

Convergence – the underlying trend

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Convergence is a megatrend



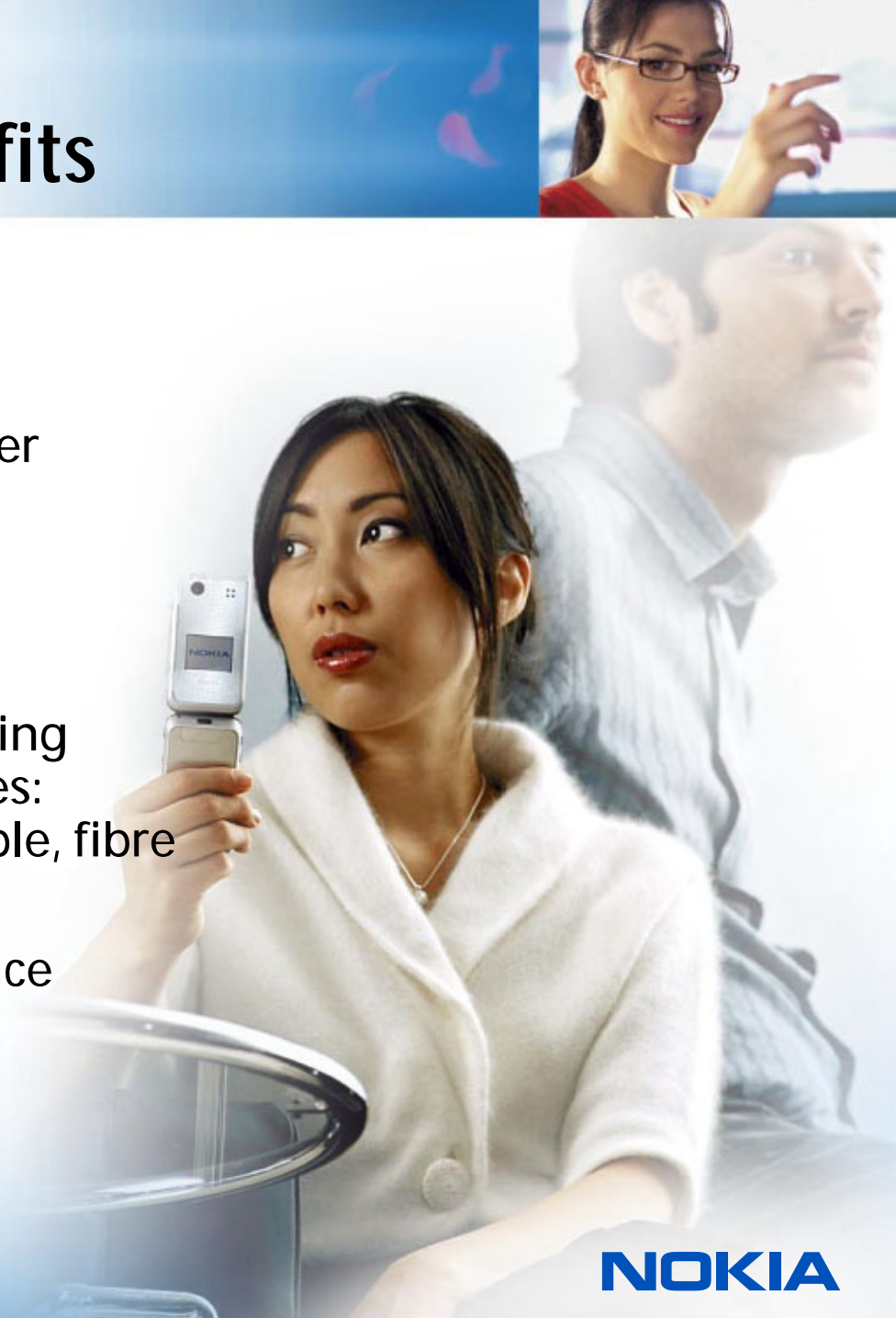
- **Industry convergence:** consumer electronics, communications, information technology, media and entertainment
- **Terminal convergence:** smartphones, music devices, game decks, PDAs
- **Services and applications convergence:** messaging, push-to-talk, interactive gaming, video sharing, video telephony
- **Network convergence:** mobile-fixed, multi-access

**New business opportunities for
innovative and agile companies**

Why now?

Real user benefits

- **Convenience**
 - Mobility
 - Simplicity: one terminal, unified user experience, one bill
 - Personalised services
 - Always-on
- **Optimised speed**
 - Best possible service experience using complementing access technologies: cellular, WLAN, Bluetooth, xDSL, cable, fibre
- **Cost-savings**
 - Packaged offer by operator or service provider
 - One business relationship



Why now?

Enablers are in place



**Multi-radio
terminals**



Digitalization of content



**Range of complementing
radio access networks &
common IP core network**



Support for other devices



Thank You!

Smart Moves