



CHINA UNICOM COMMIT TO MAKE CONNECTED LIVING EASIER

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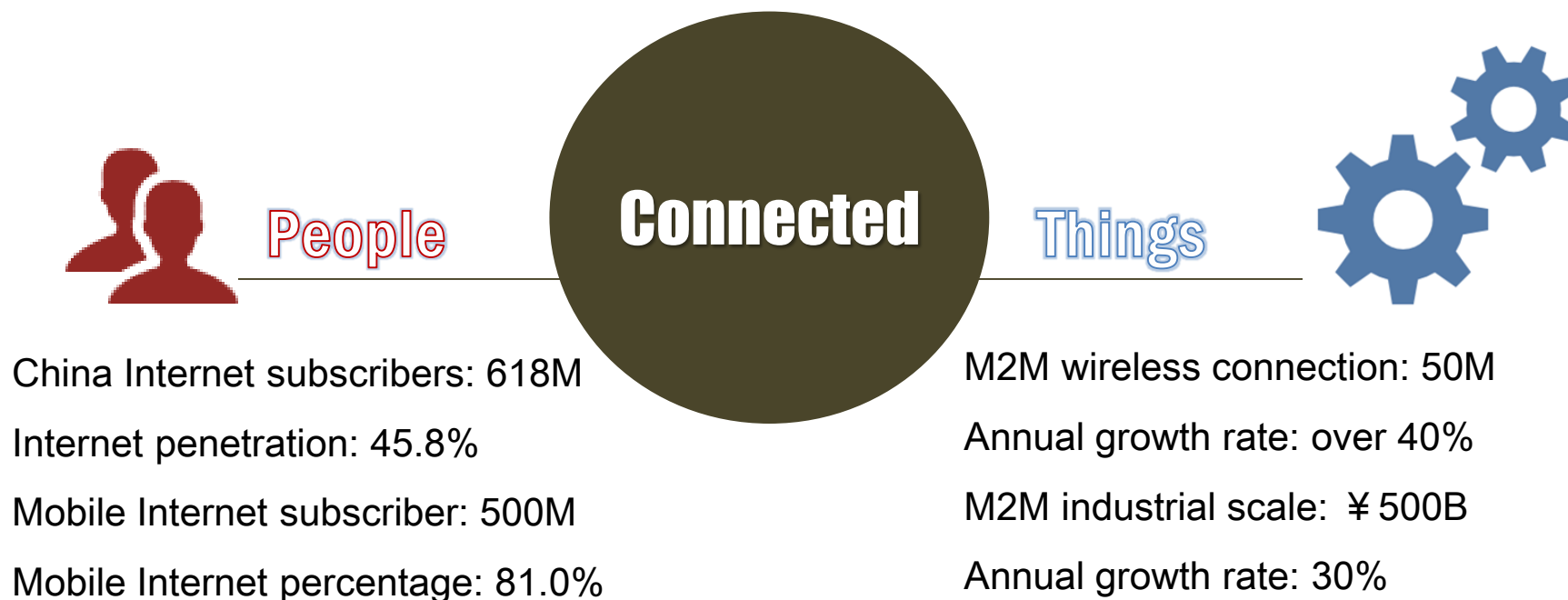


