



# Open Development

**Steve Linke**

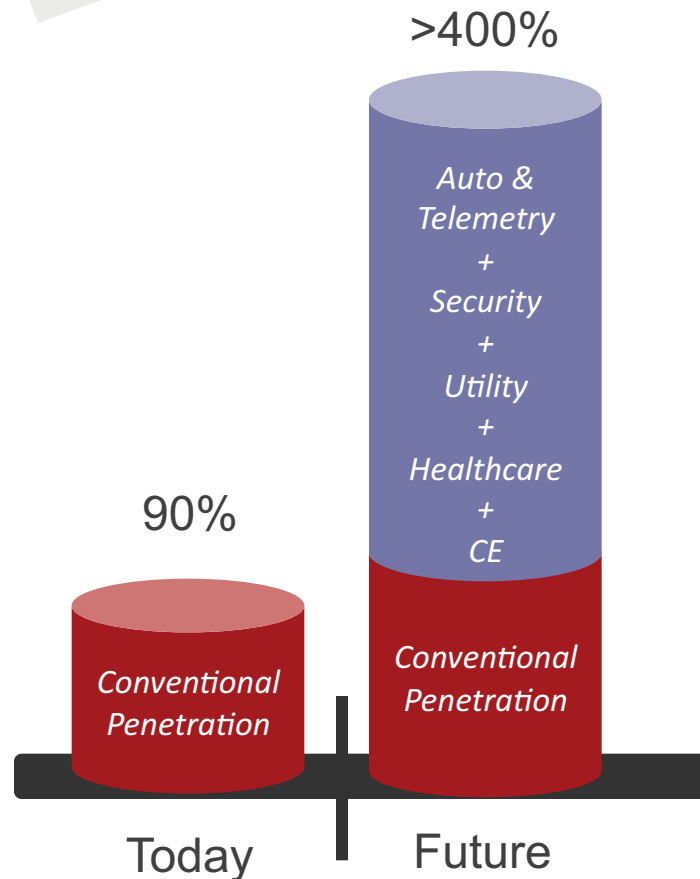
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Open**development**

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## 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



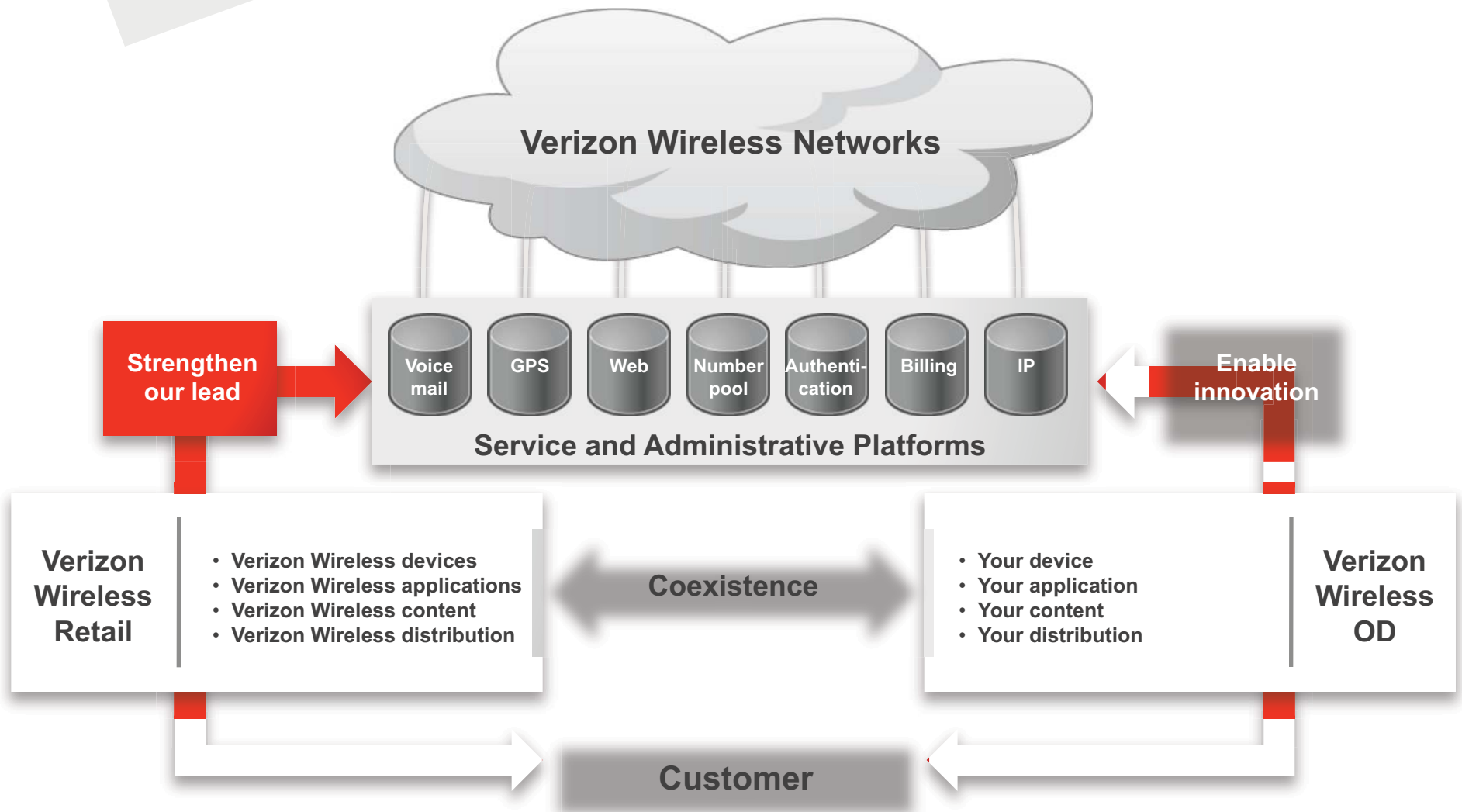
**Traditional**

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

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



# Benefits of Open Development

## Partners

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

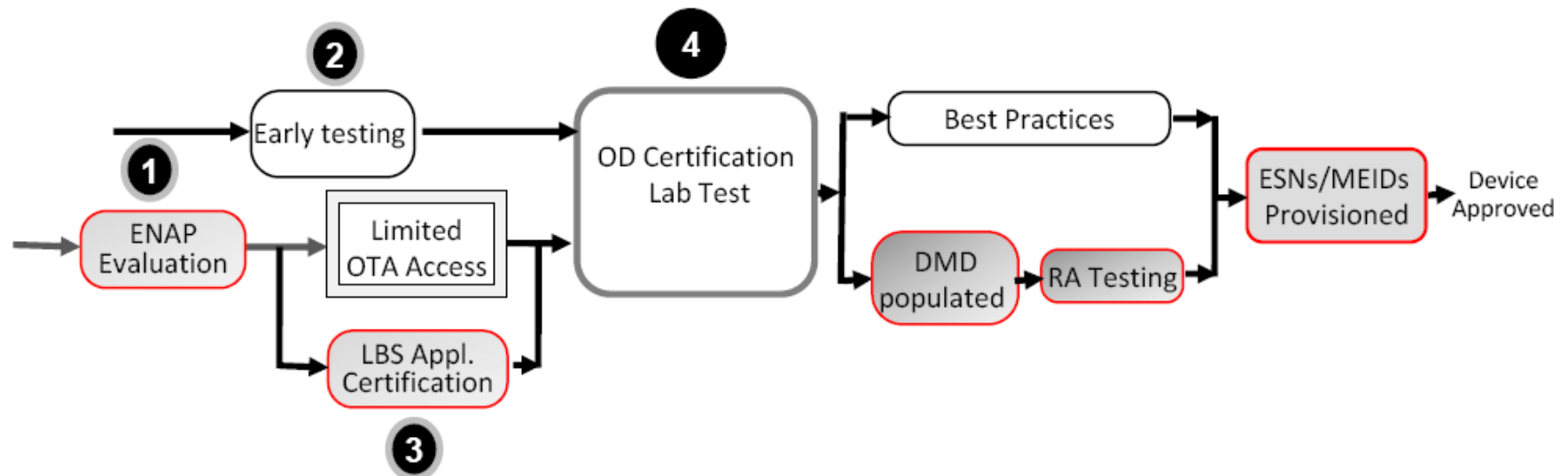
## Direct solutions

- 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**
- 2** **Early Testing**
- 3** **LBS Application Certification**
- 4** **OD Certification Lab test**

Optional Safe for network for OD. Limited time & connections

Optional testing in Lab for common failure tests strictly for development - results will NOT be submitted as official

LBS requires application certification testing by Network (PDI)

4 weeks average duration of core OD testing. Lab LBS, Antenna, FIT when required may increase duration.

