

# Home Services

Nice, 03<sup>rd</sup> December 2004

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D1 - 12/8/2004

# While the user wants to be at the center of his communications universe

*Enterprises*



*Home*



*Personal*



**S** The customer defines and personalizes his services

**S** Services become multi-access

**S** Focal point is shifting from the network to the user

**S** The customer is at the center of the network

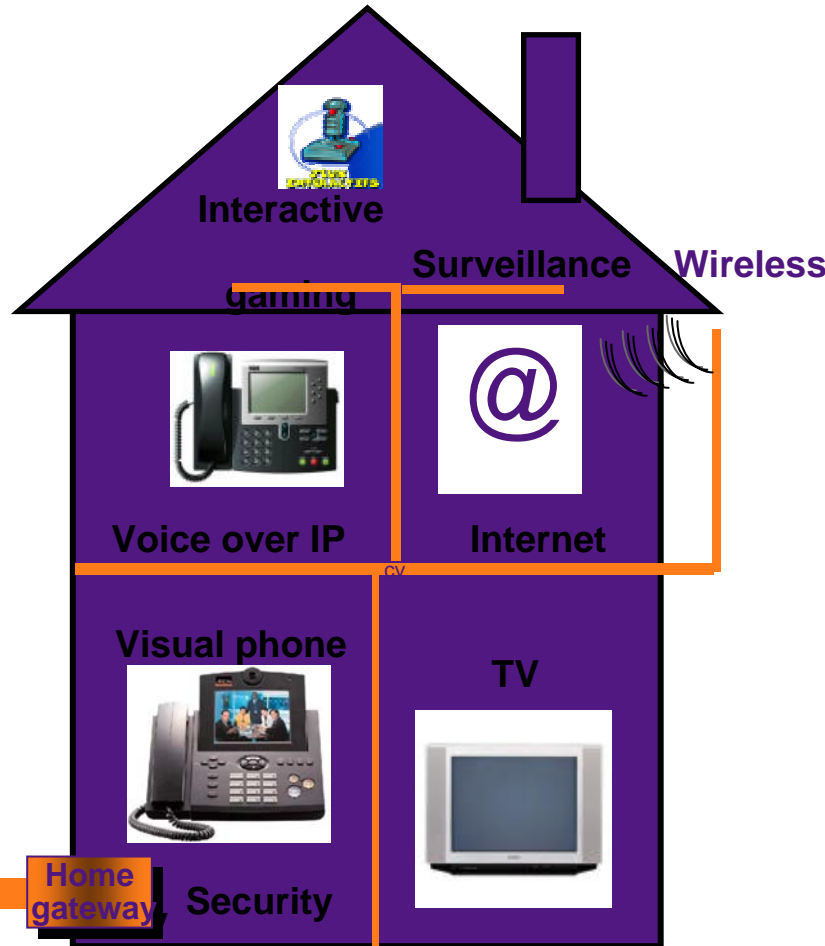
EXPLOSION OF USAGES: WHAT YOU WANT, WHERE YOU WANT, WHEN YOU WANT

# All our businesses are impacted

## Fixed & Internet: The Home Broadband



Home services



**S** New bandwidth-enabled services

**S** Access throughput continuously increasing

**S** Devices capability upgrade and interoperability

**S** Wireless home network

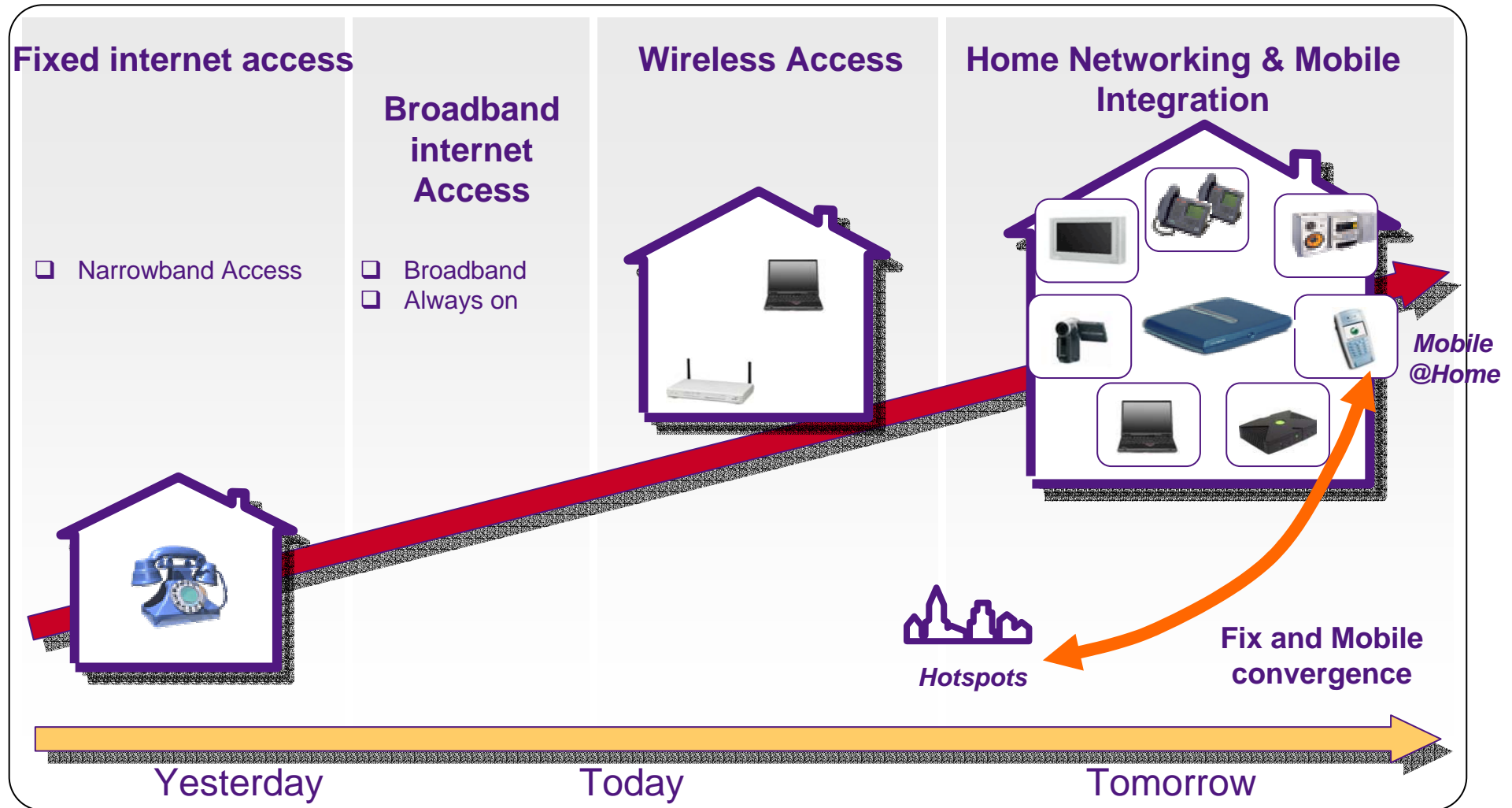
Broadband access

France T

The connection for future multi-service delivery

(diffusion interne)

Over the last four years, the nature of Internet Access has changed so that it now involves many end-user devices



The gateway has become a central element of Home Communication Services



# Gateway is a unique opportunity for FT to differentiate from competitors through innovation

- S The GW and its innovations are a way out of the on-going Home market price war
  - Q Value-added functions & services leading to new usages developed on top of the GW (see next)
  - Q Materialization of what is today an immaterial offer, therefore allowing design & brand impact
  
- S FT is uniquely positioned to tackle this opportunity thanks to its unique strengths:
  - Q Strong R&D capabilities
  - Q Key partnerships with top-of-the class manufacturers : Siemens, Ericsson, Nortel Networks, Alcatel, Thomson...
  