2014年6月

Connected Living is becoming true in China

Total connections in China-2013

Connected living growing fast in scale



Source: CNNIC

Source: MIIT

Connected Living is becoming true in China

Comprehensive connected living solutions in line with global trend



Smart
manufacturing



Wearable devices



Food tracing



Smart logistics



Smart city



Smart Home

clothing Food
Living Transportation



Intelligent Transport



Connected driving



Intelligent government



E-education



Smart healthcare



Smart Grid



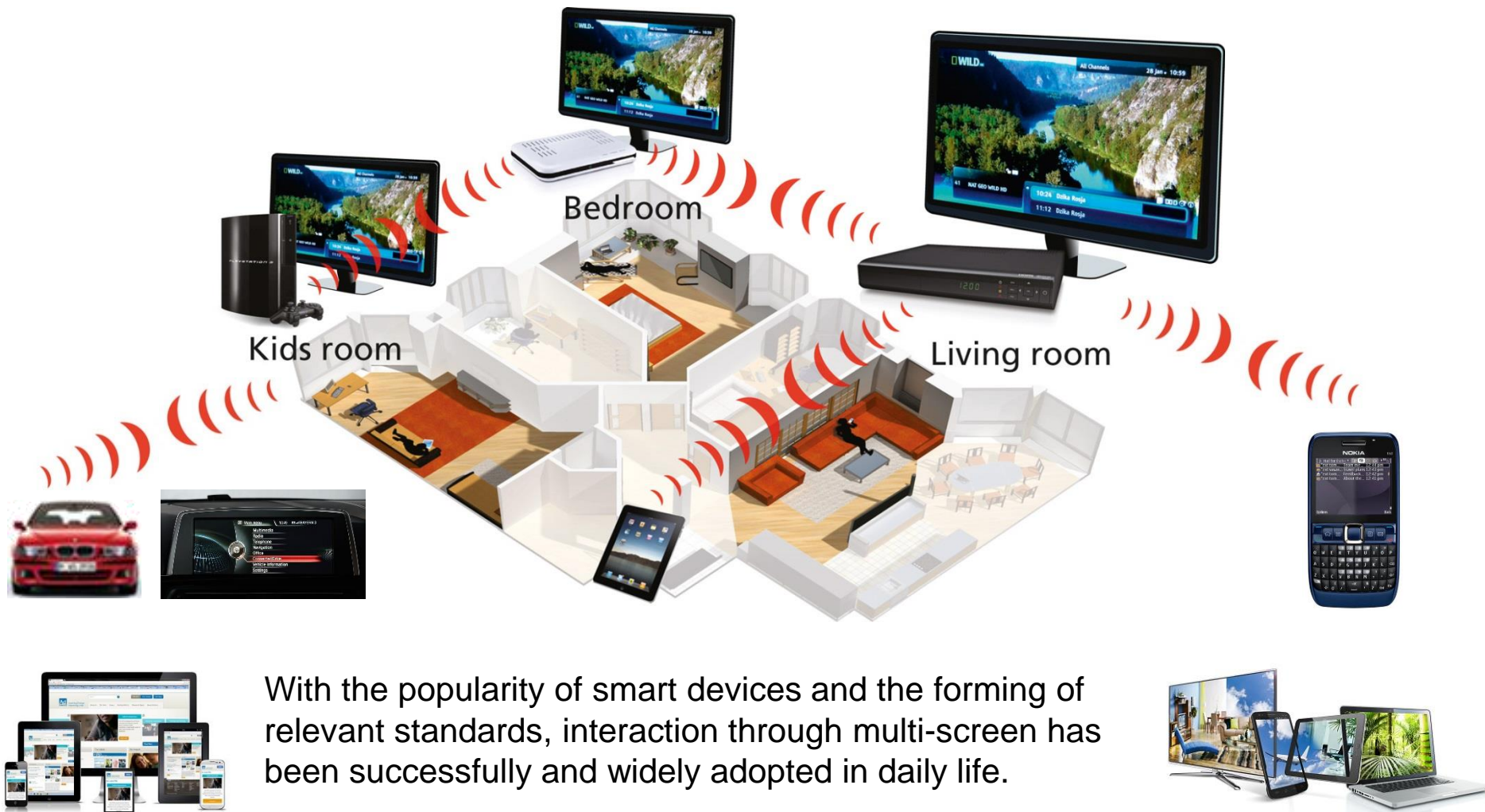
Internet
finance



Mobile
payment

Interaction through multi-screen is getting popular

Interaction through multi-screen - make it true of anywhere and anytime



China government actively promote Connected Living

Improving the Connected Living Ecosystem

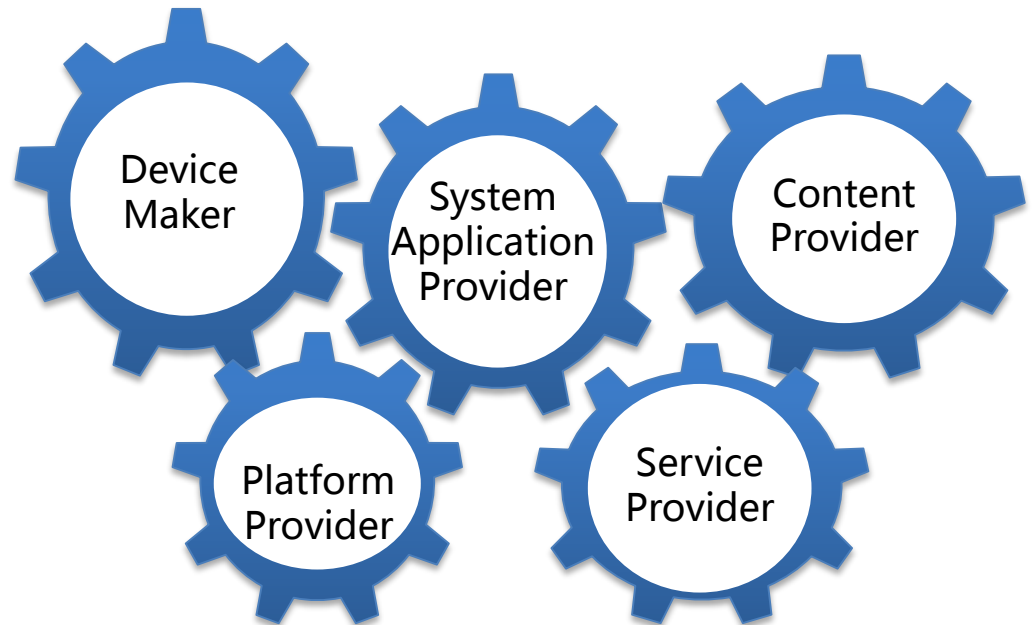
M2M becoming National Strategic Focus

- 2013/03, State Council has issued 《Guidance of promoting M2M development in healthy and orderly principles》
- 47 National M2M standard plans released by National Standard Committee
- 10 M2M special action plan issued by several Ministries
- 193 smart cities announced
- 'National M2M identity management public service platform' project starts by National Development and Reform Commission

Few other considerations in China

- Policy Control
- Regulation
- Information Security

Government



Network Operator

Telecom Operators actively participate in Connected living

Telecom Operator is major player and driver

Government

Device
maker

System
application
provider

Content
& service
provider

Network Operator

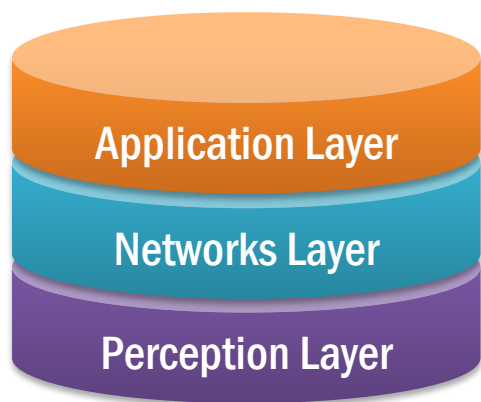
Telecom Operator will take a leading role in Connected Living development with its extensive advantages in network, talents, organization, operation as well as customers.

Treat M2M as Corporate Strategic Business Area

- Continue network development, evolving from 3G to 4G
