

LTE proximity services

LTE World Summit 2014, Amsterdam RAI

Thomas Henze, Deutsche Telekom AG – Digital Business Unit



LIFE IS FOR SHARING.

HOW TO BRING THE RIGHT PEOPLE TOGETHER?



HOW TO CREATE PROXIMATE AWARENESS?



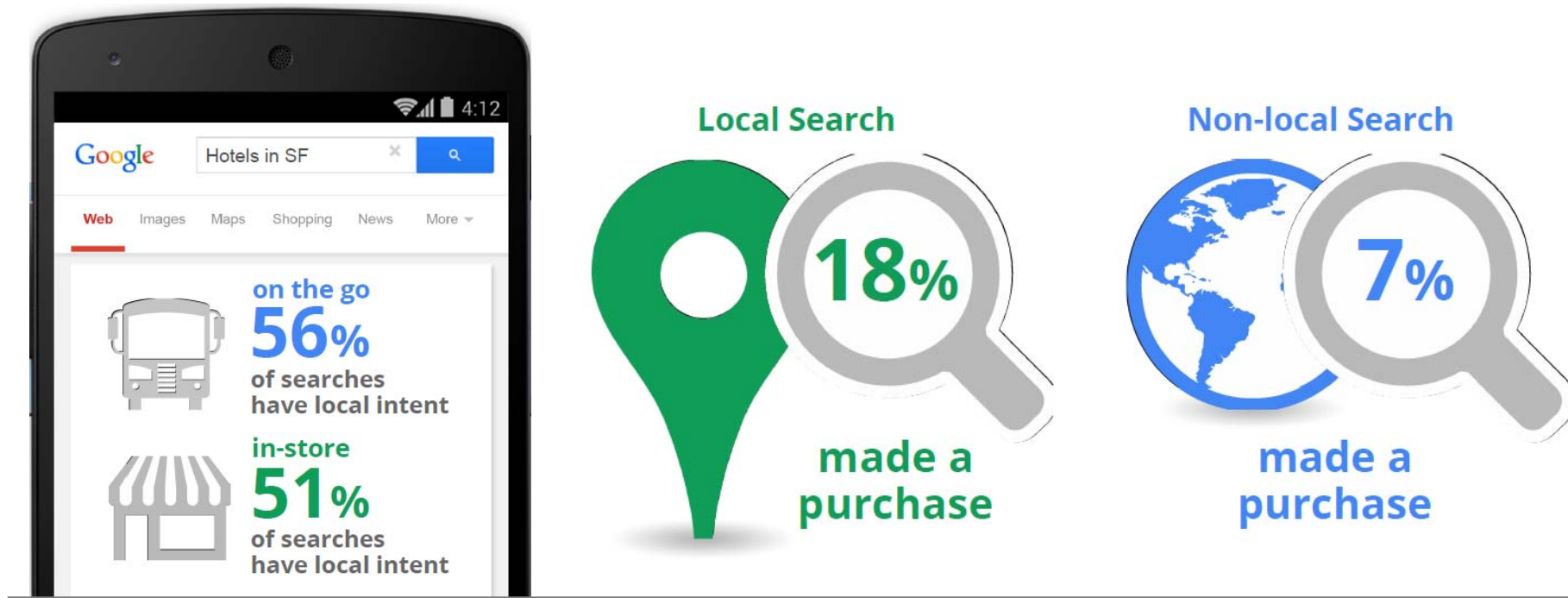
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LOCAL IS RELEVANT



