

Connected Devices: The Right Kind of Connectivity

Mark Rose
26th February 2014

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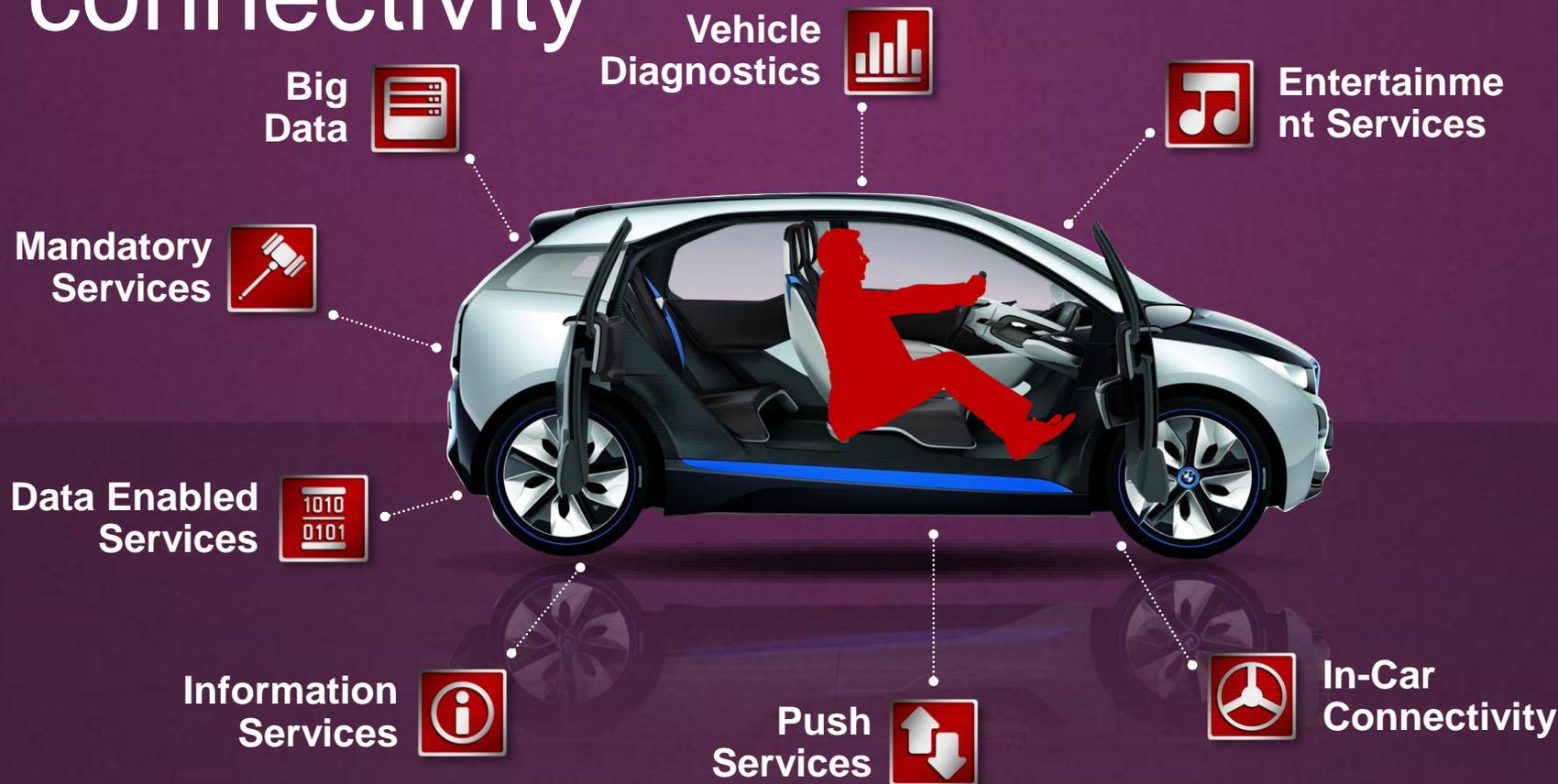