- Accelerate industry application mobilization
- Build dedicated network infrastructure as important foundation to support connected living
- Build industry user friendly management platform
- Aggregate the strengths of ecosystem for smart city
- Bring corporate advantage into connected living long-term operation

China Unicom regard Connected Services as one of the major strategic direction for future

Connected services is one of the most important strategy sector



For China Unicom, connected service development is very well in line with its corporate strategy, aiming to provide customer perfect information service.

It shares the same vision of the company, continue to enhance marketing leading solutions offering along with the network capability development.

China Unicom shall leverage the advantages of principle Telecommunication Service Provider, innovate proactively, drive the connected living development at all aspects of technologies and



Professional
organization & team



Ubiquitous
supporting network



Application Platform
on Cloud



Total solutions
in key areas

1. Professional customer support team



Professional Subsidiary

CU System Integration

CU Info. Navigation

CU Broadband Online

Cloud & IDC operation

CU Mobile Payment

XINGYE Communication

HUASHENG

'Wo' online Store,
Music, Reading

Implementation Capability

"HQ - Province - City" 3-tier of sales teams,
engaging in 13 top segments, e.g.
government, finance and corporate.

Marketing

Mobile Internet/M2M
Experts Team

Institute of R&D
CUSI

**Technical
support**

Mobile Internet/M2M
Industry Application
Planning Team

M2M Office

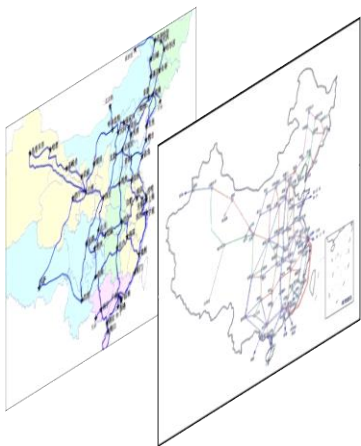
**Technical
planning**

National Industry
Application Platform
Operation Center

M2M Platform
Operation Center

**Platform
operation**

2. Ubiquitous supporting network



Guarantee the telecom service reliability by dynamic routing over completely different physical networks.