Source: Google study "Understanding Consumers' Local Search Behavior", May 2014



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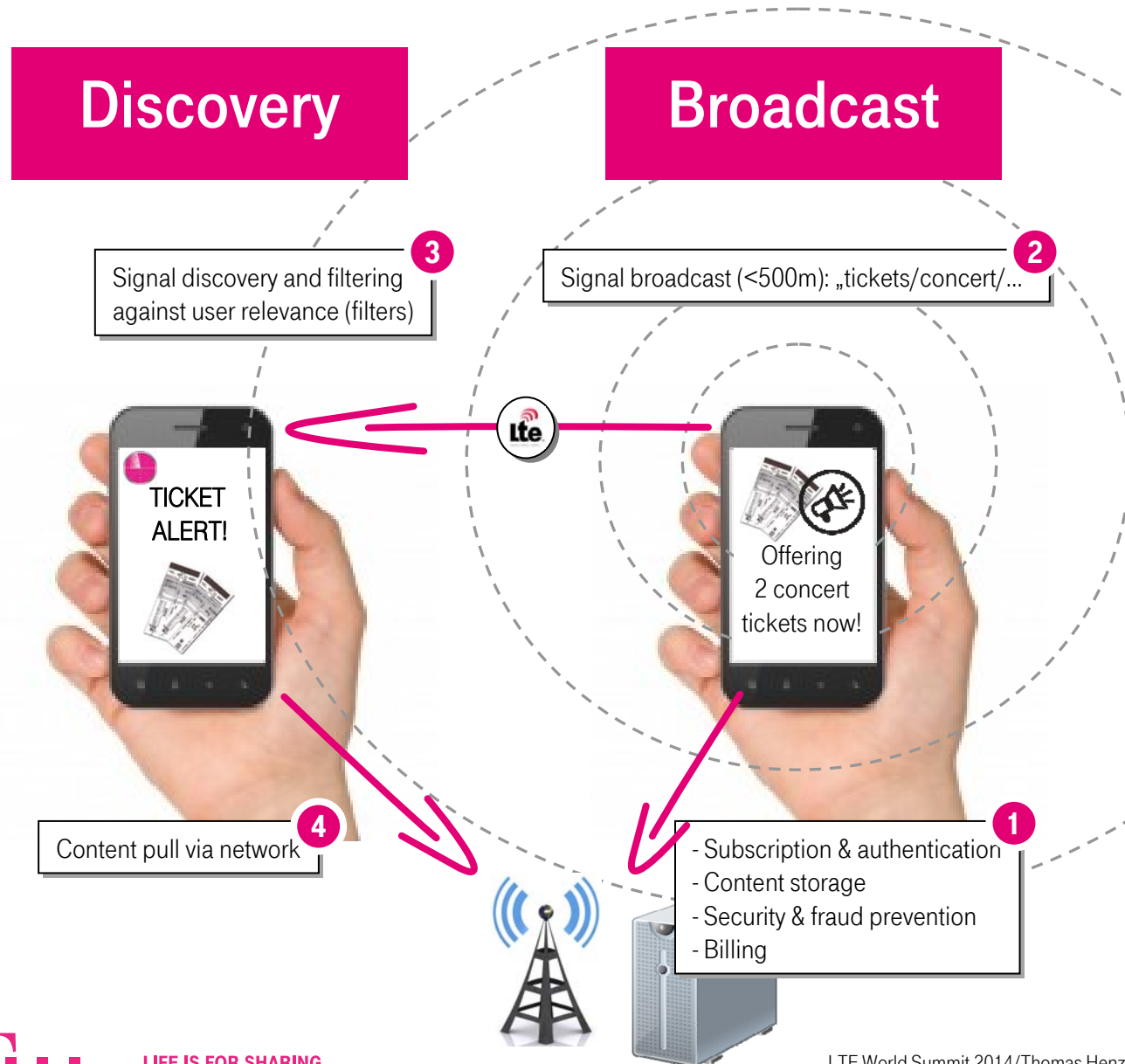
EVOLVING DEMAND FOR PROXIMITY SERVICES

WATCH ON YOUTUBE
<http://www.youtube.com/watch?v=cDIP6j3yaB0>

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

LTE PROXIMITY: DISCOVERY AND BROADCAST



- 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.

**USER EXPERIENCE:
MEET FOR COFFEE**



Who of my LinkedIn contacts
are at LTE World Summit?

