



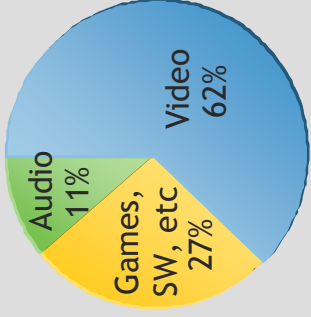
End-users defining the rules as they...

- Want always-on freedom, mobility & productivity
- Enjoy social networking & user-generated content sharing

Over 55 Million Blogs (**)

- Over 100 times bigger than it was just 3 years ago.
- In 2006: 175,000 new weblogs created each day.
- The 100 Million mark will be reached in 2007 (source: Gartner)

- 50 to 65% of all download traffic is P2P related
- 75 to 90% of all upload traffic is P2P related

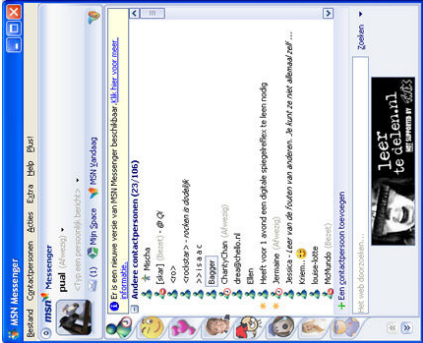


Category	Percentage
Video	62%
Games, SW, etc	27%
Audio	11%

(**) Source: Technorati

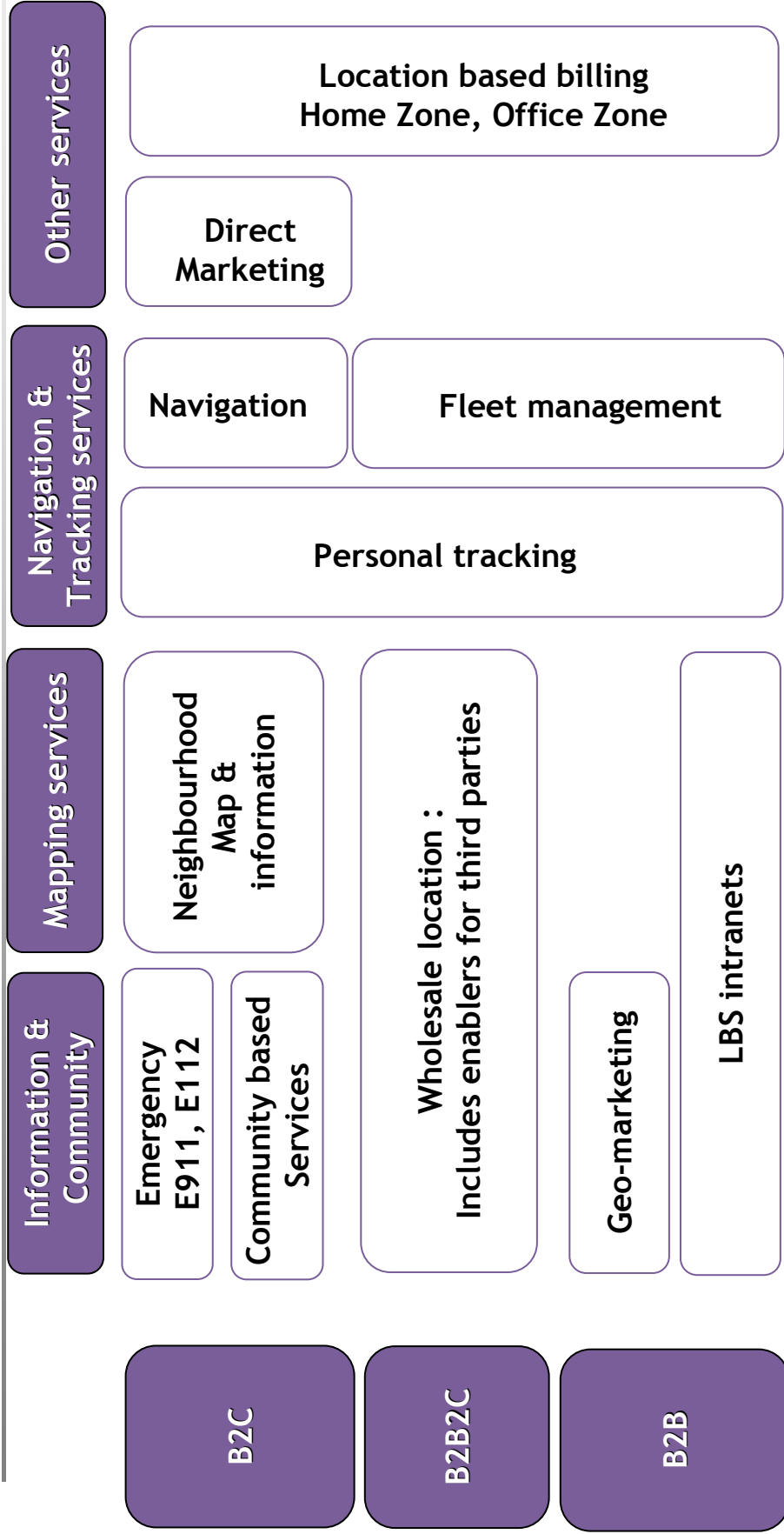
* Mix of file formats by volume of traffic generated over 4 main P2P networks: BitTorrent, eDonkey, FastTrack, and Gnutella. Weighted by volume of traffic on each network.