**Leverage the advantage of smooth transition from GSM
→ WCDMA → FDD LTE;
To build ubiquitous mobile broadband network**

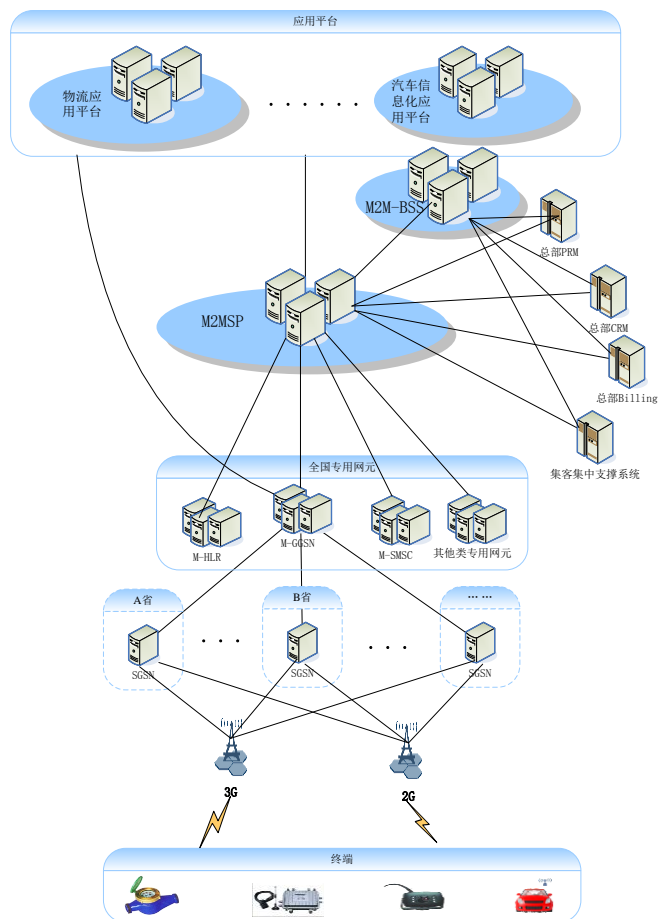
Technology & Network Leadership

- Leading Network Standards
- Leading Global Roaming
- Leading Convergence

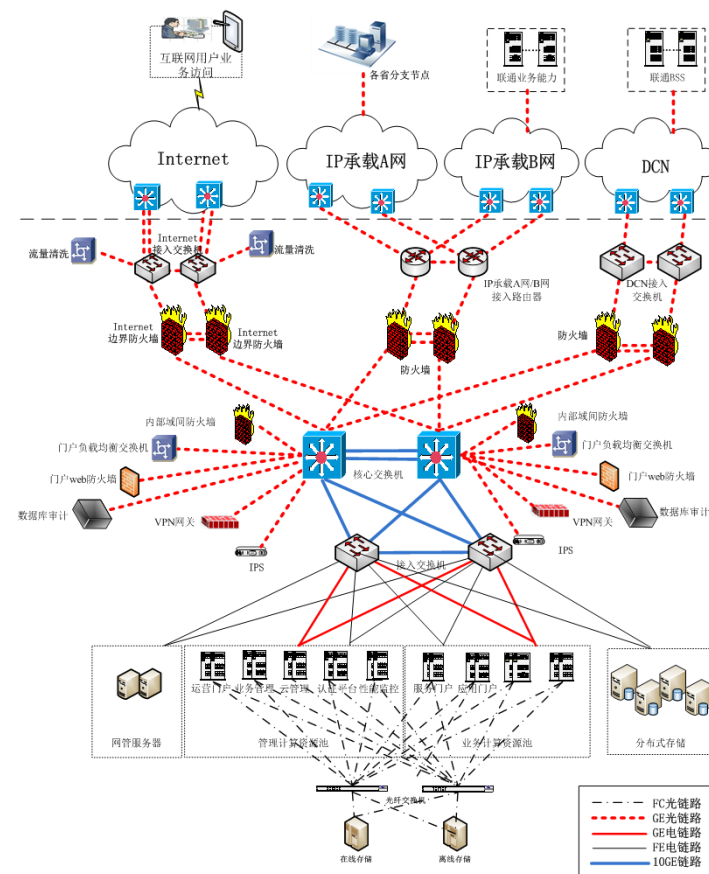
4G & 3G Integration

- Network Convergence
- Unified tariff
- Devices ecosystem
- Brand sharing

3. Dedicated core platform



M2M National Management Platform



Smart City Cloud Platform

4. Total solution practices in major area

Collaborate with business partners, to provide total solutions in Mobile Office, M2M, Mobile Monitor and e-Commerce areas.

Mobile OA

Mobile administration

Mobile Editing

Mobile Sale Management

Mobile Express

Mobile Survey

Mobile Office



Service & Operation