- S In the longer term, the gateway will also be a strategic element to :
  - Q Improve FT's knowledge of its customers
  - Q Retain some of the value that is possibly migrating from the network to the devices

## Examples of possible new services with the GW

- Fixed Mobile Convergence
  - Unique voice device for different numbers
  - Data : pushed alerts on mobile (Email...) through Bluetooth
- Usage even if main PC of the house is off, thanks to the USB master port
  - Direct upload on photo from a Digital Camera to Wanadoo Photo Album
  - Printer usage for secondary computer
  - Extra storage capacity
- Memory & back-up capabilities
  - Hard drive for storage of multi-media files to be shared between different Home devices
  - Automatic back-up copy on a remote server every X days
- Home automation
  - Surveillance while away (security) or from one room to another (nursing, etc.)
  - "Remote control of the house" for connected appliances (heating...)
- Centralization of Home IS security



# The Gateway is both the materialization and a key enabler of Converged, customer centric Services

## S Enabling a Full Triple Play offer (Broadband Europe - BBE)

Q Access (DSL) + Home Networking (Wireless LAN)

Q Internet Access + Internet services (Email)

Q Fixed Voice (PSTN / VoIP) progressively moving on to  
Visiophony

Q TV / VoD

## S ...With extra services included

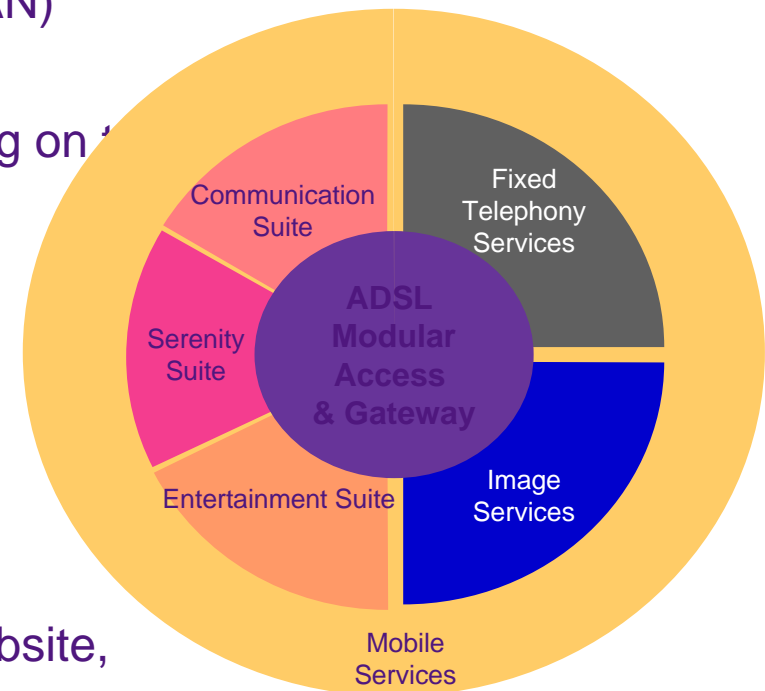
Q Home automation / Home surveillance

Q Internet Security

Q Hard Drive & Storage capacity

Q Alerting on Mobile, Photo direct upload on a website,  
Music streaming...

## S And Preparing “quadruple play” offers through fixed-mobile convergence



( diffusion  
interne )



Thank You !