



Open Development

Steve Linke

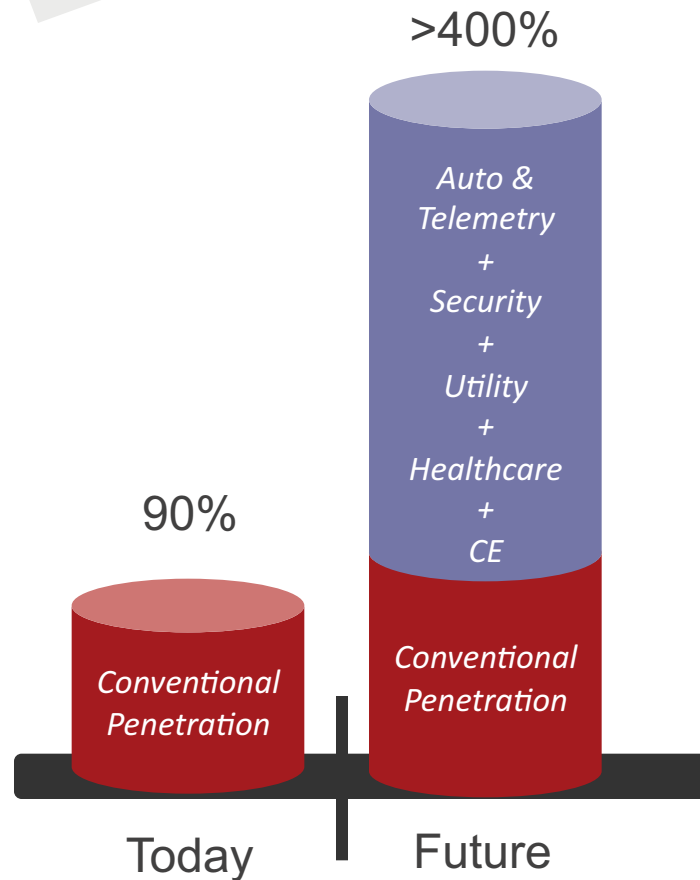
Associate Director

Business Development

Open**development**

steve.linke@verizonwireless.com

Penetration to Connections



- “Conventional” population-based penetration will continue to grow
- The opportunity for “Connections” will considerably out-number human beings
- Making “conventional” population-based penetration less meaningful

Wireless connections will explode

Target Segments

Machine-to-machine

- Transportation
- Utilities
- Security
- Industrial control
- Vending
- Health care