- Nationwide centralized Commercial & Billing service, to provide consistent user experience
- One-stop shopping services for all partners

Intelligent transportation

Smart Grid

Remote Control

Environmental Monitoring

Telematics

Smart City

M2M



City Surveillance

Remote loss Evaluation

Emergency Command

Real time Video

Security monitoring

Real time media broadcast

Mobile Video



E-business



mBank

mFlight

mStock

mFutures

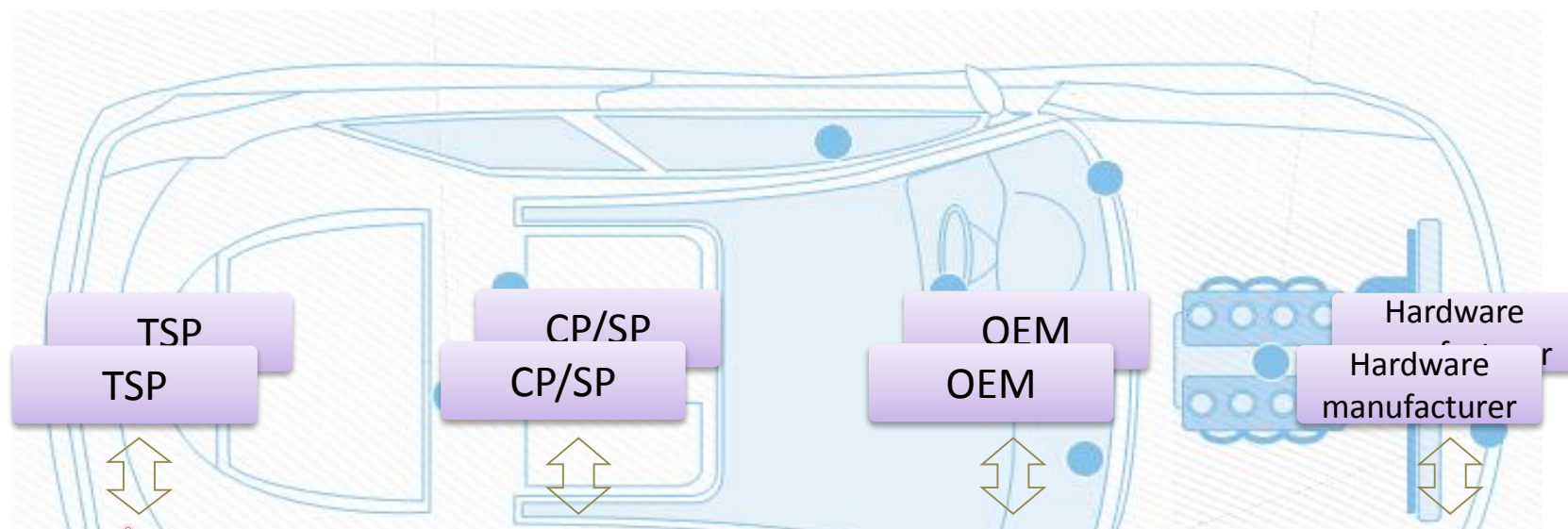
mPayment

Online Payment

By April 2014, 3G industry applications users has exceeded **39 million**.

5.1 Telematics practices – Fully engagement

China Unicom regards telematics as one of the strategic important area of IoT/M2M, committed to closely collaborate with OEMs in deploying Telematics service.