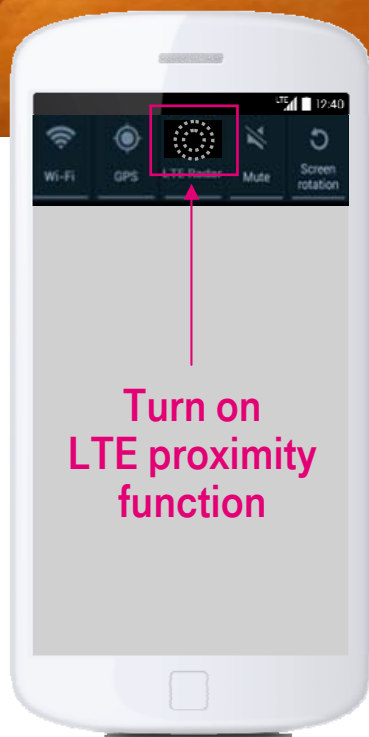


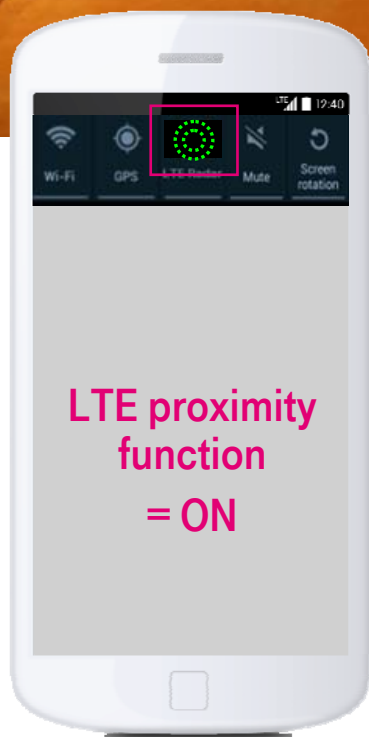
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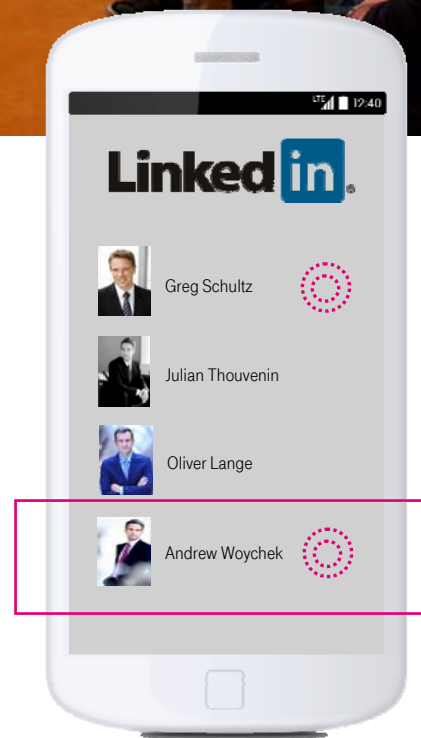
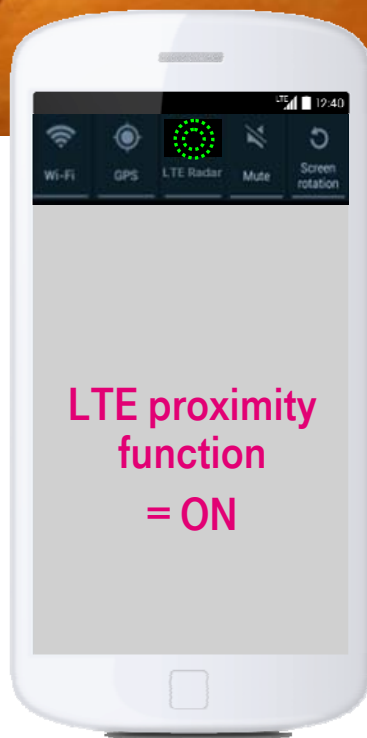
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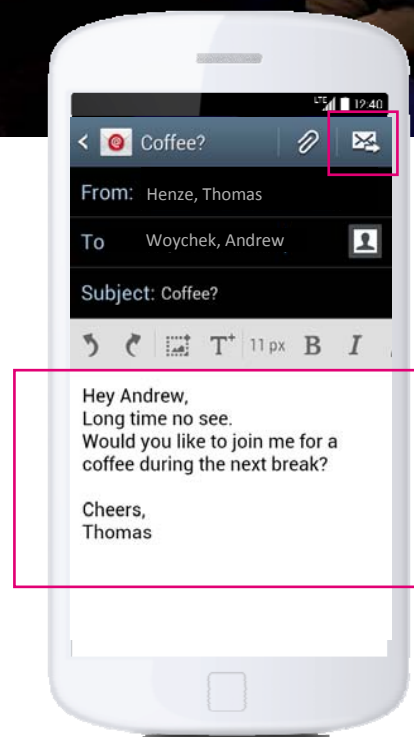
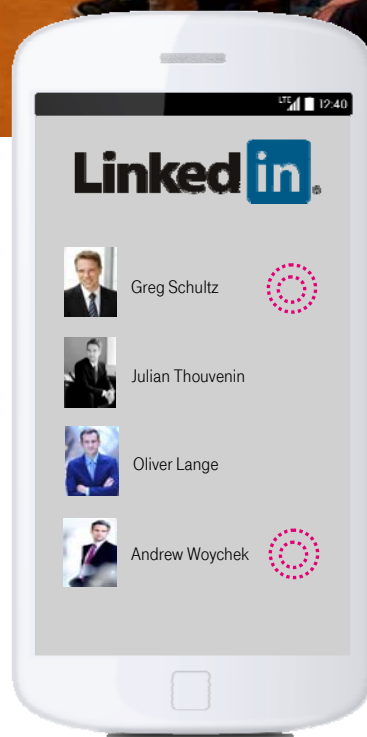
