

Connected Living: Realising the Market Potential

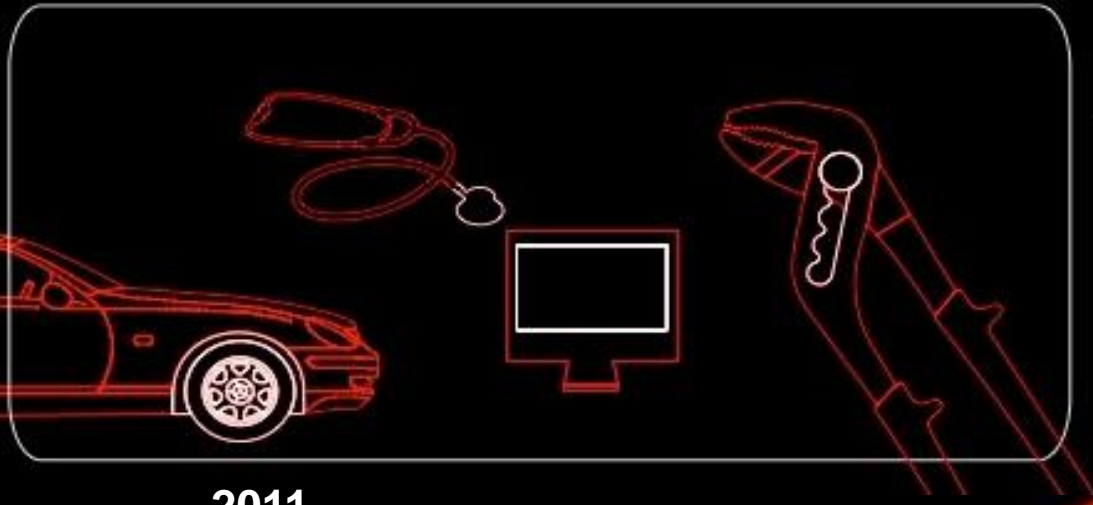
Ken Figueredo

**Mobile Asia Expo, Shanghai
21 June 2012**

A new wave of connectivity is on the horizon

- Wireless connectivity adds value to most devices
- Everyone and everything that might benefit from a wireless connection will have one
- Many devices will connect intelligently via wireless to communicate and interact with each other
- Many new opportunities for the mobile industry