China Unicom Telematics Services Infrastructure(CUTSI)

Telecommunication
Service

TSSP

Infotainment
Service

3rd Party Professional
Service

Call Center Service

5.1 Telematics practices – Fully engagement (Cont.)

Premier service offering combining the capabilities from MNO, Call center, VAS and TSSP/TSP

MNO Services



- High reliability of network access solution for T service
- Dedicated management platform for optimized process
- Independent network units for SLA control
- Promotion of support capacity for OEM innovation

Call Center Services



- Agent capacity(ppl) : **35000**
- Helpline: **80000**
- BPO agent capacity: **10000**

- A dedicated telematics call center infrastructure
- Competence of nationwide call centers support

- Telematics as one of China Unicom's main directions in M2M services.
- China Unicom, as a leading telecommunication service provider, will cooperate closely with OEMs to provide differentiated and localized services based on its own advantages in China.

- As a traditional information service provider, closely cooperate with partners in the ecosystem to provide competitive services and products.
- Consistent investment in M2M, including platform, call center, value added services etc.
- Devoted to provide persistent, stable management and operation.

Information Integration Service



Internal and external professional resources for integrated Infotainment services

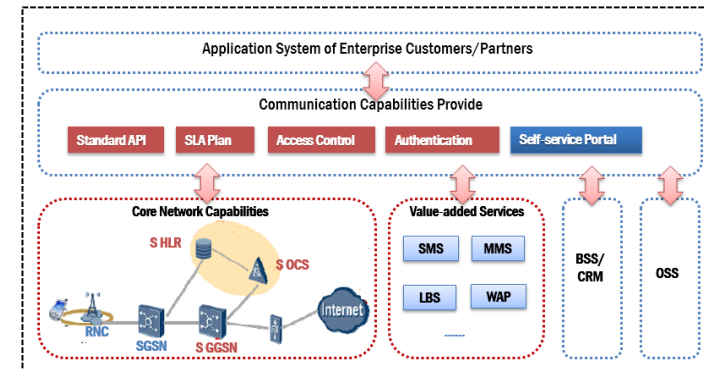
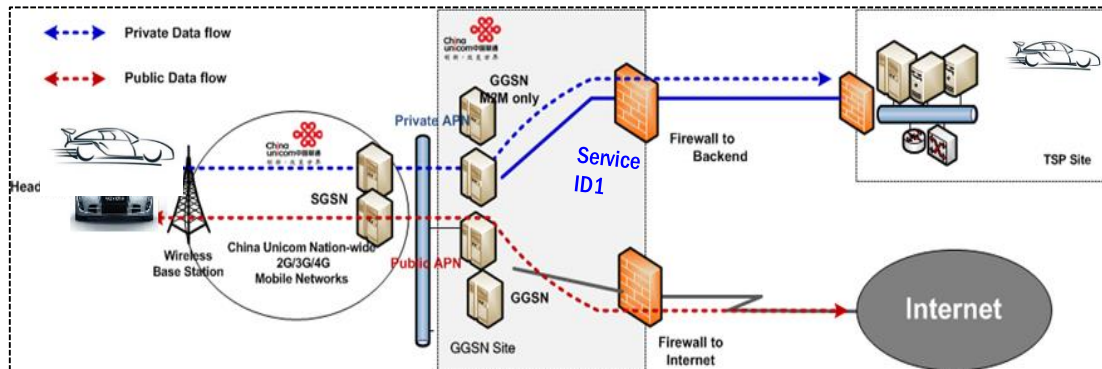
TSSP/TSP Services



- Integrated TSSP with distribution ability open to Apps and prompt deployment of services
- Total ICT solution, including system integration, hosting, maintenance and operation
- Monitoring function for MNO performance , TSP system and Call Centers

5.2 Key capabilities deployment & consistent development

- ✓ Embedded-SIM
- ✓ OTA Capacity
- ✓ SIMs management platform
- ✓ Flexible business & service deployment
- ✓ Split billing
- ✓ Consistent & stable operation support
- ✓ High standards information security assurance



Consistent
Development

As one of major partners, China Unicom proactively involves into GSMA eUICC works to accelerate the technology evolution.

5.3 Broader collaboration

Existing Partnership with **20** OEMs



BMW互联驾驶
BMW ConnectedDrive
世界与你随行。

Audi connect

SYNC

blueLink

VOLVO
ON CALL

in Call

InkaNet

观致逸云™

THINK+

D-partner





We Are Well Prepared to Make Connected Living Easier, Comfortable and Enjoyable

Thank You