Consumer electronics

- Navigation devices
- eReaders
- Netbooks
- Gaming devices
- Digital cameras



Traditional handsets

- Specialty handsets
- Low-cost handsets



Open Development Certified Devices



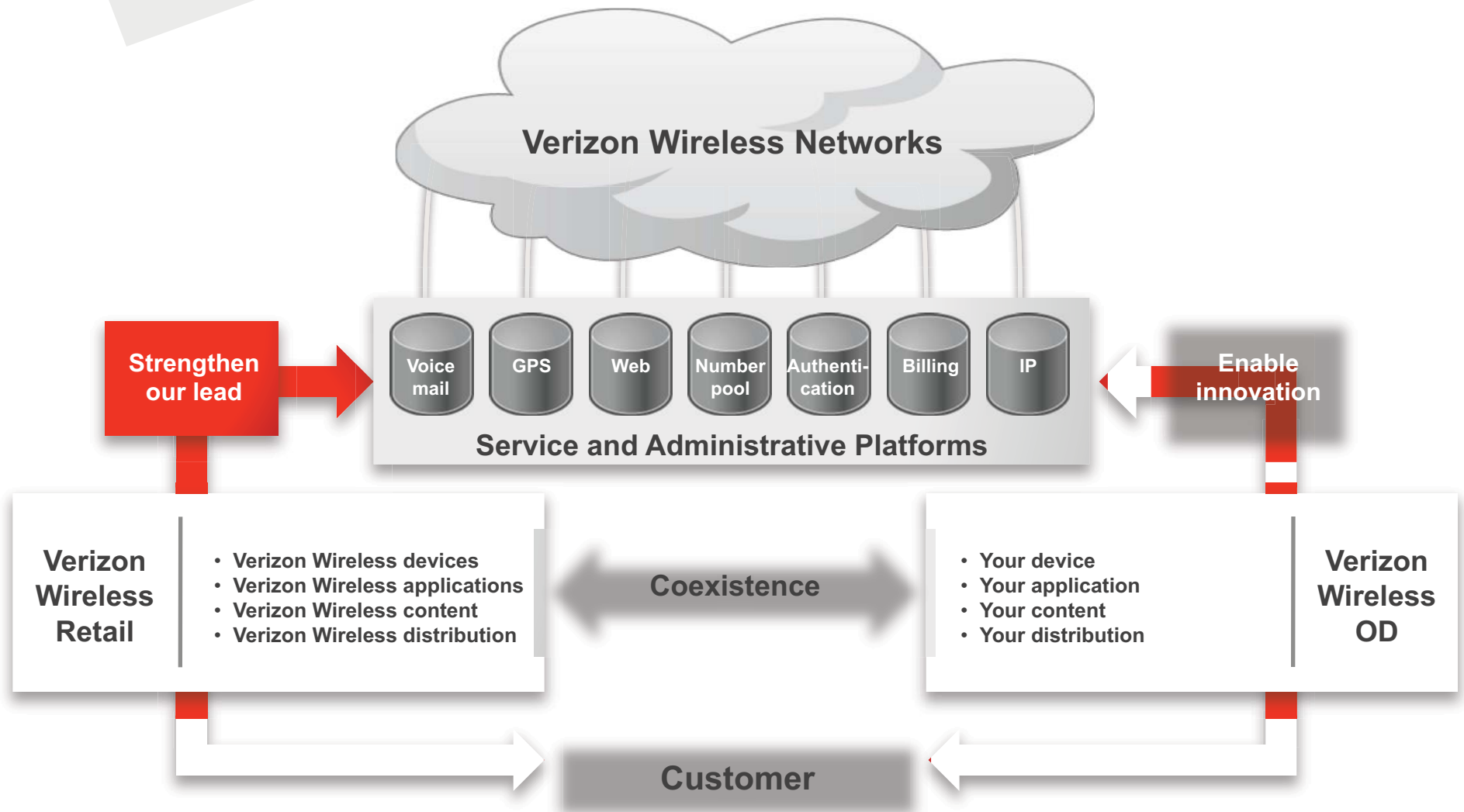
Traditional

 <p>Routers (41 devices)</p>	 <p>Handsets (2 devices)</p>	 <p>Data Cards (2 devices)</p>	 <p>Modules (3 device)</p>
--	---	--	--

Non-Traditional

 <p>Utilities (11 devices)</p>	 <p>Fleet/ Transport (3 device)</p>	 <p>Law Enforcement (2 devices)</p>	 <p>Embedded PC/Tablets (1 device)</p>	 <p>E-Reader (1 device)</p>	 <p>POS (1 device)</p>
---	--	---	---	--	---

Open Development Enables Innovation



Benefits of Open Development

Partners

- Reliability of Verizon Wireless network
- Streamlined device certification
- Reduced time to market
- Wholesale solutions