The Connected Life by 2020



2011

9 Billion

Total Connected Devices

2020

24 Billion

Total Connected Devices

2020

12 Billion

Mobile Connected Devices

2011

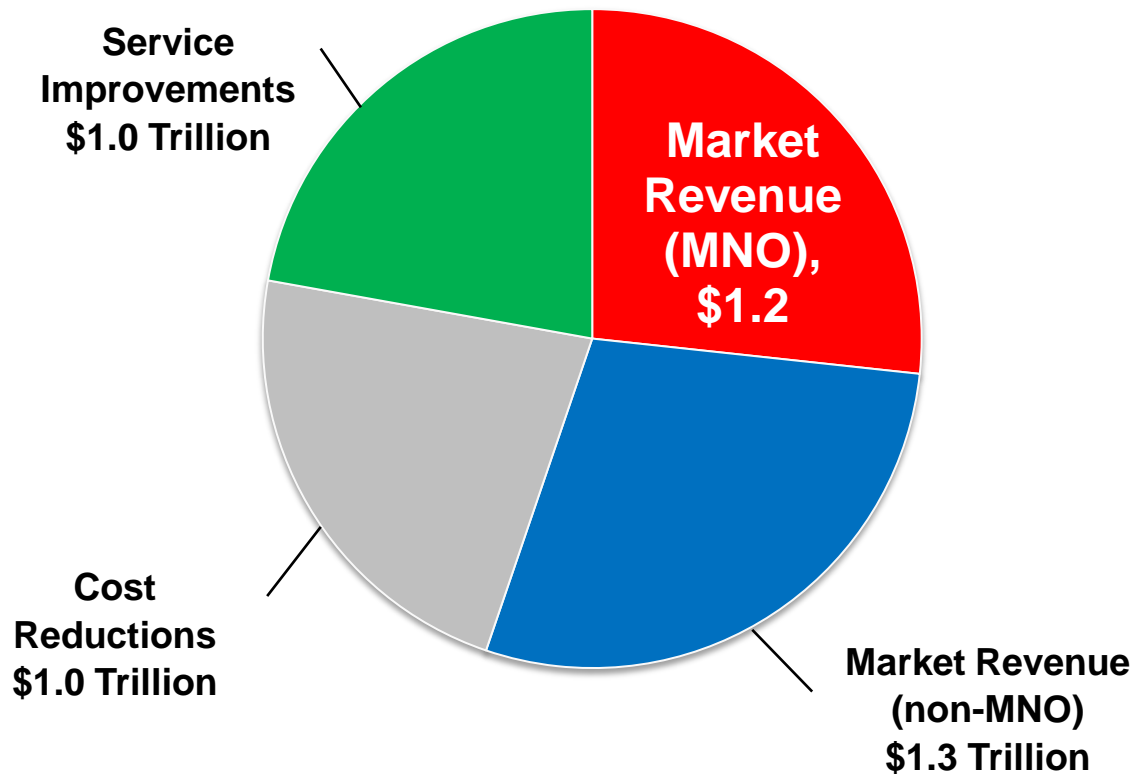
6 Billion

Mobile Connected Devices

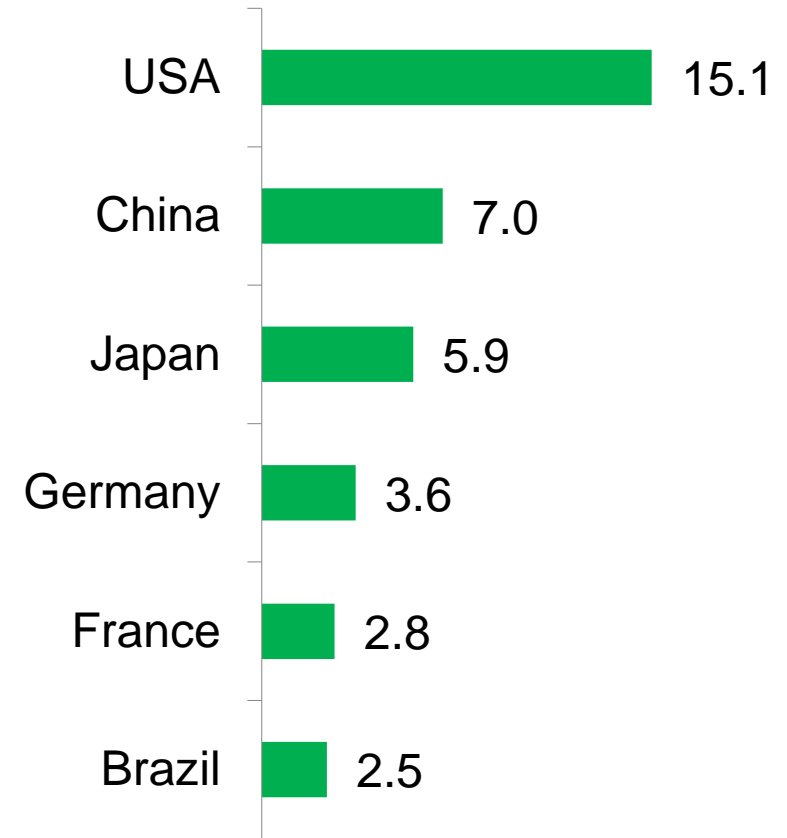


\$4.5 trillion business impact; \$1.2 trillion mobile operator opportunity

Connected Life Business Impact Valued at \$4.5 Trillion by 2020



Top-6 Economies (GDP in US\$ Trillion)



SOURCE: GSMA, IMF, Machina Research (2012)

Key issues in realising the market potential

- Eco-system development
- New roles for mobile operators in the value chain
- Business model, services and technology innovation

Speakers from across the eco-system



**Andrew PARKER, Project Marketing Director
Connected Experiences**



**Marc OVERTON, VP
Wholesale & M2M**



**Mike WRIGHT, Executive Director
Network & Access Technologies, Wireless**



**Ryan GOROSTIZA, Director
Industry Marketing**

