



 **celerway**

Real Mobile Broadband



Multilink Architecture for Multiplay Services



CELTIC
Telecommunication Solutions

Develop and pilot new convergent network architectures and multimedia services for increased capacity and coverage

[**simula** . research laboratory]

[**simula** . innovation]



SimTel research





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M Ű E G Y E T E M 1 7 8 2

Matchmind
Ideas & Technology for Business

[**simula** .innovation]



TELVENT



A mediator can offer bandwidth aggregation



Business case assumptions

Provides gateway and terminal software only

Targets advanced private customers

Population of 5 000 000 and a mobile terminal penetration of 90%.

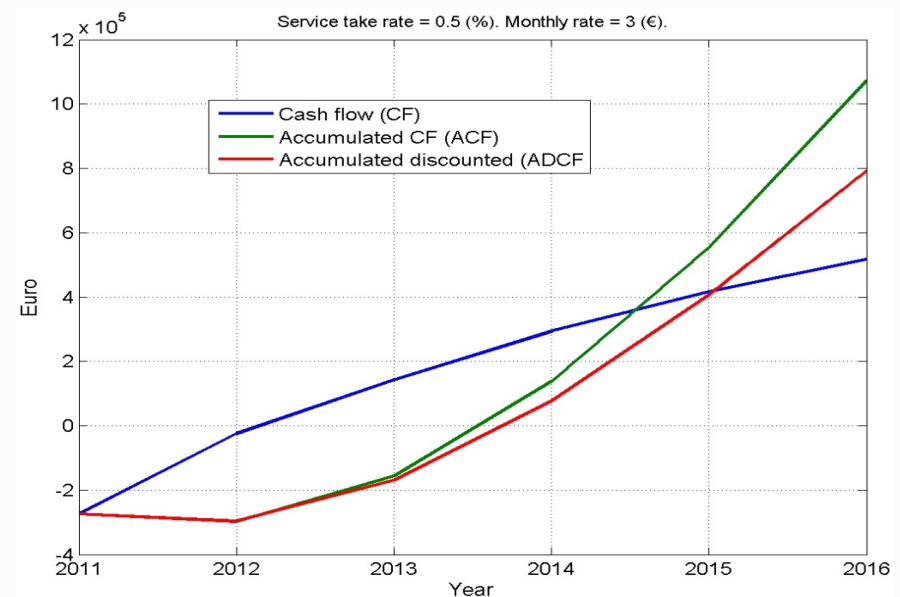
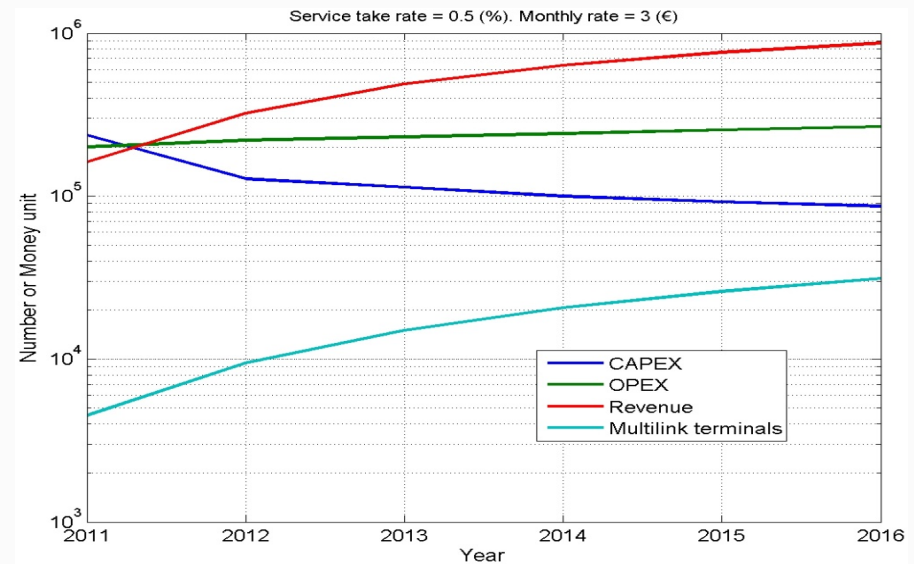
20% of the terminals can support more than one network interface in Year 0, with an increase of 5-20% the first years.

We attract 0.5% of the multilink terminals as customers.