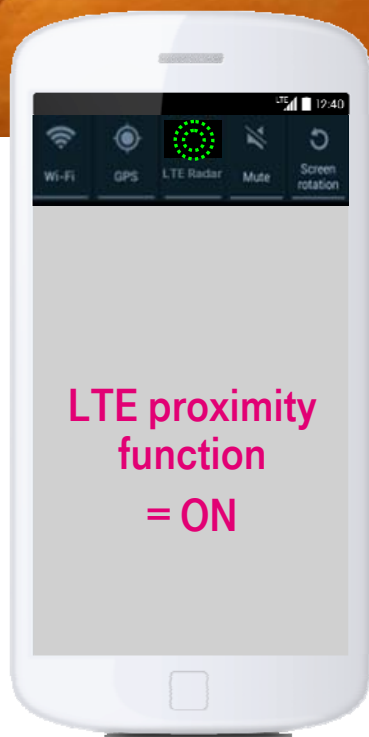
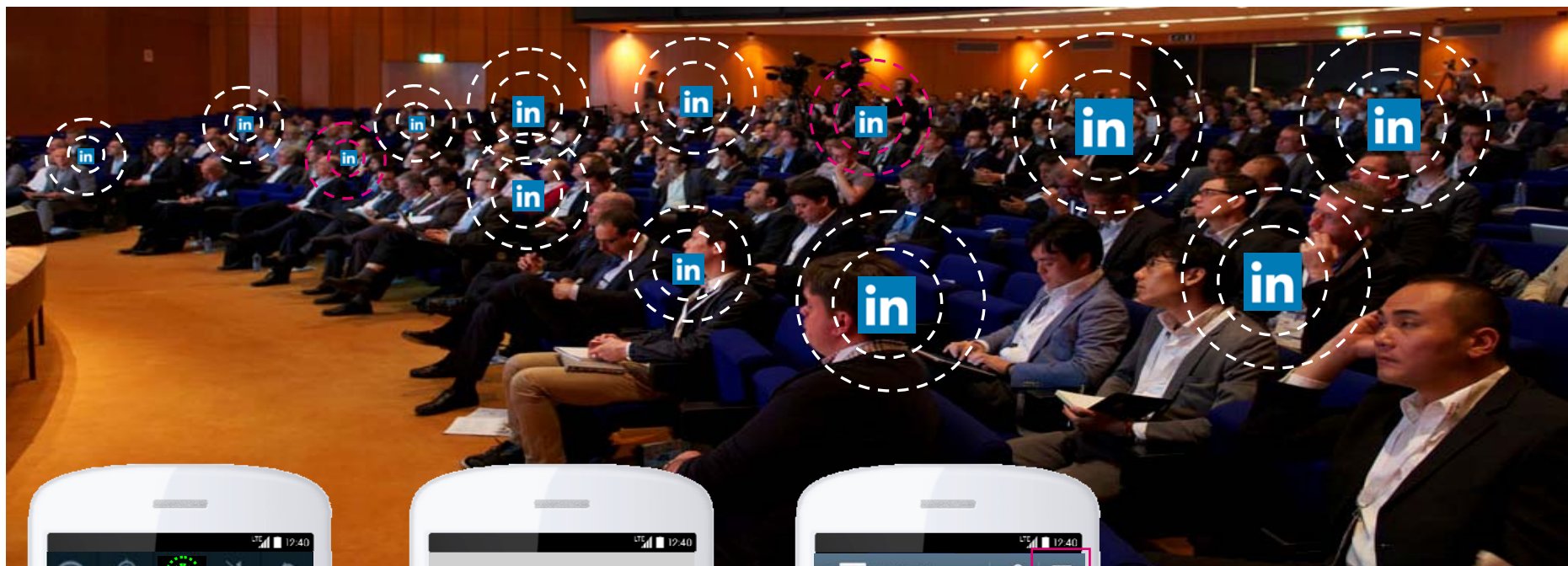
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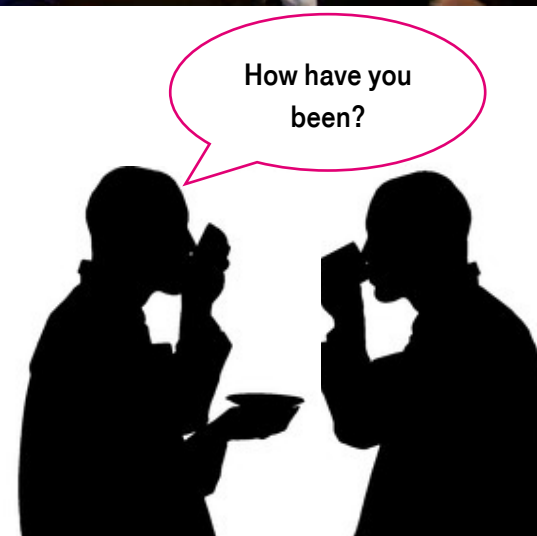
