

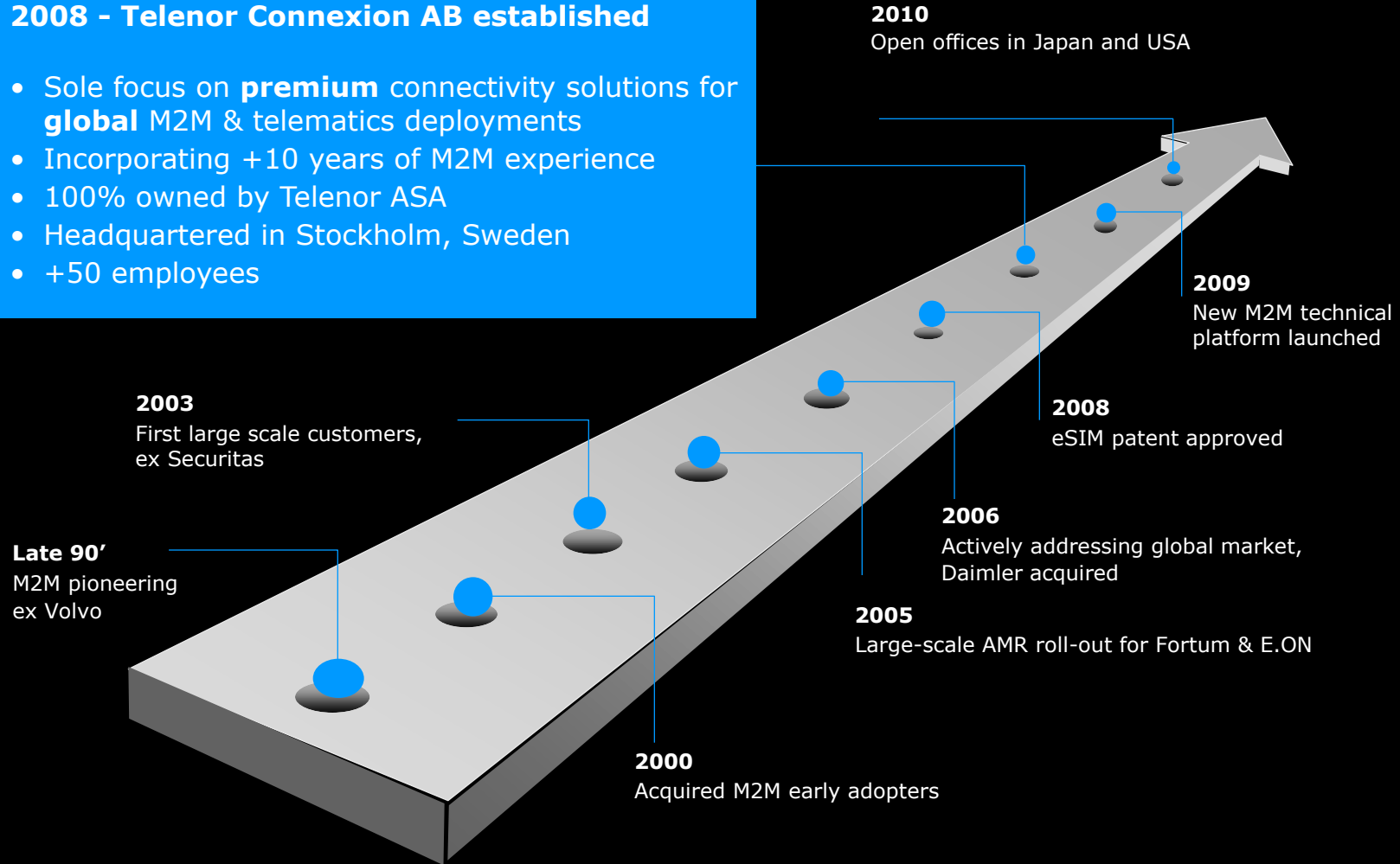
Telenor Connexion

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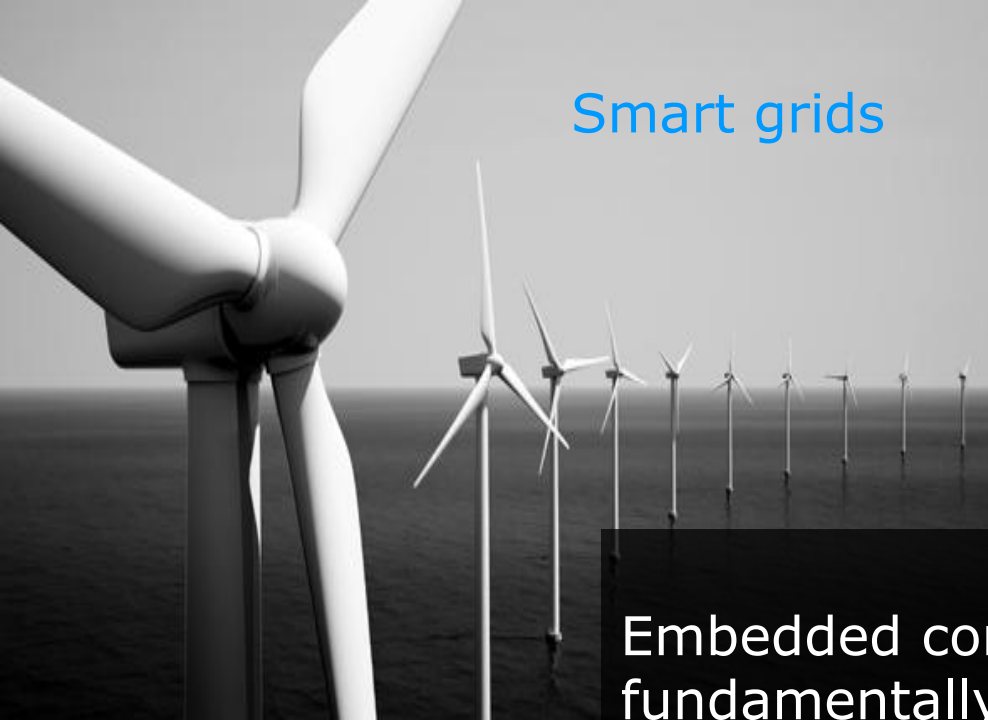
Telenor Connexion – background and status

2008 - Telenor Connexion AB established

- Sole focus on **premium** connectivity solutions for **global** M2M & telematics deployments
- Incorporating +10 years of M2M experience
- 100% owned by Telenor ASA
- Headquartered in Stockholm, Sweden
- +50 employees



Normal workday with M2M!



Smart grids



Automotive telematics

Embedded connectivity is fundamentally different!



Health monitoring



Smart transportation

Main differences....