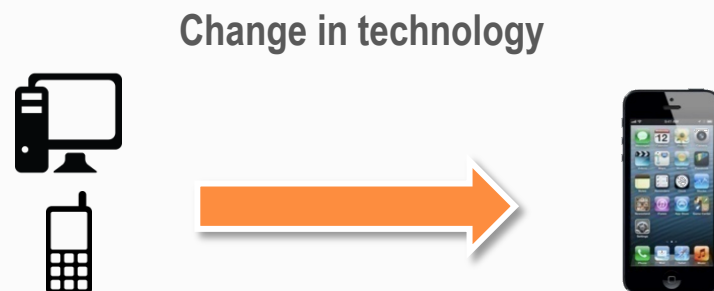
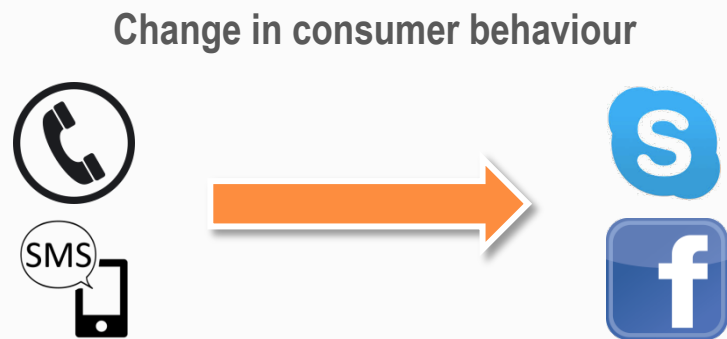
ARPU is 3€ with an annual decrease

The net present value (NPV) is estimated to be 1 026 084.

This business case shows a positive cash flow already after 1 year.



Consumer needs are changing fast



Emerging consumer needs for:

- Higher volume of data traffic
 - Increasing connection robustness
 - Higher speed and bandwidth
-
- **Consumers do not care about operators and networks, only that the app works!**

Real mobile broadband is able to exploit the coverage and capacities of all network operators – simultaneously.



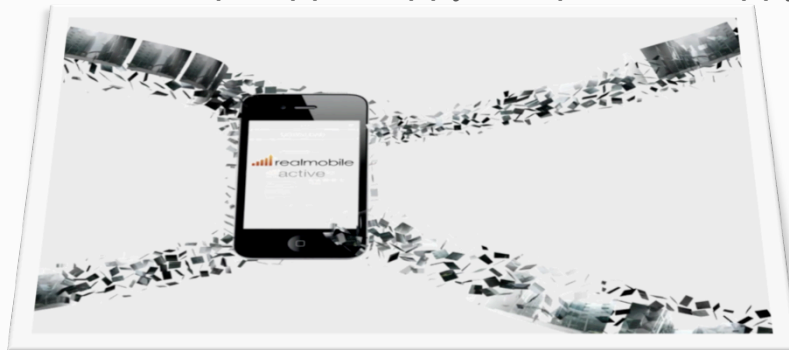
Real mobile broadband is able to exploit other networks, like Wi-Fi, when available.



Real mobile broadband is able to exploit the actual capacity during frequent technology hand-offs – like when you are “on the move”.



Seamless, and **REAL**, mobile broadband
“Where-ever, when-ever”
Keeps apps happy, keeps user happy



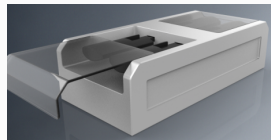
Products are based on both patented and secret software



- **RMB Apps** to smartphones, tablets and laptops
- Free



- **Consumer RMB router connecting to 8 networks**
- Retail sale price: 50 EUR



- **Pro RMB router connecting to 8 networks**
- Sales price: 300 EUR



- **RMB smart case**, connects to 4 networks combined with your phone
- Retail sales price: 200 EUR



- Ability to offer subscriptions to different operators as a re-seller
- Ability to create optimized package based on usage-patterns



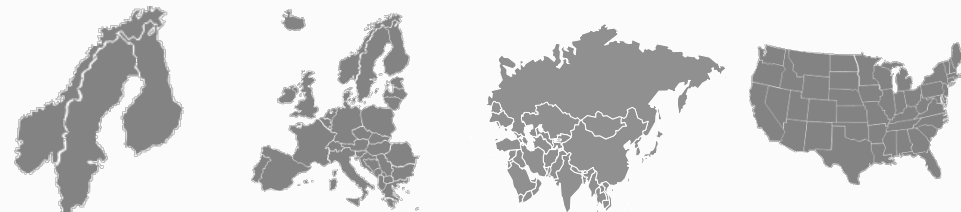
- RMB http software offer significant advantages to media-aggregators
- Licensing to large actors with http apps

Currently 2.5 bn potential customers, growing at 50% p.a.

- 1.4 bn** mobile broadband subscriptions globally
- 1.1 bn** smartphone subscriptions globally
- 50 %** expected annual growth of broadband subscriptions
- 100%** current annual growth of mobile data traffic
- 6 m** Broadband subscribers in the Nordic region



Region	Nordic	EU	Asia	USA
Number of mobile broadband subscriptions	6M	50M	970M*	290M*
Growth of mobile broadband subscriptions	20-50%	10-20%	30%	20%
Number of mobile subscriptions	35M	700M	4bn	330M
Data usage per month	10-20GB	10GB	2-4GB	4-10GB
Growth of data usage	50%	50-70%	100%	100%



*includes on smartphones