

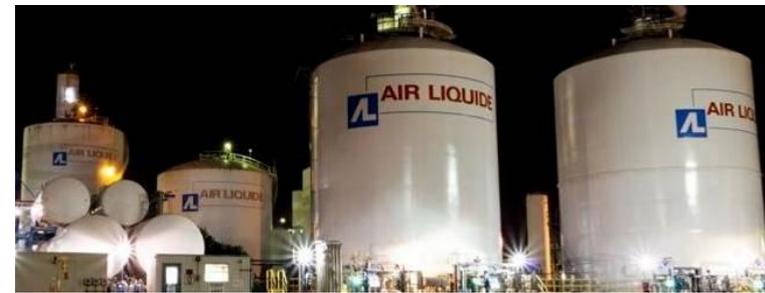
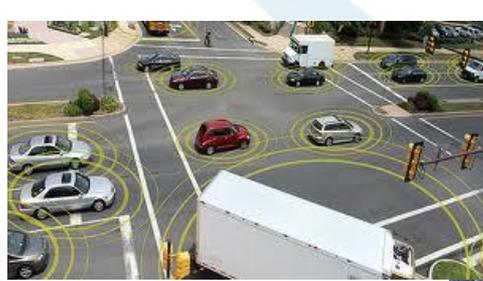


MobiquiThings
Connecting Objects

The best for Machine to Machine Connectivity

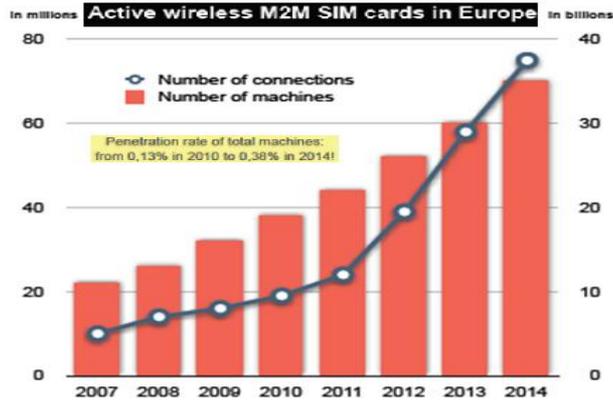
07-2012





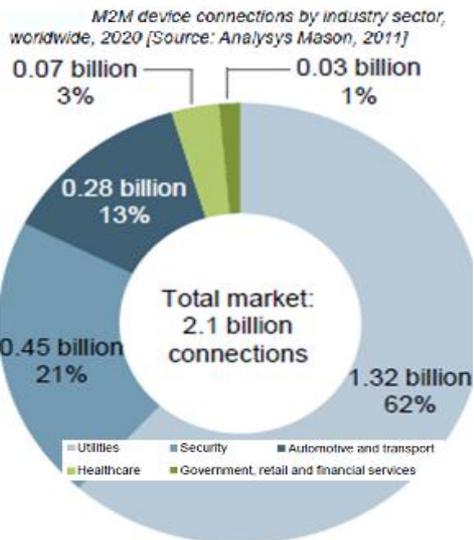
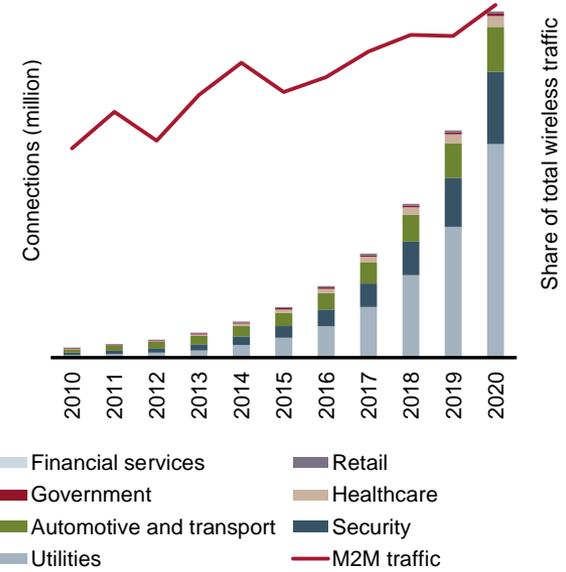
Smart Machines are coming Addressable market

Figure 8: M2M wireless network traffic by industry sector and as a proportion of total wireless traffic, worldwide, 2010–2020 (Indicative) [Source: Analysys Mason, 2011]

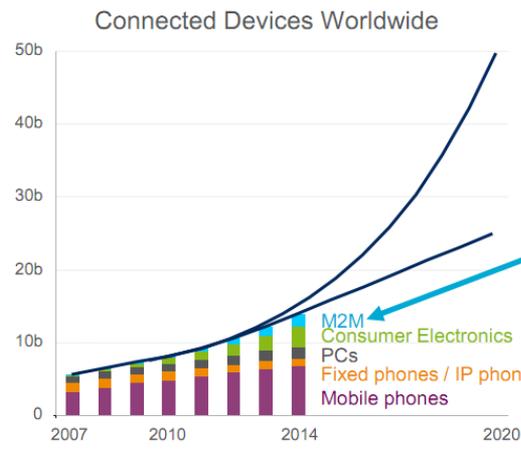


Ptolemus Analysis June 2010

ABI Research: ww
36% CAGR estimate
from 2011 to 2020
(Infonetics: 38%) .
\$3.8B market in
2015.



