LTE proximity services
LTE World Summit 2014, Amsterdam RAI

Thomas Henze, Deutsche Telekom AG – Digital Business Unit
HOW TO BRING THE RIGHT PEOPLE TOGETHER?
HOW TO CREATE PROXIMATE AWARENESS?
LOCAL IS RELEVANT

Source: Google study “Understanding Consumers’ Local Search Behavior”, May 2014
Evolving demand for proximity services in different areas

- Social apps, hyper-local marketing and classifieds
- Proximity as new vector for mobile advertising
- Public transport, infotainment
- Many more

WATCH ON YOUTUBE
http://www.youtube.com/watch?v=cDIP6j3yaB0
LTE PROXIMITY: DISCOVERY AND BROADCAST

**Discovery**

- Signal discovery and filtering against user relevance (filters)

**Broadcast**

- Signal broadcast (<500m): "tickets/concert/…"

- LTE, licensed spectrum.
- Range classes
- Interoperability across all networks and devices.
- 3GPP-standardised enabler, exposed to 3rd parties via developer APIs.
- Manifold business models thinkable, to be defined.

1. Content pull via network
2. Offering 2 concert tickets now!
3. Subscription & authentication
4. Content storage
5. Security & fraud prevention
6. Billing
USER EXPERIENCE: MEET FOR COFFEE
Who of my LinkedIn contacts are at LTE World Summit?
LTE proximity function = ON
LTE proximity function = ON
LTE proximity function = ON

Hey Andrew,
Long time no see. Would you like to join me for a coffee during the next break?

Cheers,
Thomas
How have you been?

Hey Andrew,
Long time no see. Would you like to join me for a coffee during the next break?

Cheers,
Thomas
USER EXPERIENCE: ITALIAN PLACE
I am hungry
LTE proximity function = ON
LTE proximity function = ON
LTE proximity function = ON

I love Italian food!
USER EXPERIENCE:
BUS APPROACHING
Need to catch the next bus. Do I have time for another coffee?
LTE proximity function = ON
LTE proximity function = ON

ALERT
BUS 872 approaching
LTE proximity function = ON

ALERT

BUS 872 approaching
USER EXPERIENCE:
... YOUR IDEAS?
TAKING PROXIMITY SERVICE ENABLING TO NEW LEVEL

Location-based Geofencing
- Installed base
- Mobility support

Beacons (LE Bluetooth)
- Low power consumption
- Indoor support
- Limited signalling traffic

Foursquare, Google Maps, ...
- Installed base
- Mobility support

iBeacon, Fyx™, Bitplaces, ...

3GPP Prose (Rel.12/13), LTE Direct
- Telco grade quality and reliability
- Reach via native device implementation
- Flexible proximity levels (20m ... 500m)
- Highest security & privacy level due to independency from central platforms
PROXIMITY SERVICES AS NEW CHANNEL TO ADDITIONALLY MONITIZE LTE

Enables a wide range of proximity use cases
- Broadcast **commercial expressions**
- Public **transport**, municipality information
- Tourism, local programs
- **Spontaneous** social and business **contacts**, on-the-spot classifieds etc.

Cross- and upsell potential for MNOs
- **ecommerce solution** towards B2B(2C) partners, incl. cellular modules, access tariffs and platform management
- **Enrich partner apps** by proximity component to allow new functionalities
- Integrate into company / partner / MNO loyalty programs
- Product considered as **successor of premium SMS / VAS**

Opportunity for the Developer Community
- **Open API** for developers
- **Enrich apps and services** with all stakeholder incl. developer, B2B(2C) partner and MNO
LTE PROXIMITY SERVICES @ DEUTSCHE TELEKOM

- Product working title: “LTE Radar”
- Support 3GPP “Prose” standardisation.
- Friendly Customer Trials in 2015.
- Commercial launch 2016, depending on availability of infrastructure and devices.

DTAG Key contacts:
Martin Scholz (Project Lead) – scholzM@telekom.de
Andreas Frisch (Technical Project Manager) – andreas.frisch@telekom.de
Kurt Bischinger (Standardisation lead) – kurt.bischinger@t-mobile.at
YOUR QUESTIONS PLEASE.