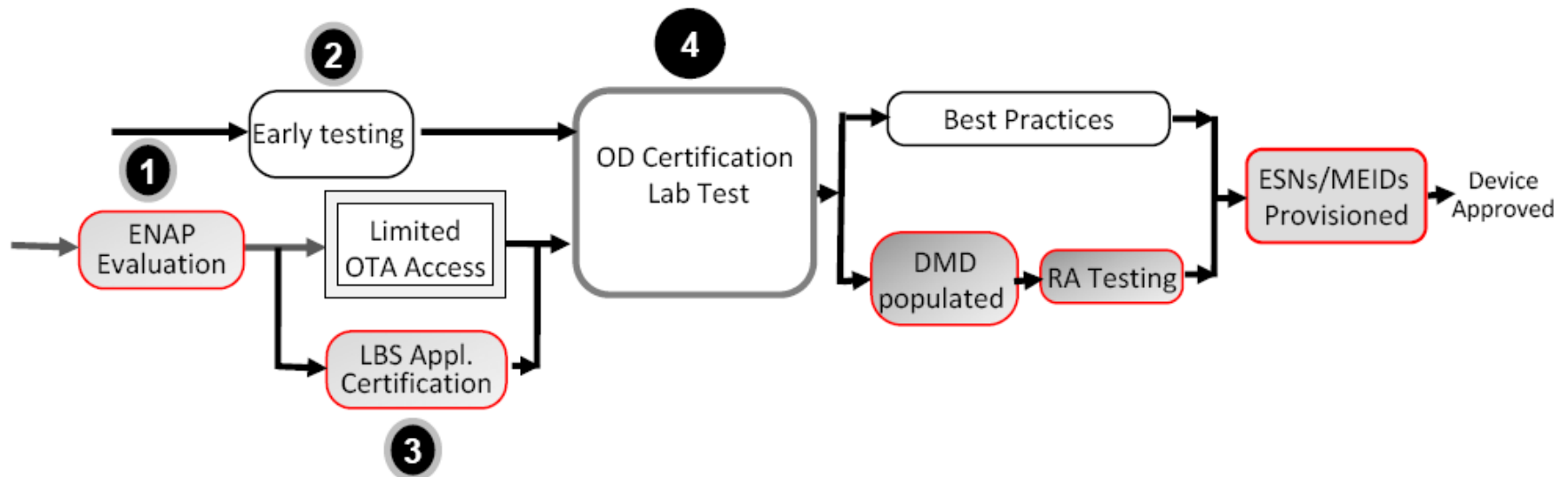
Direct solutions

- No end-user contract term or early termination fee
- Expanded selection of devices
- Online activation process
- Self-service portal
- Paperless billing (optional)

Wholesale solutions

- No volume commitments.
- Local exchange carriers, competitive local exchange carriers, and manufacturers can act as the single point of contact for billing, network, and activation issues.
- Manufacturers can sell devices and service for “one-stop-shop” customer support.
- Support of multi-function technologies, including EV-DO, 1xRTT, SMS, and voice.

Device Certification Process



- 1** **Early Network Access Program** Optional Safe for network for OD. Limited time & connections
- 2** **Early Testing** Optional testing in Lab for common failure tests strictly for development - results will NOT be submitted as official
- 3** **LBS Application Certification** LBS requires application certification testing by Network (PDI)
- 4** **OD Certification Lab test** 4 weeks average duration of core OD testing. Lab LBS, Antenna, FIT when required may increase duration.

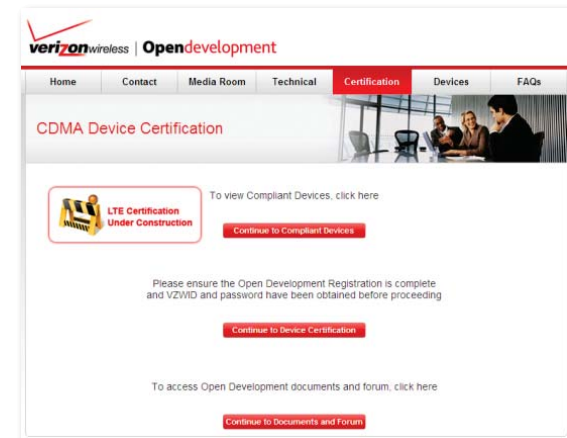
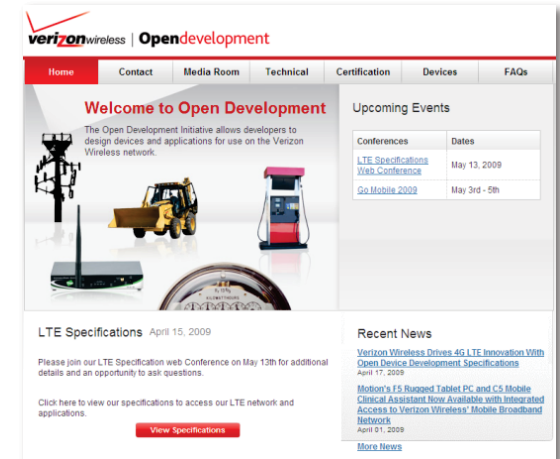
OD Website / Portal