NEW DEVICES AND NEW INDUSTRIES BRING NEW BUSINESS OPPORTUNITIES



- Addressing Industries**
- Traffic systems, Automotive
 - Transport and logistics
 - Utilities – smart grid
 - Security – connected buildings
 - Home appliances
 - Medical automation, Remote healthcare
 - ATM, Point of sale, Vending
 - Critical infrastructures
 - Monitoring and control

- More devices per person**
- eBook readers, Music players, DVD players, Gaming devices, Cameras, Home appliances, In-vehicle entertainment etc.

New telecom cycle: 10x devices, 10x industries

Market segmentation

	Utilities	Transport	Retail	Security	Healthcare	Industrial
Applications	<ul style="list-style-type: none"> Smart Metering (AMR - Automated Meter reading) in Electricity, Water, Gaz Turbines, Wind and Solar Farms, Generators, ..., Smart Grid monitoring and metering Remote Asset tracking and management 	<ul style="list-style-type: none"> - Location Based services, maintenance records, Toll payment, Navigation, Eco-driving assistance and incentive, Fleet and asset management, Vehicle telematics, Theft prevention and recovery 	<ul style="list-style-type: none"> - PoS Payment, ATM, Vending machines, Advertising (Digital Signage), - Customer / passenger Information, - Goods tracking 	<ul style="list-style-type: none"> - Surveillance (CCTV), - Home security (alarms), - Fire security, SCADA, - Metering, - Remote probes, Prisoner monitoring 	<ul style="list-style-type: none"> - Remote Patient Monitoring, - Drug tracking, - Asset tracking, - Remote workers Safety, - Telemedecine, 	<ul style="list-style-type: none"> - Telemetry (probes, meters, alarms, pumps, Valves, ...), - Asset Tracking (assembly lines, Gaz tanks, logistics, ...), - Complex facility management and security - Dangerous area monitoring,
M2M Benefits	<ul style="list-style-type: none"> - Virtuous consumption incentives - Reduced waste and customer bill - Production load balancing 	<ul style="list-style-type: none"> - Improved asset utilisation, - Improved tracking information, - Reduced cost of ownership 	<ul style="list-style-type: none"> - Quicker transactions, - Contextual mediation, (payment, advertising, ...), - Refrigeration monitoring, shelf space optimization 	<ul style="list-style-type: none"> - Increased safety and security, - Lower TCO with improved efficiency, 	<ul style="list-style-type: none"> - Improved asset utilisation, - Transportation savings, - Fraud detection, - Improved Patient comfort, 	<ul style="list-style-type: none"> - Improved cost of plant management, - Alert management, - Security improvement, - Improved supply chain
Mobiquithings Value Proposition	<ul style="list-style-type: none"> - Enhanced radio network coverage and QoS (urban and rural) - Flexible TCO over time - Embedded soldered SIM - Device Life Cycle management 	<ul style="list-style-type: none"> - Enhanced Coverage (Urban, Rural & accross borders). - Cross boarder TCO redution. - Embedded soldered SIM reducing fraud risk and vibration + heat issues 	<ul style="list-style-type: none"> - Improved coverage (Urban mainly). - Enhanced connectivity, TCO reduction over time. - Payment device Life Cycle Management over time. 	<ul style="list-style-type: none"> - Improved coverage (Urban and Rural), - Enhanced connectivity TCO over time, - Embedded soldered SIM 	<ul style="list-style-type: none"> - Improved coverage (Urban and Rural) and Quality of Service. - Device Life Cycle management accross geographies. 	<ul style="list-style-type: none"> - Improved coverage (urban and rural), - Flexible TCO over time, - Embedded soldered SIM, - Device Life Cycle management

Challenges of the traditional offering

Devices suffer white and grey zones from mobile operators and data availability

Hectic
Coverage &
QoS

Lack on visibility on 2G / 3G continuity

Long
term risk

Pricing &
flexibility

Lack of tariff flexibility for M2M connectivity
+ International roaming

Poor Extranet
and back end
IS

Lack of control over fleet and devices life
cycle – Lack of connectivity hooks for smart
IS

Embedded soldered SIM = M2M catalyst ... yet need for multi operator proposition

- ✓ Miniaturization
- ✓ Reliability
- ✓ Manufacturing Process
- ✓ Logistics
- ✓ Fraud Avoidance
- ✓ Design Integration

