



Live demonstration of User Experience enabled by GSMA RSP specification

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LIFE IS FOR SHARING.

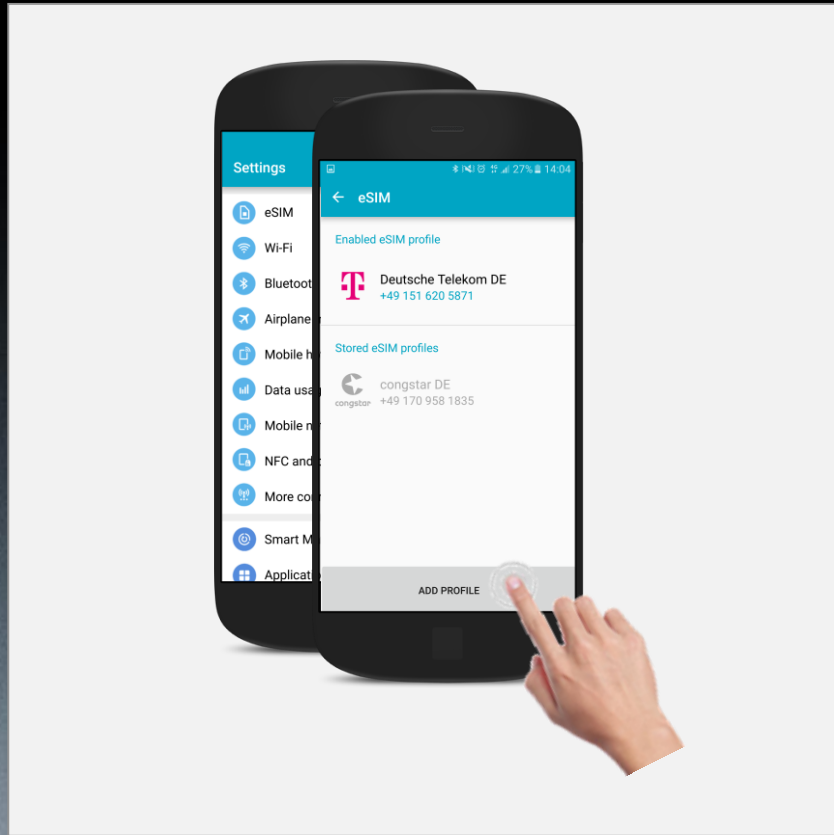
esim to Enable new mobile device categories, improve User experience And foster innovation



Illustrative view

Sources: Apple, BMW, Deutsche Telekom, Microsoft, Samsung, From The Movie

Target is consistent UX based on known elements

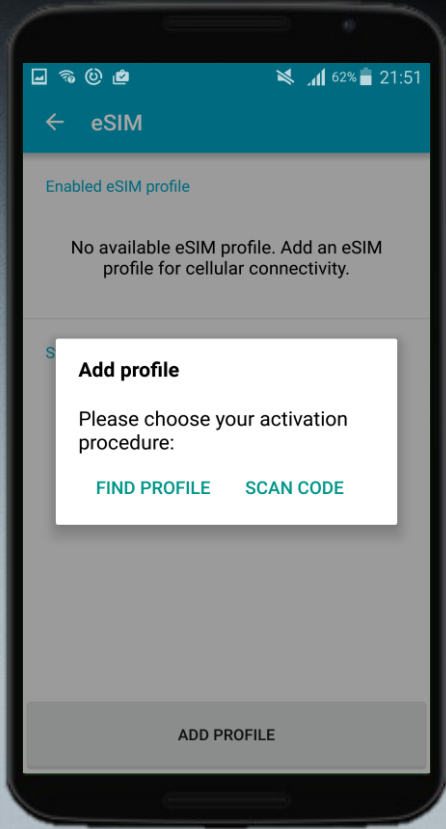


Consistent UX across devices



operator token

User experience Demo

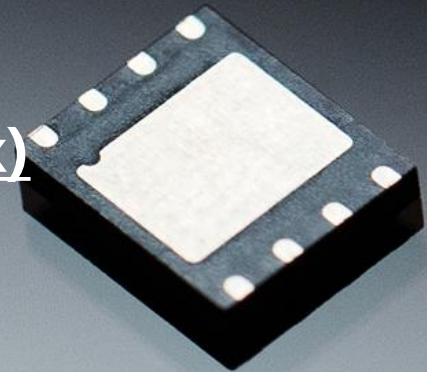


Current GSMA RSP Version 2

- Download profile via activation code
- Manage profiles
- Activate connected teddy bear

OUTLOOK Version 3 (under work)

- Evolution of Activation code



AND FINALLY: WHAT a CONNECTED TEDDY BEAR CAN DO...

"BUSINESS Travel Bear":

Receives your messages and speaks them to your kids.

"Narrator Bear":

Downloads an audio book and reads it to them.

"Baby-bear-phone":

Surveys sleeping child while you party at your neighbors'.

"Assistant BEAR":

Reads emails or messages to you.

"Safety BEAR":

Helps you locate your child carrying the bear.

"Shazam BEAR":

Recognizes songs from the radio and tells you title and artist.

