Launching Advanced 3G Services by Sonera

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Service Evolution in 2-Year-Cycles

Past

- 1996-1997 Person-to-person SMS - success
- 1998-1999 SMS content services - success
- 2000-2001 WAP - technology driven

Present

- 2002-2003 Dawn of 3G services

Future

- 2004-2005 3G services for mass market

Earlier Milestones

- 3G service piloting started by Sonera's virtual test laboratory MSpace in 2000
- 16 November 2001 first intercontinental UMTS phone call between Sonera's and NTT DoCoMo's networks
- 1 January 2002 UMTS network for testing purposes in the Greater Helsinki Area, Turku, Tampere, and Oulu
- 11 June 2002 Multimedia Messaging Service
- 26 September 2002 3G services launch

Our Challenges

- To meet customer expectations
- To manage technical and business challenges arising from the transition to new technology
- To provide seamless user access between separate wireless networks, services and terminals - in other words to provide interoperability

Advanced 3G Services Today!

- 3G services are about new characteristics of services - not just about the technology behind them
- Increase versatility in the use of mobile phones
- Enable the use of multimedia and moving images
- Provide more personalised services
- Practical, exciting, easy-to-use, more visual and web-like

Video presentation

Step by Step Forward

- The presented 3G services and applications are not futuristic
  - They are commercially available to our customers in the GSM/GPRS network today
  - They are fully compatible with the UMTS network
- UMTS network development and roll-out will continue
  - Internal pilot during the 4th quarter of 2002
  - A limited customer 3G pilot in the UMTS network is planned for the 1st quarter of 2003
  - Commercial dual mode services also in the UMTS network start later in 2003 in step with terminal availability and technology development

The Need for the UMTS Network

- UMTS is the modern mobile network technology
  - Standardisation began 10 years ago, when GSM was already in commercial stage
- UMTS is designed specifically for packet data services – all IP vision
- UMTS is needed for capacity and speed
  - The new radio frequencies bring more bandwidth and capacity
  - UMTS addresses the requirements for improved data transmission speed and quality of service

Making 3G Happen

- We will provide a high quality, technology transparent mobile network with advanced services
- We will develop tools that facilitate 3rd parties to bring content and applications easily to the mobile communications network – whatever generation
- We work towards open service provision environment
- We seek co-operation and partnership across industry lines
- We believe 3G offers opportunities for all of us


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