

Wireless Services

WapIT Oy

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Some Visions ?

“It took 100 years for there to be one billion phones and it`s going to take 10 years for there to be one billion cell phones”

Vivek Ranadive, Chairman, Tibco Software

“1 billion mobile users by 2003”

Johan Siberg, Ericsson



Where We Are Now?

Wireless Application Protocol

- So far network has been better than terminals
- Now it's upside down
- Terminals are putting a big pressure to network
- Networks and terminals are able to communicate for the first time

How Does WAP Change The World ?

- **Pulls end-users to use services**
- **World of services will never be the same**
- **Still on the first step, but with both feet**
- **Prayers book, Bible and Calendar**



Service Range

Examples of the service range in Finland
(200+ services)

- News & weather
- Finance Information
- Sporting results
- TV & cinema
- Culture
- Games
- Travel information
- Lottery results
- Horoscopes
- Mobile Chat
- Leisure
- Send & receive E-mail
- Hotels & car rental
- MMM-Mobile Media Mode

Service Range

Available...

- **Mobile Media Mode (MMM)**
 - brings a great deal of www functionality to any GSM phone with SMS features. Possibility to create your own home page on Mobile Network.
- **Dictionary**
 - users have “on-line dictionary” with them all the time. Translations to and from 12 languages available.

Service Range

Also available via WapIT...



- **Harmonium**
 - web application designed for mobile phone operators. With Harmonium the subscribers can compose, publish and download **ringing tones** for Nokia smart message compatible mobile phones
- **Bitmaps**
 - basic graphical bitmaps that can be used, for example, for caller group profiles



Icons (BitMaps)

FRIENDS

ALIENS **HOME CALLING**

PARTY **OH No!** **True Love**

GOLF **salibandy**

I love U! **GSM 050 RADIOLINJA** **DAD** **Air & Snow**

- my girl - **BOOM**

- my boy - **\$\$\$** **BABY**

I want to believe **SWEET!**

NERDS

MOM

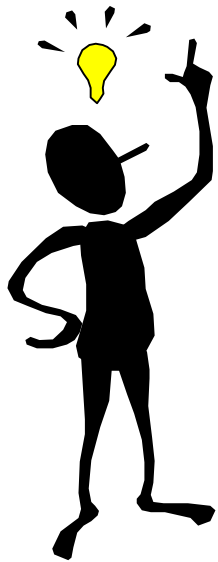


Services

- It's important to build services in which the properties of phone are utilised - user and location information, etc.
- The information is in that form that the user wants
- The number of measures made by the users is minimised
- Something for everybody - global and local content which the users can personalise.

What Are Users Demands ?

- **So far there has not been specific demands**
- **Crucial point is crossed**
- **From now on demands are going to put a big pressure for everyone in the business**



What Are Users Demands?

- **Your handset knows where you are**
- **Own service for “Stockmann”**
- **“Last 5 Boss suits out now 300 FIM a piece”**
- **Send only to 5 km radius, or selected customers**

What Are Users Demands?

- **End-user agrees to get commercial messages**
- **”Morning +25, partly cloudy. Trink Koka Kola, it cheers you up”**
- **“Latest Beatles CD now at Virgin Ministore for 110 FIM”**
- **People are happy, when they get info for free**

What's happening ?

- **Everyone wants to have their own content to mobile world !**
- **ALMOST all the info is already there**
- **But people want it ALL, without knowing will they ever need ALL of that content**

Communities on air

- **Connecting people in a new way**
- **You tell your location in your home page**
- **Your friends will find you easily**
- **Companies, teams and all kind of clubs will find this new info-board**

Communities On Air

- **An internet will happen**
- **More collective services to get people together**
- **No way to live without e-mail. Now wireless**
- **Escort services will find this media**

WAP vs. PC

- **More units out**
- **Growing faster**
- **We got the billing**
- **Subscribers are used to pay**
- **Always with you**

More And More Personal Device

- **End-user chooses push services for himself**
- **News, football results, horoscope and traffic warnings**
- **You´ll get money with it**
- **Pers. safety device, if you or your credit card is lost, emergency numbers around the world, embassy in Hong Kong, locking-services, traffic or weather warnings**

What Do We Want?

- **Guiding services**
- **Get movie- or theatre tkts to our phones**
- **“Babysitter Elm str 3. 18-23:00”**
- **Games**

What Do We Want

- **Vending-kind of transactions**
- **“Here and now”-services**
- **Betting services**
- **Fun, fun and fun**

WapIT Global Services

- WapIT Mobile Mailer
- WapIT Chat
- Ringing Tones
- Bitmaps
- Biorythm
- Dictionary, 12 languages
- Conversion Tools
- Financial Information
- MMM-Mobile Media Mode
- WAP Calender
- DHL Tracking Info
- Weather services
- WapIT MapIT
- WapIT Charger
- WapIT Stinger

Reality ???

- **Most of examples possible already**
- **Technology is there, just waiting for network to follow**
- **Also waiting for a “street level” to walk into the system**
- **Marketing people will soon understand, what this all is about**

Learned So Far !

- **Subscribers are used to pay**
- **Most of people don't know about services**
- **They are used only to pull services**
- **Business-users are only 5-10%**
- **Entertainment and pleasure should not be under-estimated**
- **Services must be easy-to-use**

Thank You

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