Open Development web site & device portal

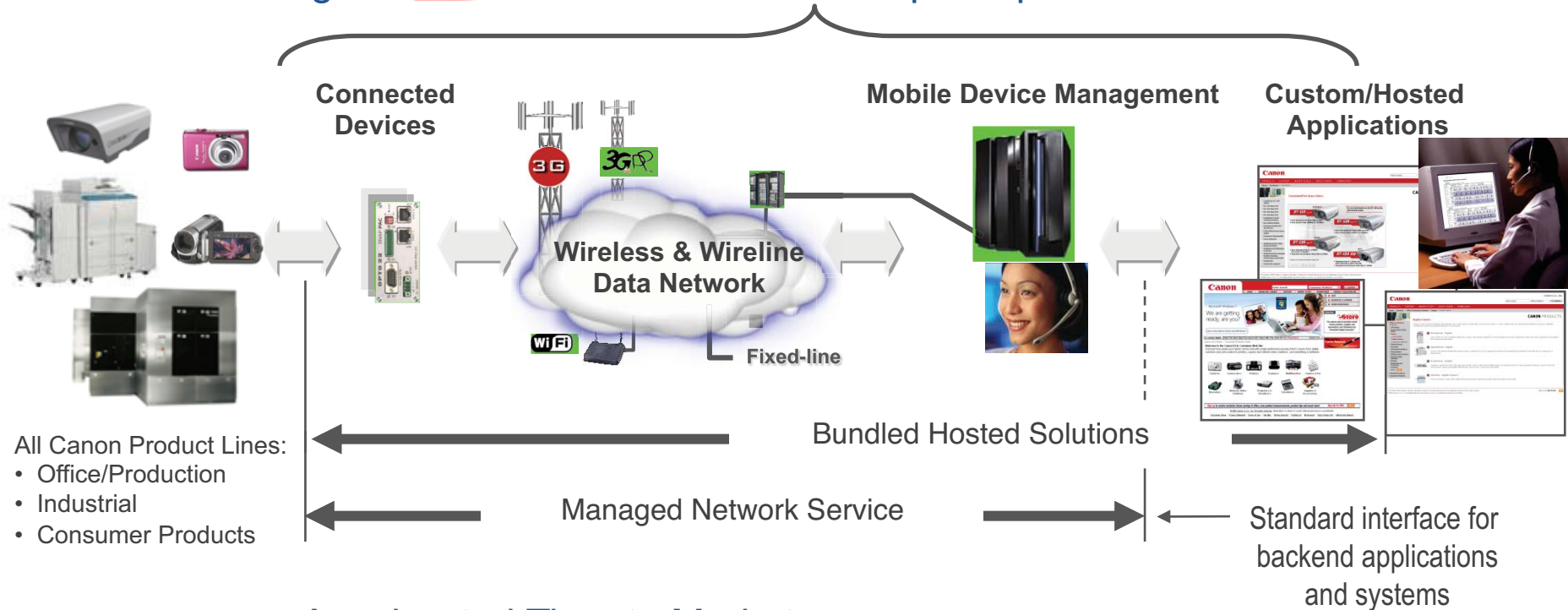
- One stop for all your OD needs
- CDMA and LTE specifications
- The certification process
- Track your certification
- Recent OD news
- FAQ
- Contact the VZW OD team
- Read and contribute to the Developer's Forum
- Future enhancements

www.verizonwireless-opendevlopment.com



M2M Enablement Services

Enabling **verizon**wireless to Offer a One Stop Shop for Connected Devices



All Canon Product Lines:
 • Office/Production
 • Industrial
 • Consumer Products

- Accelerated Time to Market
- Ease of Implementation
- Agnostic to Future Network and Device Additions
- Improved End-User Experience

Confidential and proprietary material for authorized Verizon personnel only. Use, disclosure or distribution of this material is not permitted to any unauthorized persons or third parties except by written agreement.