Understanding Ultra Broadband for the Wireless Lifestyle

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the Future of Telephony
“Phone” Trends

Starting point → Evolutionary path → End Point

Cell Integration → Ecosystems evolve → Cell Bridge

Voice Only → Communication evolves → Dashboard Info Services

Multiple Phonebooks → Phonebooks converge around people → Phonebooks

Multiple Numbers → Contact Info consolidates, filters expand → Call Management

Full Seamless Mobility → Data Widgets → One Phonebook → One Number
the Future of TV

Tailored...
...multi-Genre Content...
...Pervasive...
...Anywhere...
...shared with my Social group
“TV” Trends

Starting point

Evolutionary path

End Point

- Time shifting
- Rich content
- Mobility
- Socialization
- Broadcast
- Tailored Information
- My Time, My Content
- Full Mobility
- Social
- Smart & Personal

- In-home mobility
- Rich TV
- Out-of-home mobility
- Social TV
- Personalized info

“TV” Trends

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Blended Services

Rapidly create new applications by blending/combining existing services

- Find nearby movie theaters
- Preview movies
- Chat with friends
- Share movie clips with friends
- Movie appointment reminders
- Purchase e-tickets