Product
integration
complexities

Machine vs.
human
communication

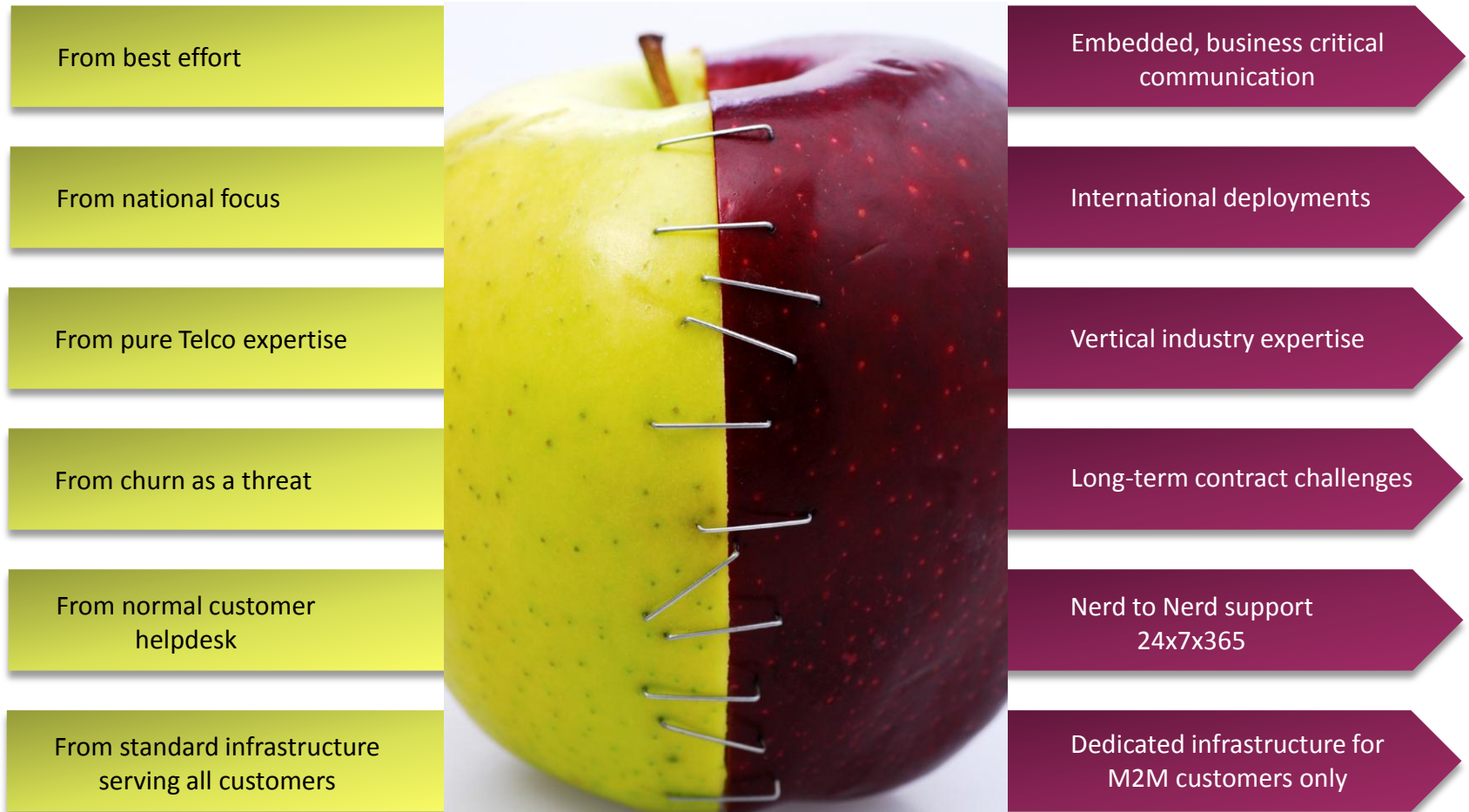


Multiple-market
deployments

Business and life
critical applications

From traditional MNO set-up to dedicated M2M services

- It's not just new markets for mobile communication, it's a whole different ball game!



From premium products to anywhere products



- B2B <> B2C
- New business models





Smart grids



Automotive telematics

Business drivers between & inside verticals is different!



Health monitoring



Smart transportation



Volvo OnCall...brought to you by Volvo and Telenor Connexion

What makes Telenor Connexion different?

- We are providing **reliable** embedded connectivity solutions for business critical and life dependant M2M applications
- Telenor Connexion is driven by **proactive service awareness** in all aspects of delivering and supporting the M2M solutions of our customers.
- We have a **flexible** approach to business packages, coverage, and set-up with our customers.
- We ensure **future-proof** and **dynamic** solutions.
- We have a **proven** track record with customers such as Volvo, Tom Tom, Nissan, Scania, Omron, Hitachi and Securitas.



Thank you!