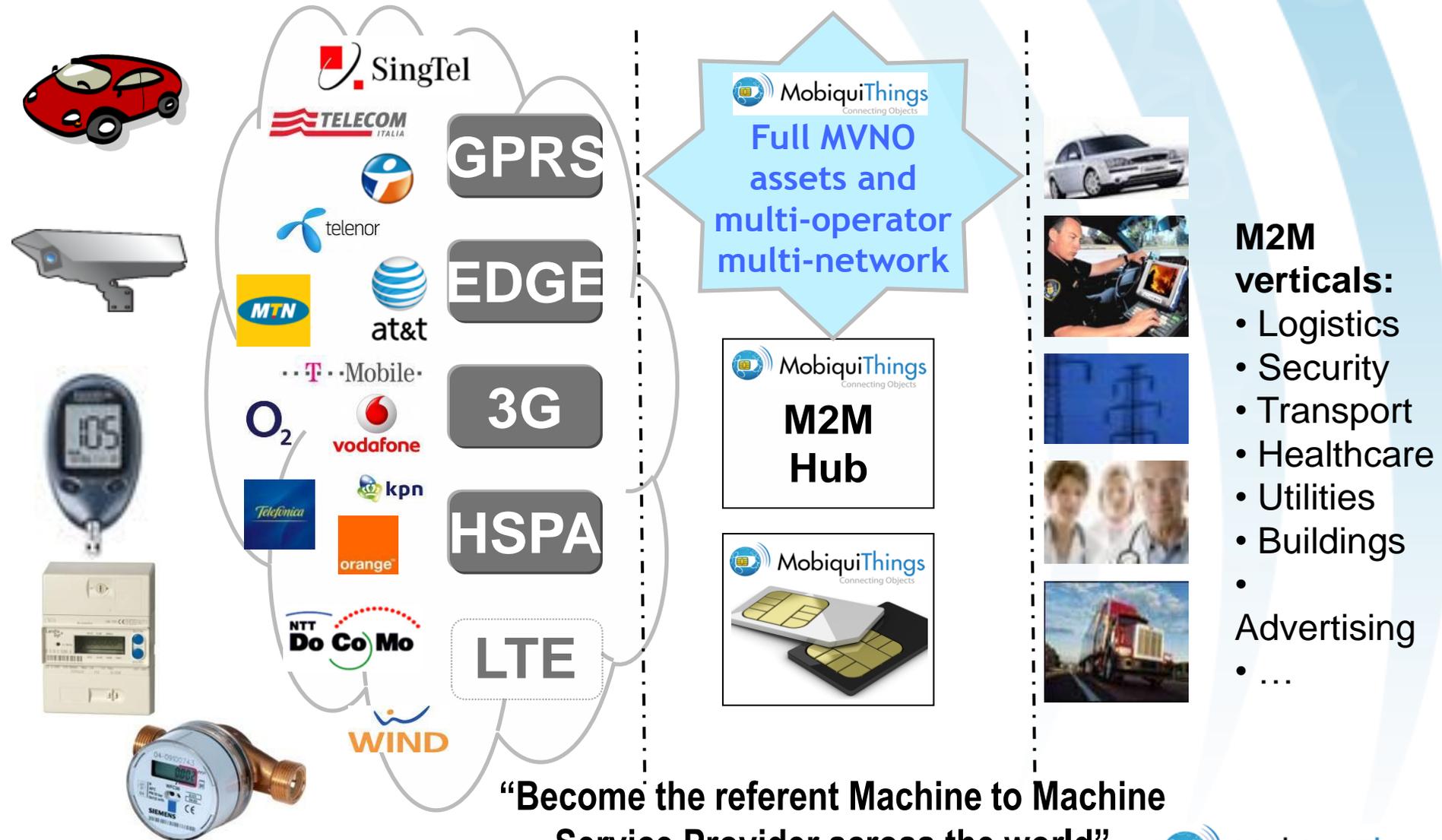


Standard compliant
ETSI M2M UICC TS 102.671
JEDEC-STD-020-022 Indust. Electronique

**Downside:
Intimacy with MNOs**

- Coverage
- Roaming
- Pricing
- Features
- Quality of Service, SLA
- Long-term evolution

The Solution – M2M enablement



Value Proposition – Dynamic Network Attachment



M2M focused proposition

Always best connected:

Maximized radio coverage
Best in class QoS and service availability across geographies

Technology Continuity:

Multi operator connectivity enable to mitigate the 2G / 3G extinction perspectives risks



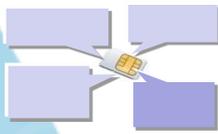
Business Accelerator through **Optimized connectivity TCO** inside country and across borders + revenue catalyst

Services Oriented Information System:

M2M enabling services with Smart Connectivity integrated into Customer IT (Network & IS APIs, Web Services, ...)

One Stop Shop service supplier to address efficiently large M2M fleets worldwide

E2E ecosystem control and Devices Life Cycle Management



End To End
Orchestration



Federation of ecosystem partners and E2E life Cycle management: from provisioning to decommissioning

Increased efficiencies through integrated and automated systems -Embedded SIM

Enhanced Installation success rate resulting in lower costs and increased customer satisfaction

Radio/device independence and application portability extend the life of the application

Solution Life cycle planning & processes

Customized Business processes lowering TCO

Increased application Performance, improved cust. service & lower TCO

Solution Devpt

Manufacturing

Distribution

Installation

Operation

End of Life

Device & network management

Billing

Activation

Provisioning

Mobiquithings Service delivery Framework