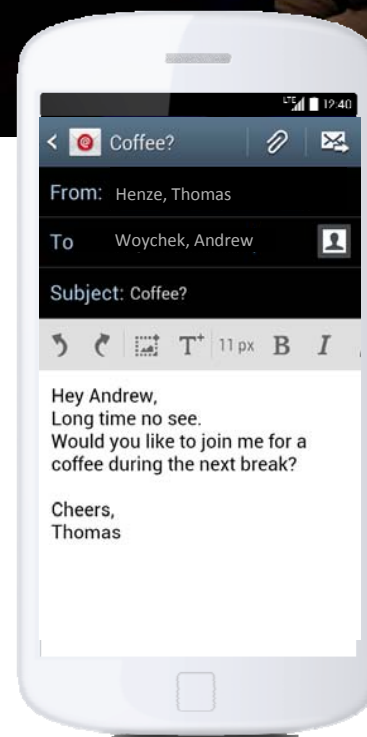
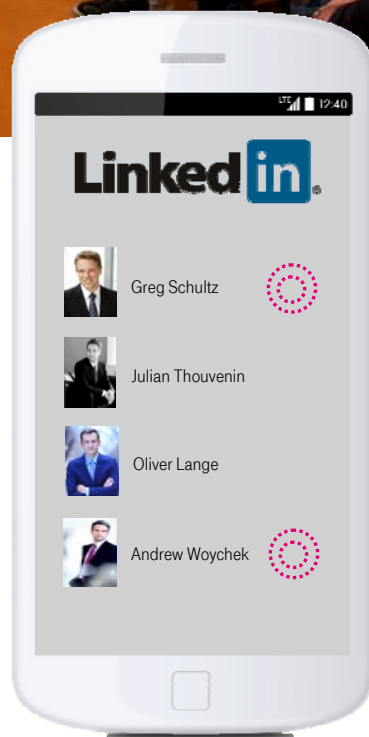
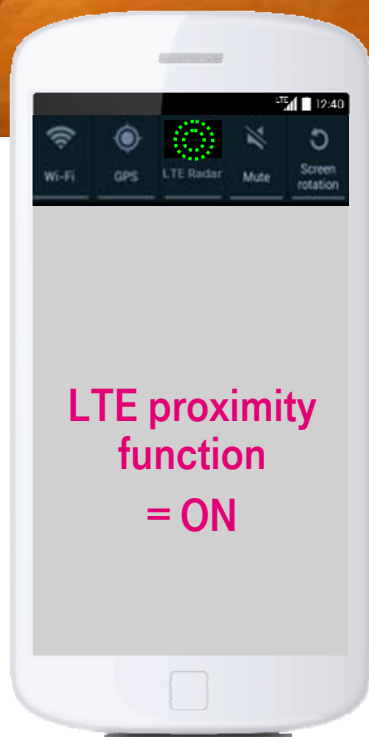
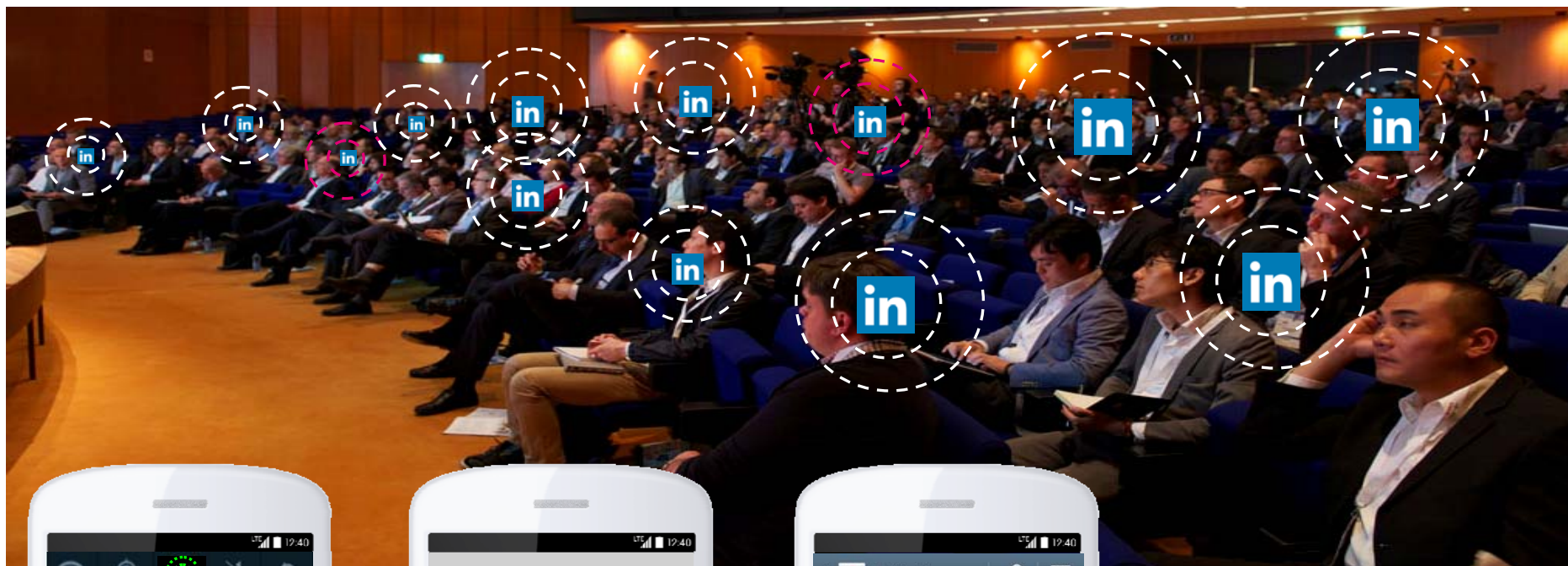








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USER EXPERIENCE: ITALIAN PLACE



I am hungry

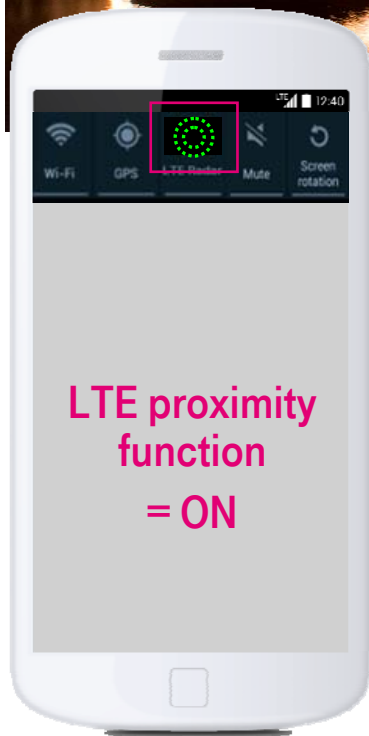


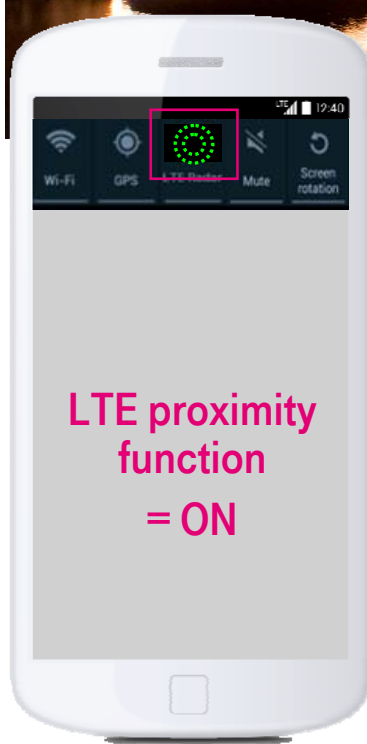
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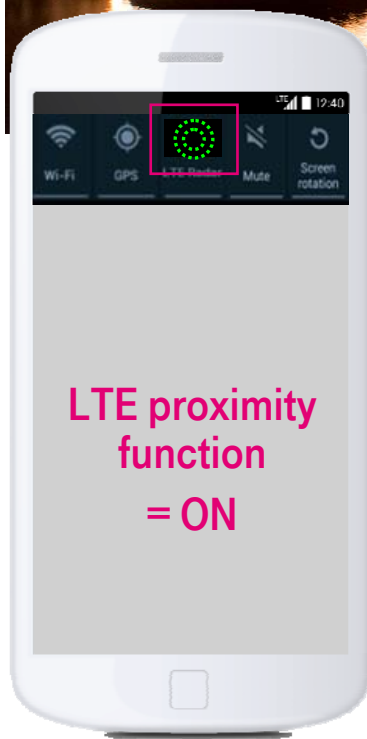


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USER EXPERIENCE: BUS APPROACHING



**Need to catch the next bus.
Do I have time for another coffee?**

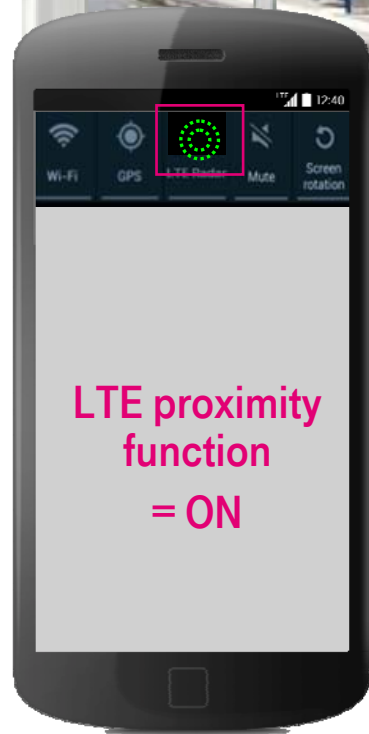


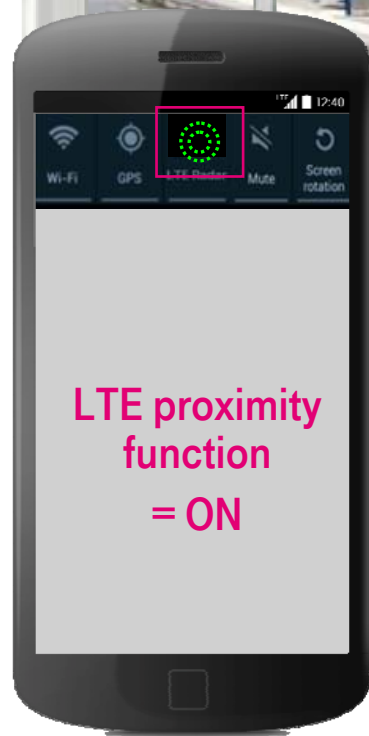
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**USER EXPERIENCE:
... YOUR IDEAS?**

TAKING PROXIMITY SERVICE ENABLING TO NEW LEVEL

Location-based Geofencing



Foursquare, Google Maps, ...

- + Installed base
- + Mobility support

Beacons (LE Bluetooth)

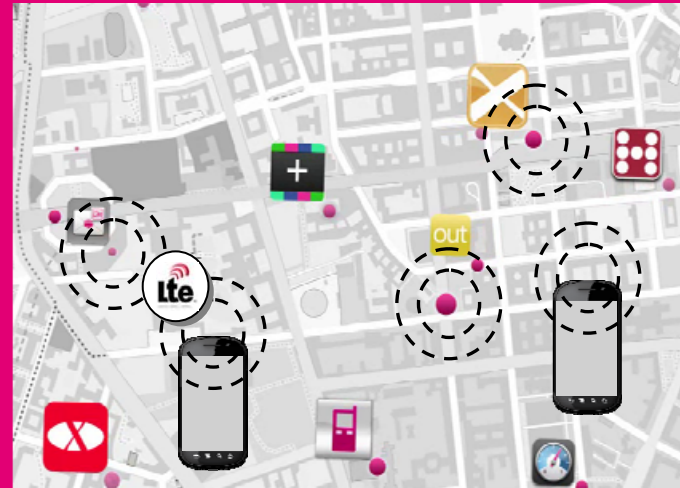


iBeacon, Fyxe™, Bitplaces, ...

- + Low power consumption
- + Indoor support
- + Limited signalling traffic

LTE proximity services

NEW



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



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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.
- Proof of concept trial based on “LTE Direct” technology starting in Q3/2014.
Partners: Qualcomm, Huawei, 1-2 OEMs.
- Friendly Customer Trials in 2015.
- Commercial launch 2016, depending on availability of infrastructure and devices.

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YOUR QUESTIONS PLEASE.



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