Connectivity is at the heart of consumer devices

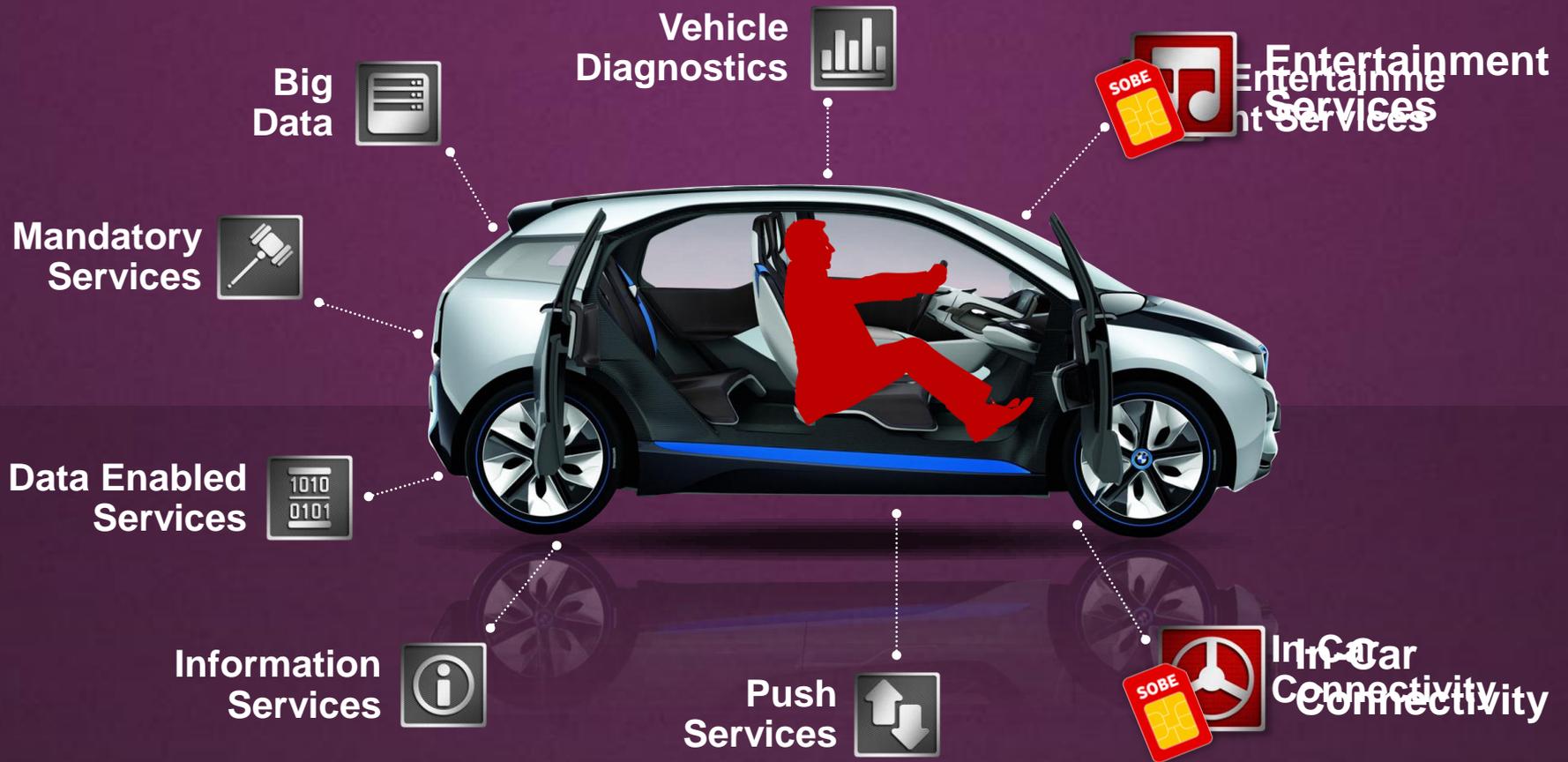
75bn
connected
devices
by 2020



Different services require different kinds of connectivity



The right kind of connectivity



High bandwidth has some specific challenges



Open internet access



Consumer billing



Unpredictable services



Service and support



Regulatory compliance



Top-up capabilities



Vodafone's Simple
Out of the Box
Experience
capability is
designed to make
life easy
- for customers
and
for manufacturers



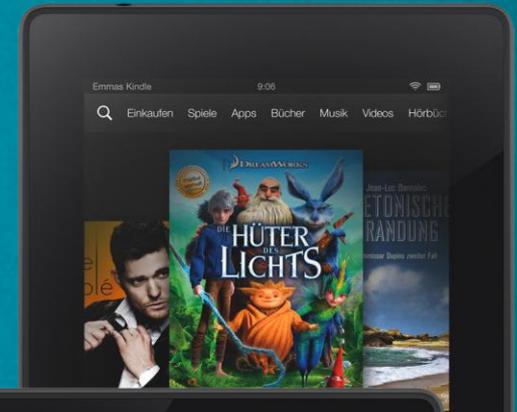


Connected Devices



Simple connectivity for customers...

- ✓ Single SIM / multiple markets
- ✓ Regulatory compliance built in 
- ✓ No Consumer billing needed
- ✓ Great customer experience
- ✓ Local pricing, support, top-up



The right customer offer for each device

Entertainment Services



In-Car Connectivity



Simple sign-up process



Meaningful trial period



Auto appropriate price point



Flexible charging



Roaming included



Great customer support



Pan-European coverage



Everything connected



Please get in touch to discuss



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