Blended Communications embedding location and presence information



● Ken Sanders				
● Lauri Fouts				
● Mike Haber				
● Terri Benton				
● Jennifer Minnet				
● Kim Laurel				

Location Based Services: Segmentation



Alcatel Lucent LBS

From the operator view, the market is very diverse, with multiple business models !

Finding People & Places



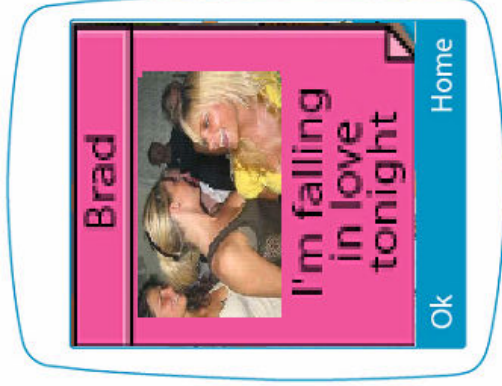
- Friends & family, Points of Interest, and/or Events displayed on a map
 - Map radius is determined by tracking distance preference setting
 - User can zoom in and out
- Different icons used to distinguish friends & family, points-of-interest, and events
 - Which appear is determined by map features-settings or carrier provisioning
- Access to 'click-to-dial' & SMS
 - One or more icons selected using navigation pad on handset to call or send text message
- Screen Refresh
 - Done as specified by refresh map preference
 - When friends/family enter or leave the tracking distance set

Moving Blog

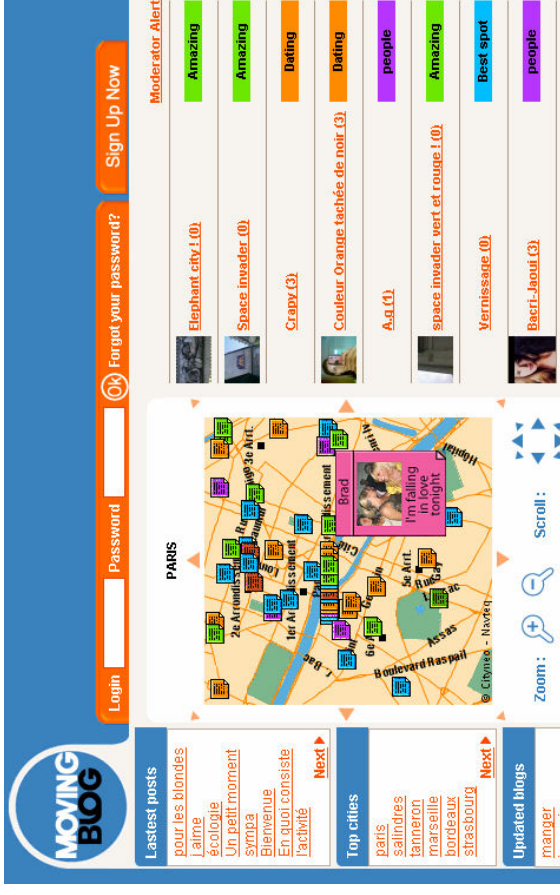
**A-GPS technology brings a new way of communicating:
Cityneo invents MovingBlog, the first map-based blog
A tailored product for AGPS carriers.**



