

Mobile Devices – Applications Working for You



Series Presenting Sponsors:



More saving. More doing.™



Seminar Sponsor:



TechBridge TechEd Series

Welcome!

WIRELESS

- Where we've been
- Where we're going
- What you can do



Series Presenting Sponsors:



More saving. More doing.™



Seminar Sponsor:



A Brief History of Wireless

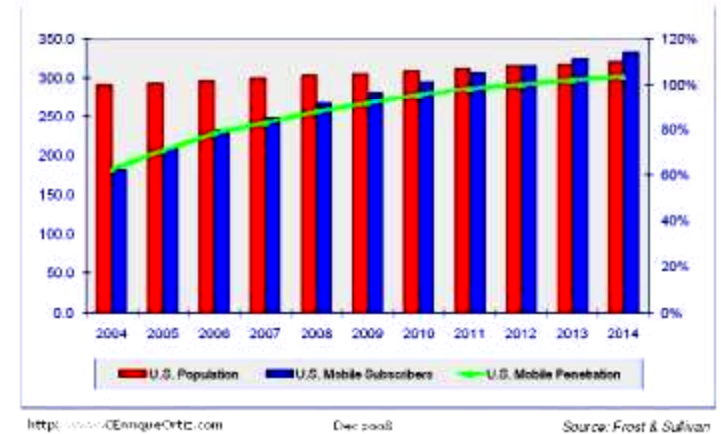
■ Industry Firsts

- 1st Cell Call (Oct. 13th 1983)
 - Alexander Graham Bell's Grandson
- 1st Portable Cell Phone
 - DynaTac 8000x - (2.2Lbs, 13" , 30 min TT, \$3,999.99)
- 1st Rate Plan
 - \$45/mo + .45c/min (\$239/mo avg)



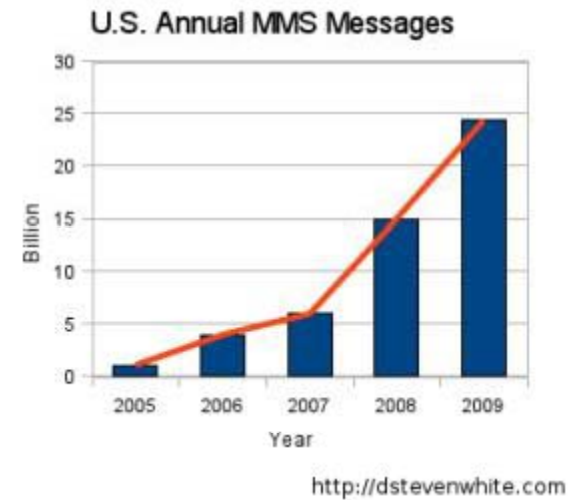
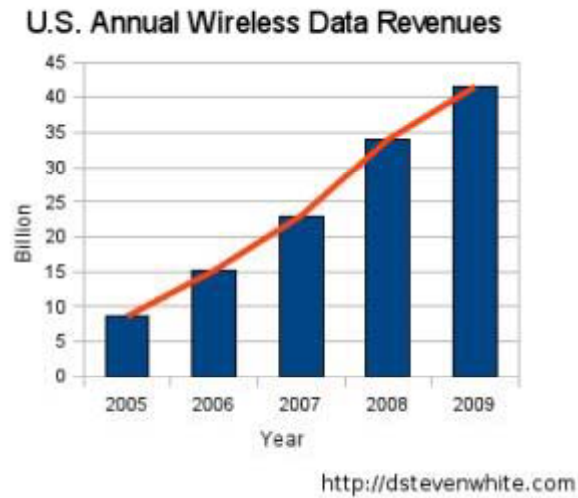
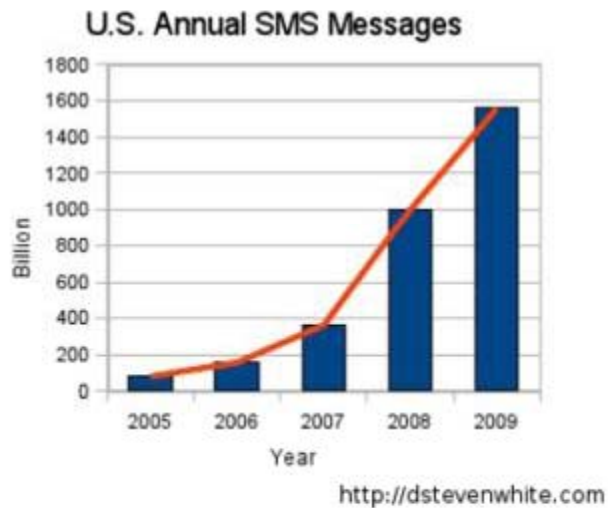
Cellular Growth