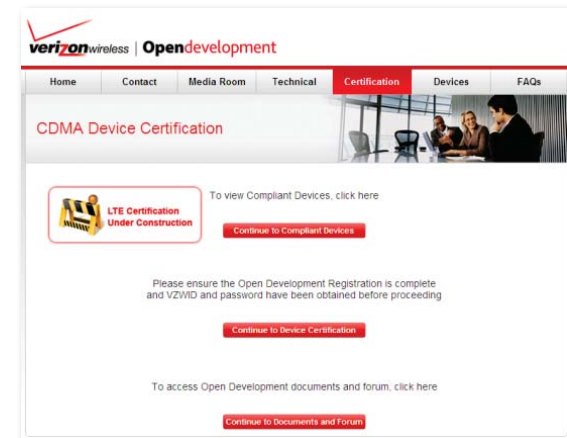
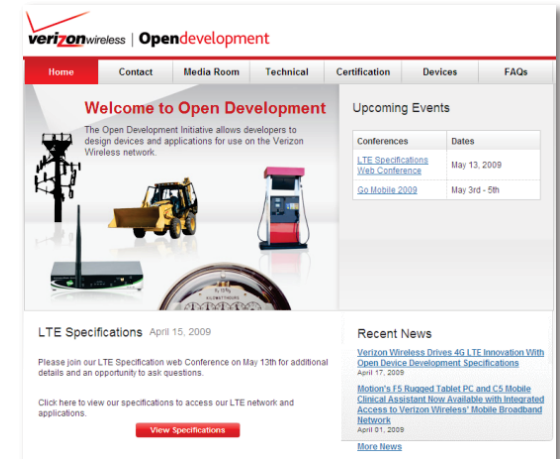
# OD Website / Portal




## Open Development web site & device portal

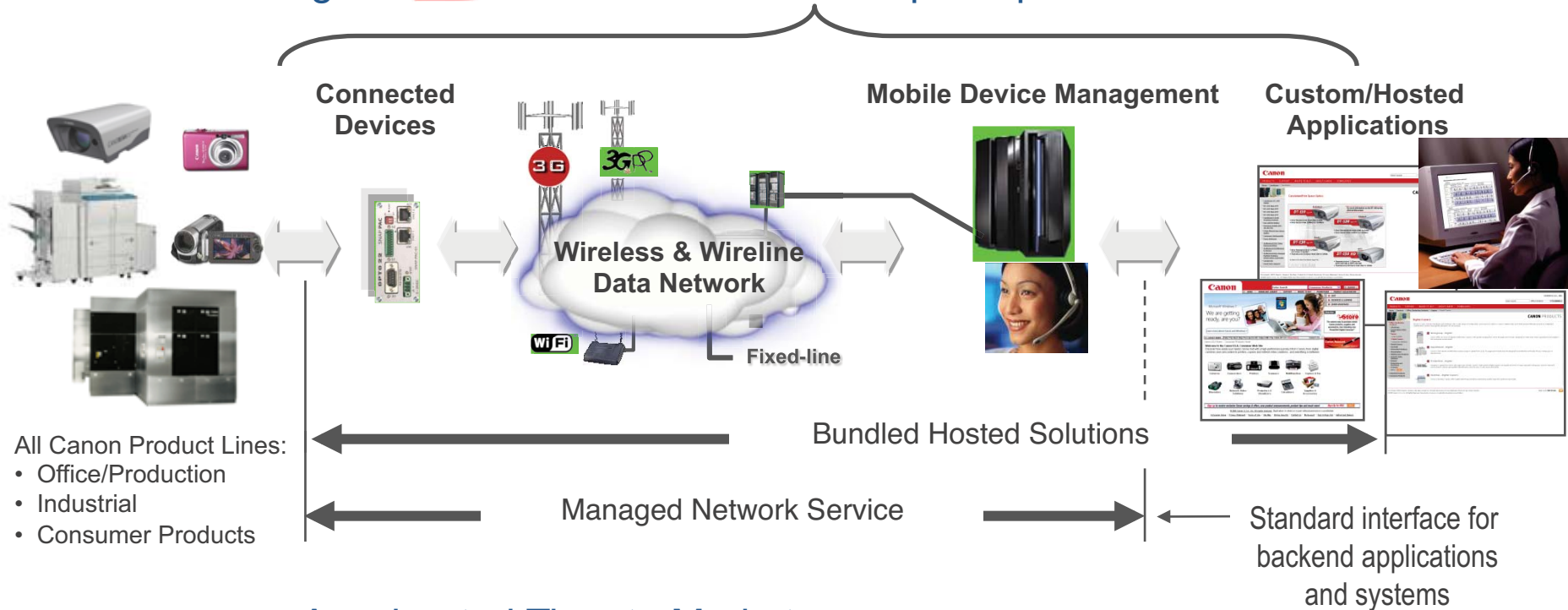
- One stop for all your OD needs
- CDMA and LTE specifications
- The certification process
- Track your certification
- Recent OD news
- FAQ
- Contact the VZW OD team
- Read and contribute to the Developer's Forum
- Future enhancements

***www.verizonwireless-opendevlopment.com***



# M2M Enablement Services

Enabling  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

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