1. Take a snapshot of your life using the camera embedded in your mobile



2. Post it Send a simple MMS (or an email) to your movingblog email address.



3. Your entry is located on a map using Assisted GPS. Bloggers can then read and comment on your post on movingblog.com website.

Location Based Services: Fleet Management



ADMINISTRATION ABOUT HELP

VEHICLE TRACKING FLEET TRACKING POINT OF INTEREST

EMPLOYEE ALL EMPLOYEES REPORTS

PERSON TRACKING

Person Data

Person User A-GPS 6

Misidn 0032475123456

Language FR

Email

Gender M

Person action Stop tracking Ok

Credit (pts)

From 09/06/2005 Until : 09/06/2005 Search

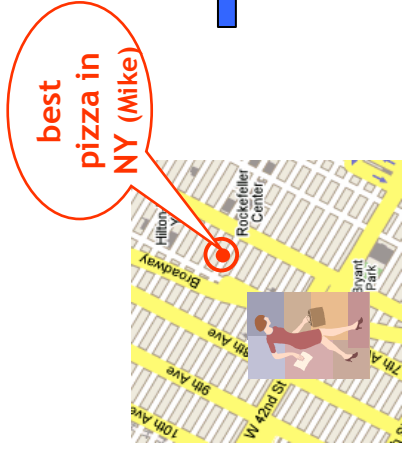
Event ID	Map	Date	Event	Last position	POI
101074		09/06/2005 09:44	tracking	Avenue Comte de Smet de Nayer - 5000 Namur (Namur) België	Alcatel
101073		09/06/2005 09:41	tracking	Avenue Comte de Smet de Nayer - 5000 Namur (Namur) België	Alcatel
101072		09/06/2005 09:37	tracking	Rue J.B. Brabant - 5000 Namur (Namur) België	
101071		09/06/2005 09:33	tracking	Place du Théâtre - 5000 Namur (Namur) België	

Geofencing / Push Location Based Services

Messages automatically triggered by subscriber entering or leaving location - a "GMS"



Sally opts-in



Mike leaves a GMS message for Sally around a location

Sally enters the zone and gets the message

- Receive shopping list from spouse when entering market
- Be notified that child has left the school grounds
- Receive coupons when entering favorite retailer
- Connect with friends (or business partners) in your vicinity
- Learn that delivery man has strayed from course
- Engage in location-based gaming
- Learn a historical event occurred right here

GMS : Geographic Messaging Service

SMS → MMS → GMS

Pull + Push rounds out LBS with proactive **Opt-in** content

We just started: User context goes beyond location

Location (multi-domain sources)

User-Status (busy, available)

Speed, direction

Role (home, work)

Activities (meeting, busy, travelling)

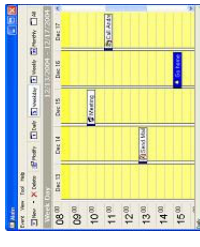
Surroundings (type of place, luminance, weather)

Connectivity (bandwidth, delay)

Availability (Do Not Disturb, Want to Talk)

Medical/health parameters (emergency)

Resources in the neighbourhood (Printers, displays, speakers)



Key Points

Location and user status information is readily available in today's communications networks - for network and service providers, other users, companies, advertisers and

Location and user status information provide opportunities to enhance Quality of Experience

BUT.....

Service providers, companies and users will have to respect the “rights of the user”

Nothing new? Or new territories?

Thank You !

www.Alcatel-Lucent.com