- US Wireless Growth
 - 286M US Subscribers (91%)
 - 2.6 Trillion MOU/yr (7B/day)
 - 798 Min/Mo/User (13Hrs)
 - 53 Million “Wireless Only” (1 in 5)
 - 1 in 2.5 18-29 Year olds



Wireless Data Growth

- Data > Calls



Wireless Data Trends

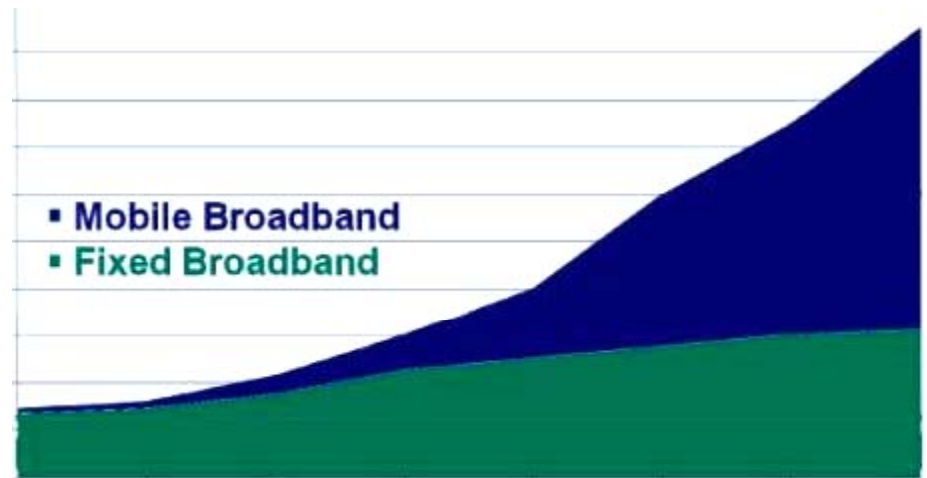
- **Broadband Adoption**

- '05 - '12



- **SmartPhone Adoption**

- '08 - '11



U.S. Smartphone Penetration & Projections



The Perfect Storm

- OS Battle

- Android 1.8% to 17.2%



- Carrier Capability



- Application Availability



- Hardware Design & Integration





A Different View

- A Different View of What You Knew



1 Extra Person Sheltered

100 Additional Meals Served

30 Minutes Extra Time Home

\$300 Saved Avoiding An Error



Pricing Paradigms

- Post & Pre-Paid



boost mobile

\$50
no hidden fees.
no contracts.
no credit checks.
no roaming charges.

+

= \$50
unlimited nationwide
talk, text, web 6
walkie-talkie

boost

Daily Unlimited
\$2/day unlimited nationwide talk, text,
web, 411, im 6 email

PAYGO \$1/day chat plan

The Wireless Challenge

- Cellular
- Messaging
- Push-to-Talk

Dan Homrich CEO



- Information at Point of Performance
- Solution that Provides Ubiquitous Access
- View of the Mobile User Looking In
- User Experience Drives Adoption

Thank You



Series Presenting Sponsors:



More saving. More doing.™



Seminar Sponsor:

