SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

driving convergence worldwide

oma
Open Mobile Alliance

OMA Home Environment Services Workshop
Small Cell Services

Andy Germano - Vice Chairman, Small Cell Forum

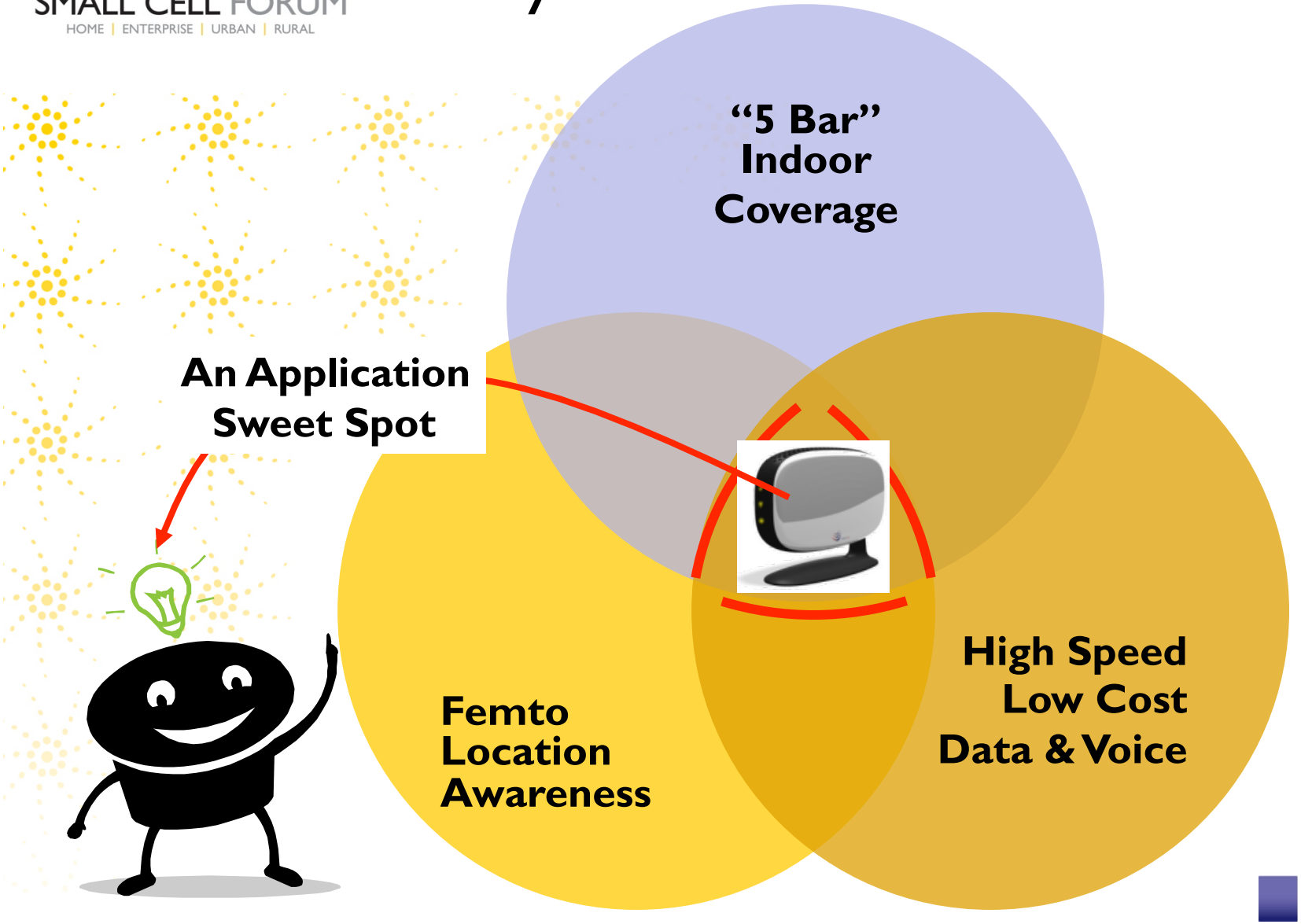
Chair, Services Special Interest Group (SSIG)

The information in this presentation is public

andy@smallcellforum.org

www.smallcellforum.org

Why Small Cell Services?



THE 5-BAR LIFESTYLE

SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

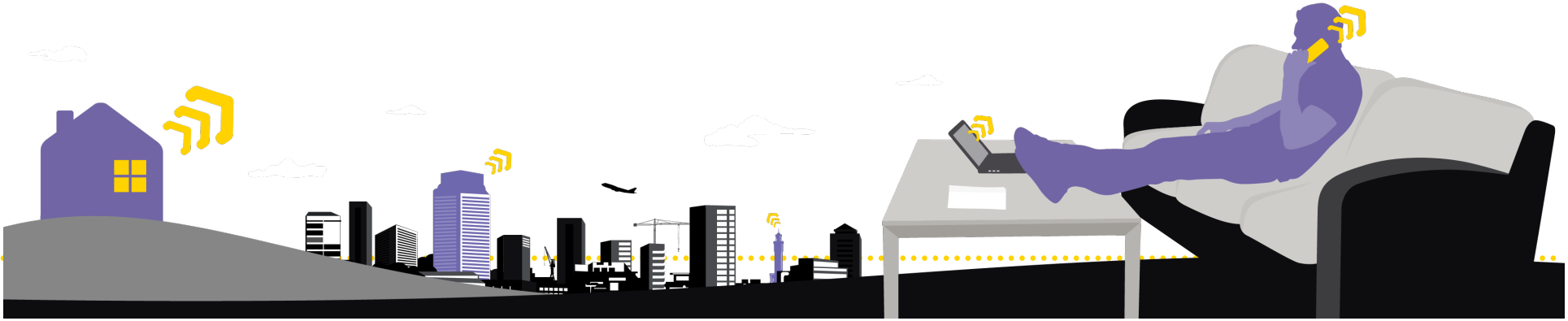
driving convergence worldwide

Small Cell Services:

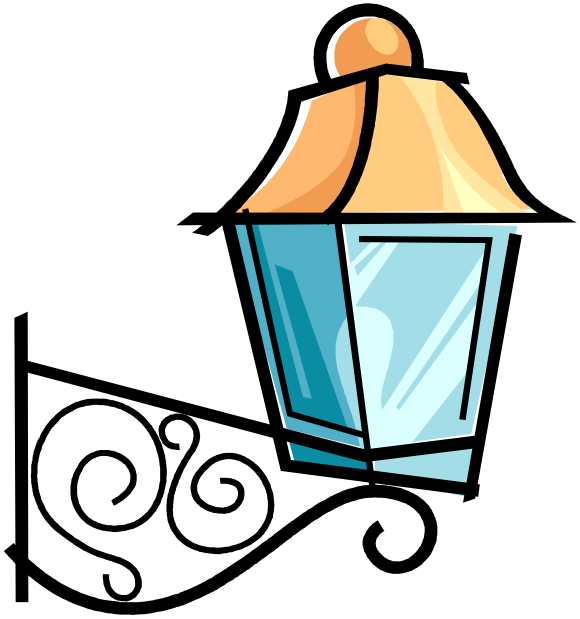
Some Examples

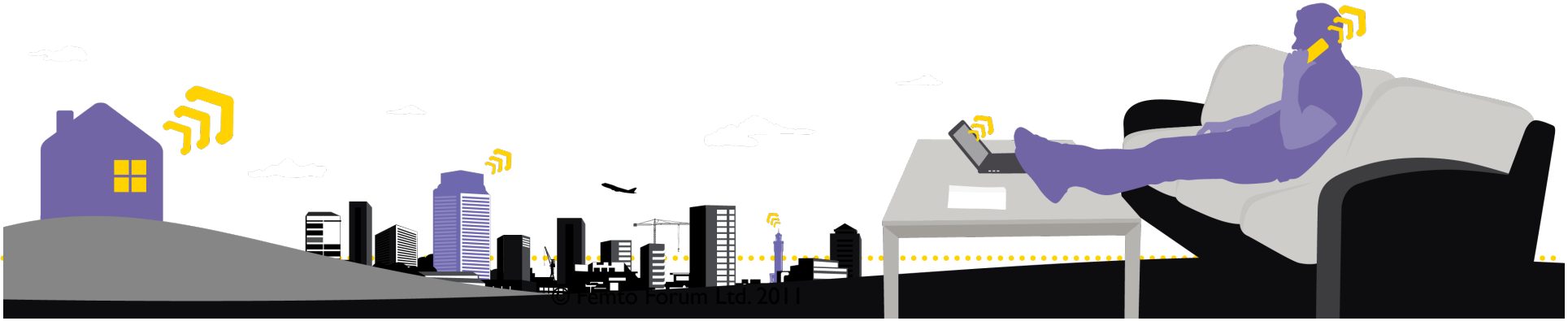
THE 5-BAR LIFESTYLE

Home Reminders



Intelligent Home



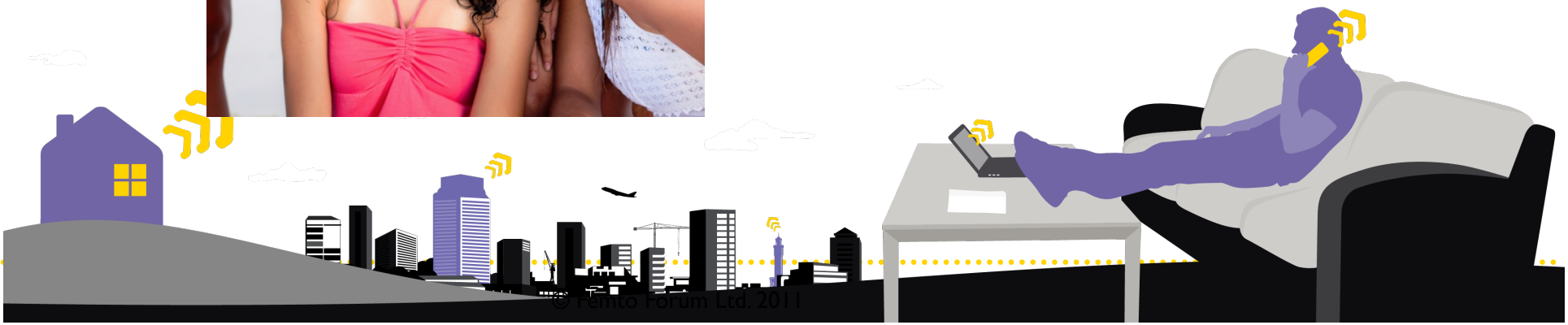


© femto Forum Ltd. 2011

SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

driving convergence worldwide

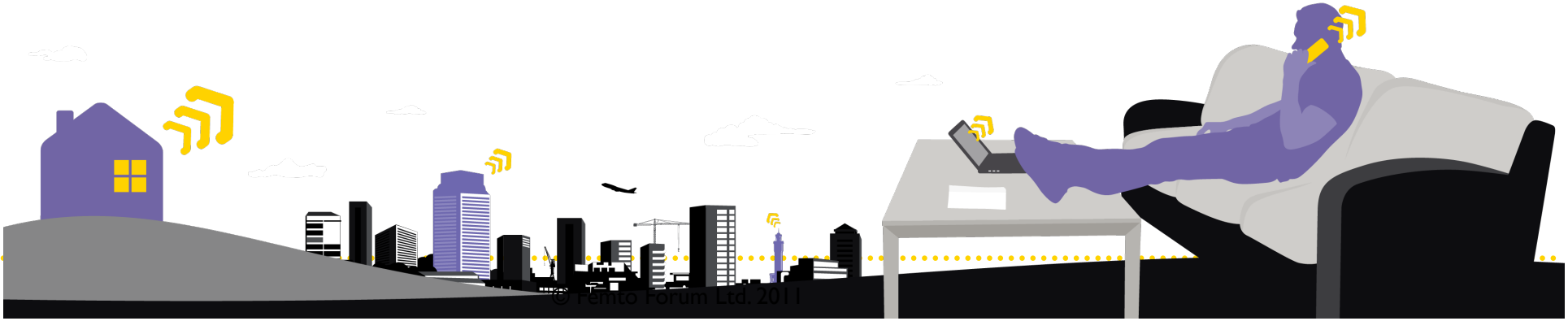
Social Networking



© Femto Forum Ltd. 2011

Consumer Research

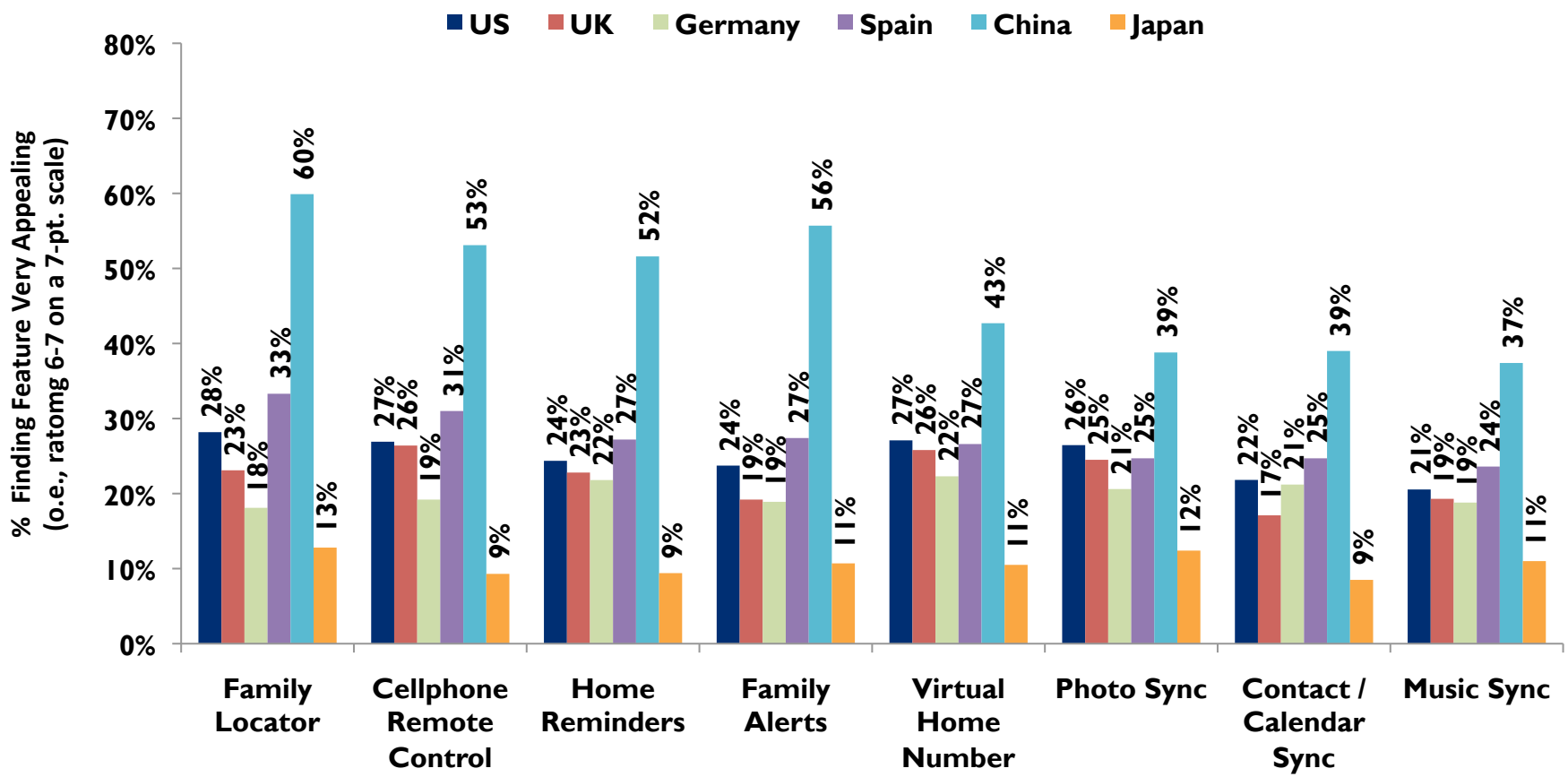
Let's start with some hard data…



© femto Forum Ltd. 2011

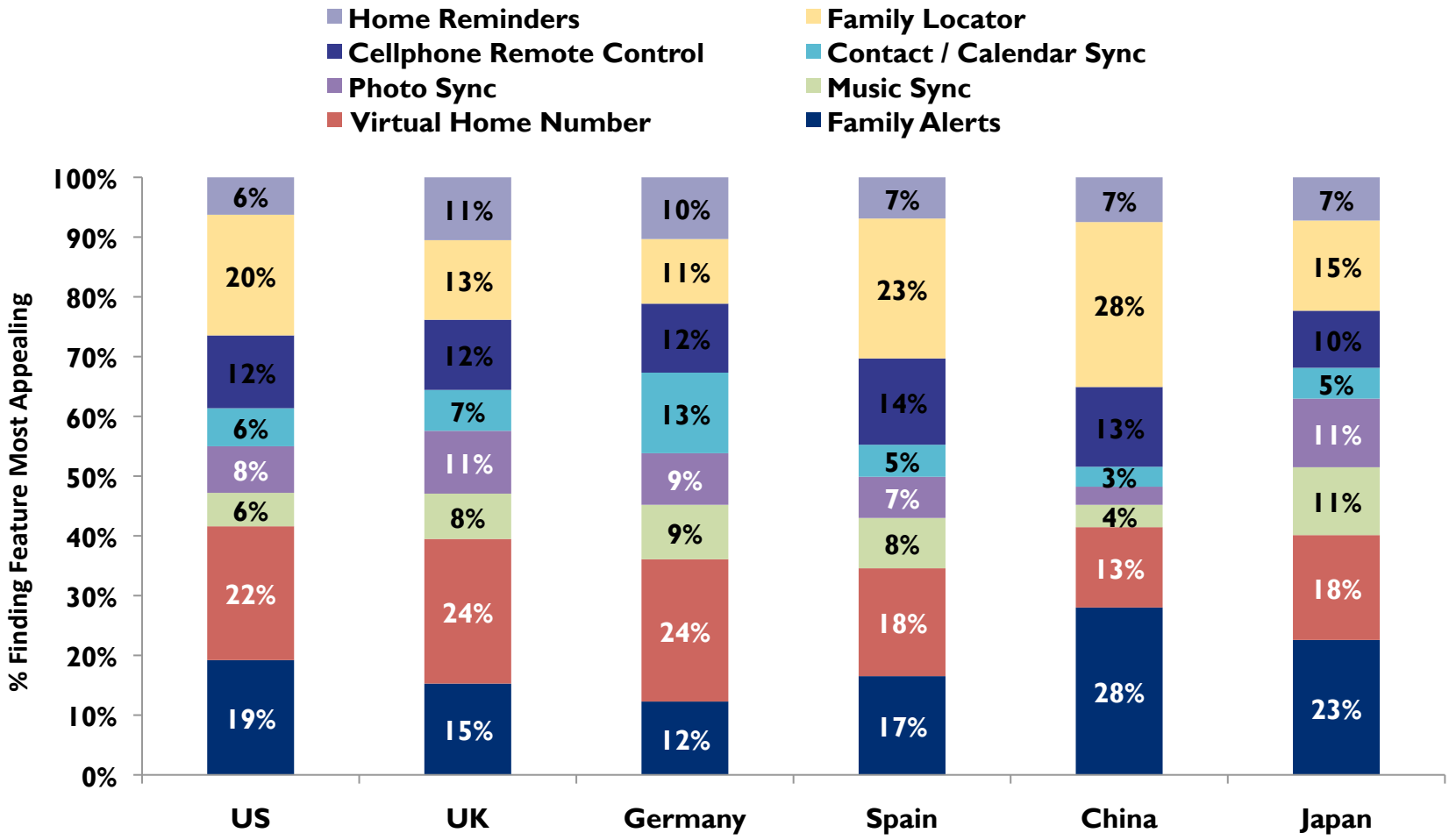
Appeal of New Femtocell Features (Q3/10)

Q4080. "In addition to providing improved coverage, femtocells can also enable a number of new features. How appealing to you are the following?"
(Among all Broadband HHs with Mobile Phone)

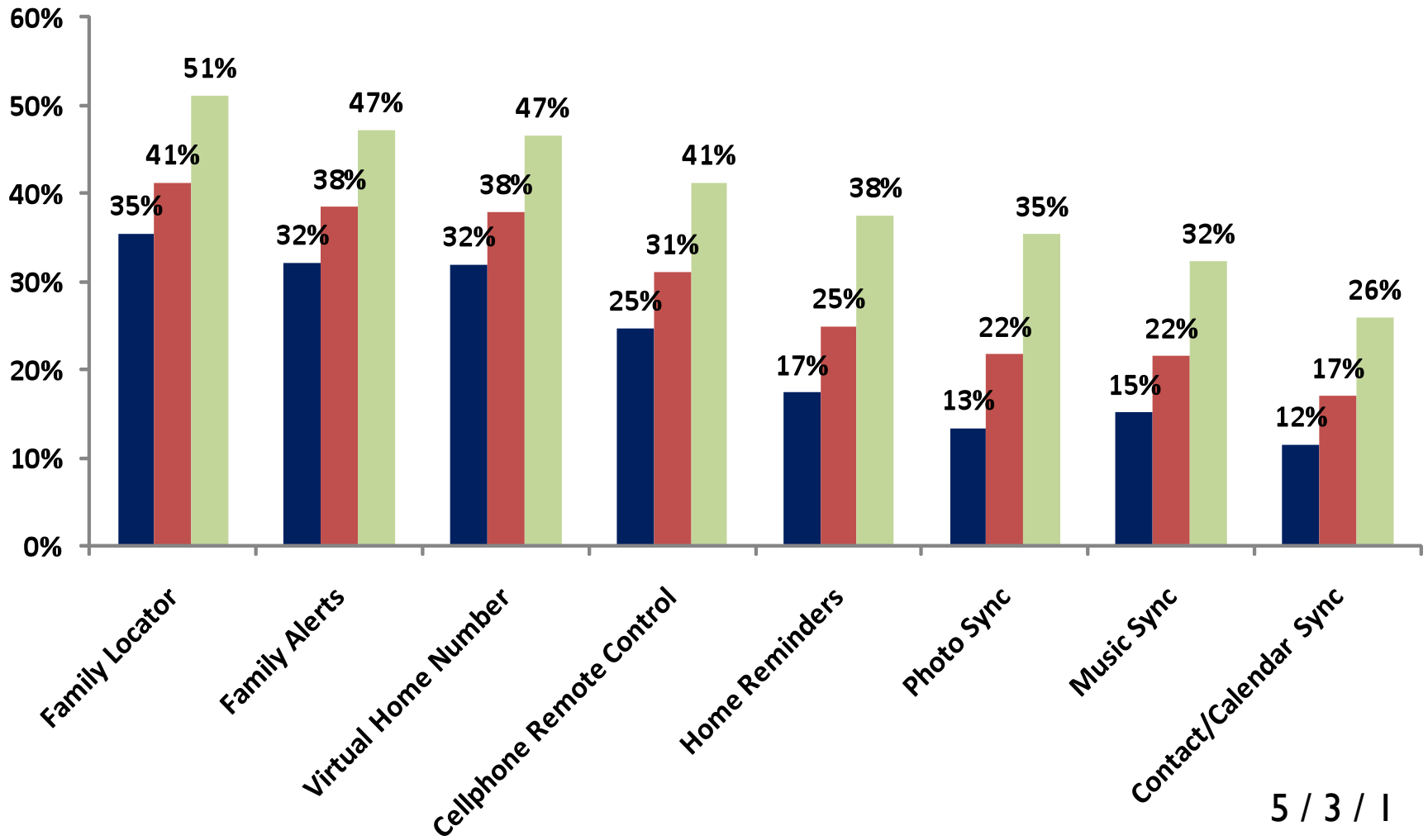


Most Appealing Femtocell Feature (Q3/10)

Q4085. "Of the following features, which are the most appealing? "
(Among all Broadband HHs with Mobile Phone, Interested in at least two features)



Consumer Willingness to Pay

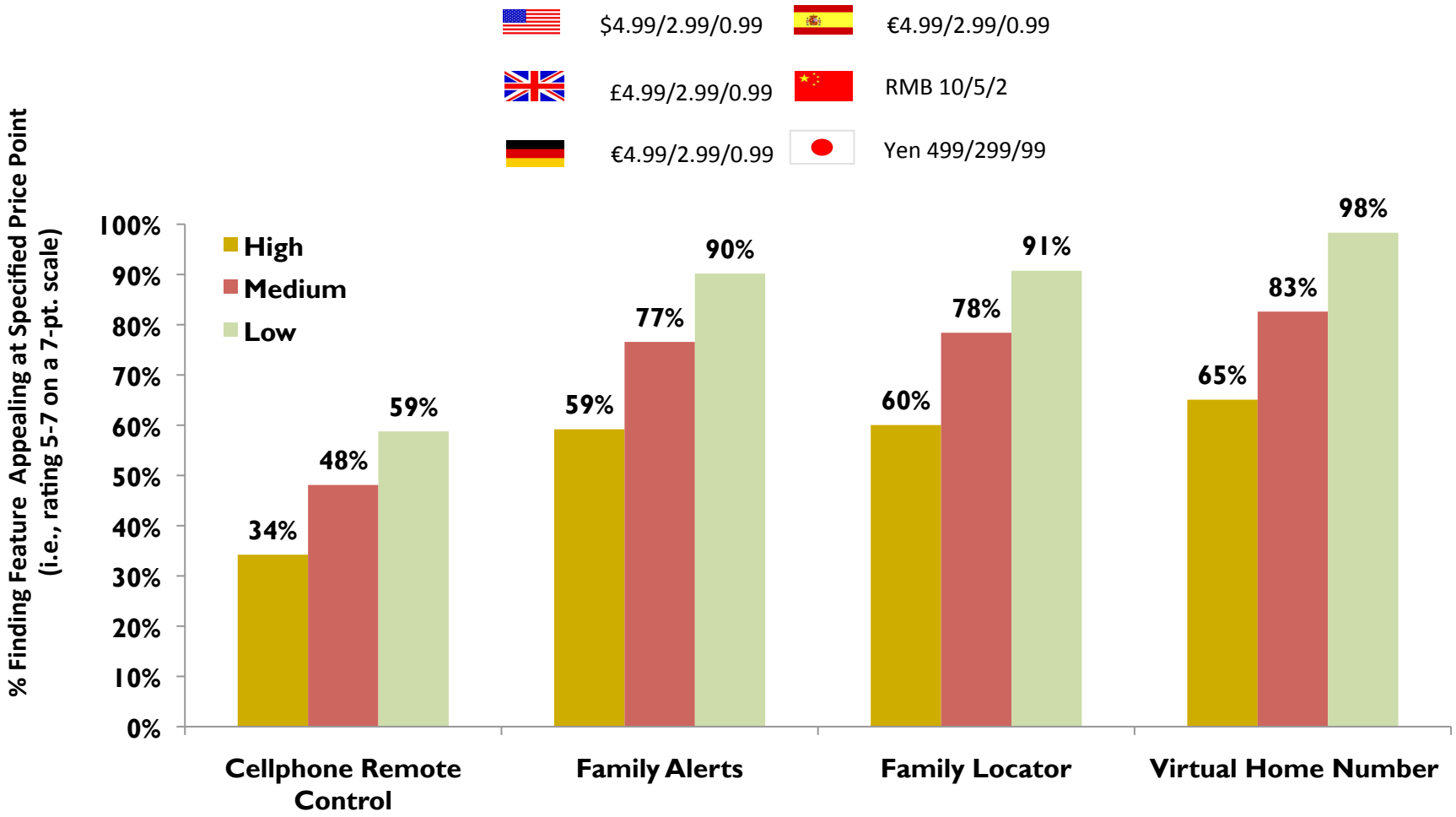


SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

driving convergence worldwide

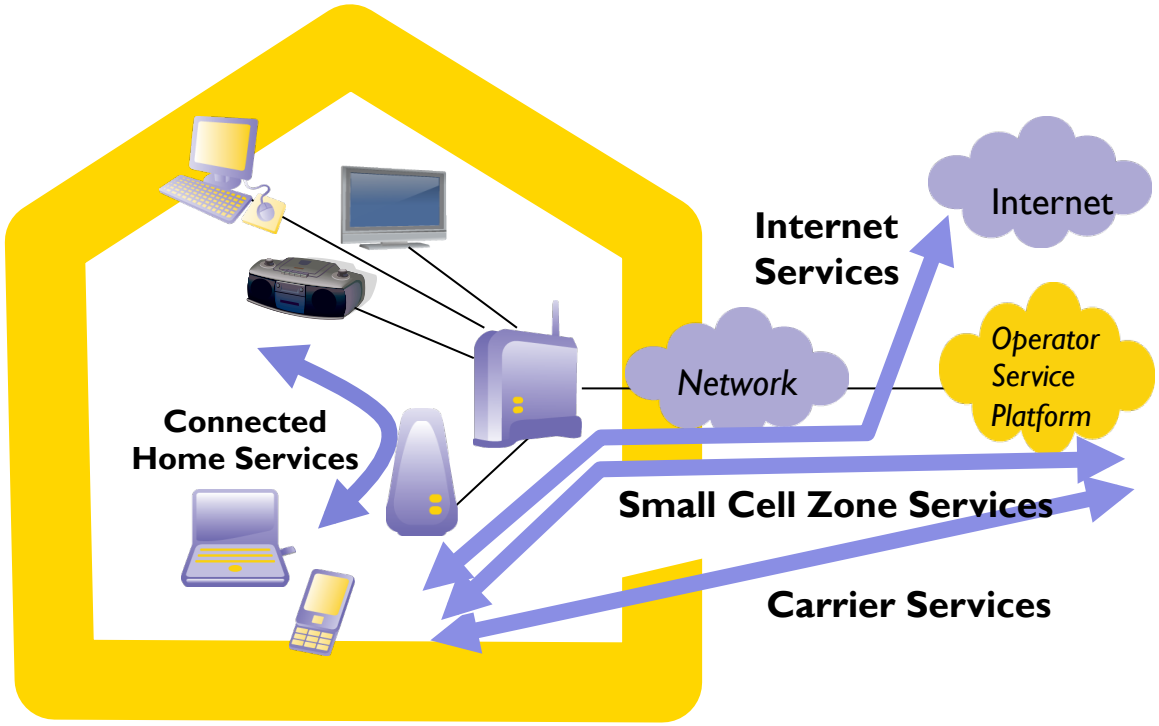
Price Sensitivity of New Femtocell Services

Q4090-4092. "How likely are you to purchase your top-ranked service at these price points?"
(Among Femtocell Fans Ranking Specified Service As Their Most Desired Service)



Where will Small Cell Applications Reside?

1. On the mobile handset
2. On the Femto Access Point (FAP)
3. HomeLAN
4. In the Network
   - Secure Gateway
   - Application Server
   - Internet
   - Cloud

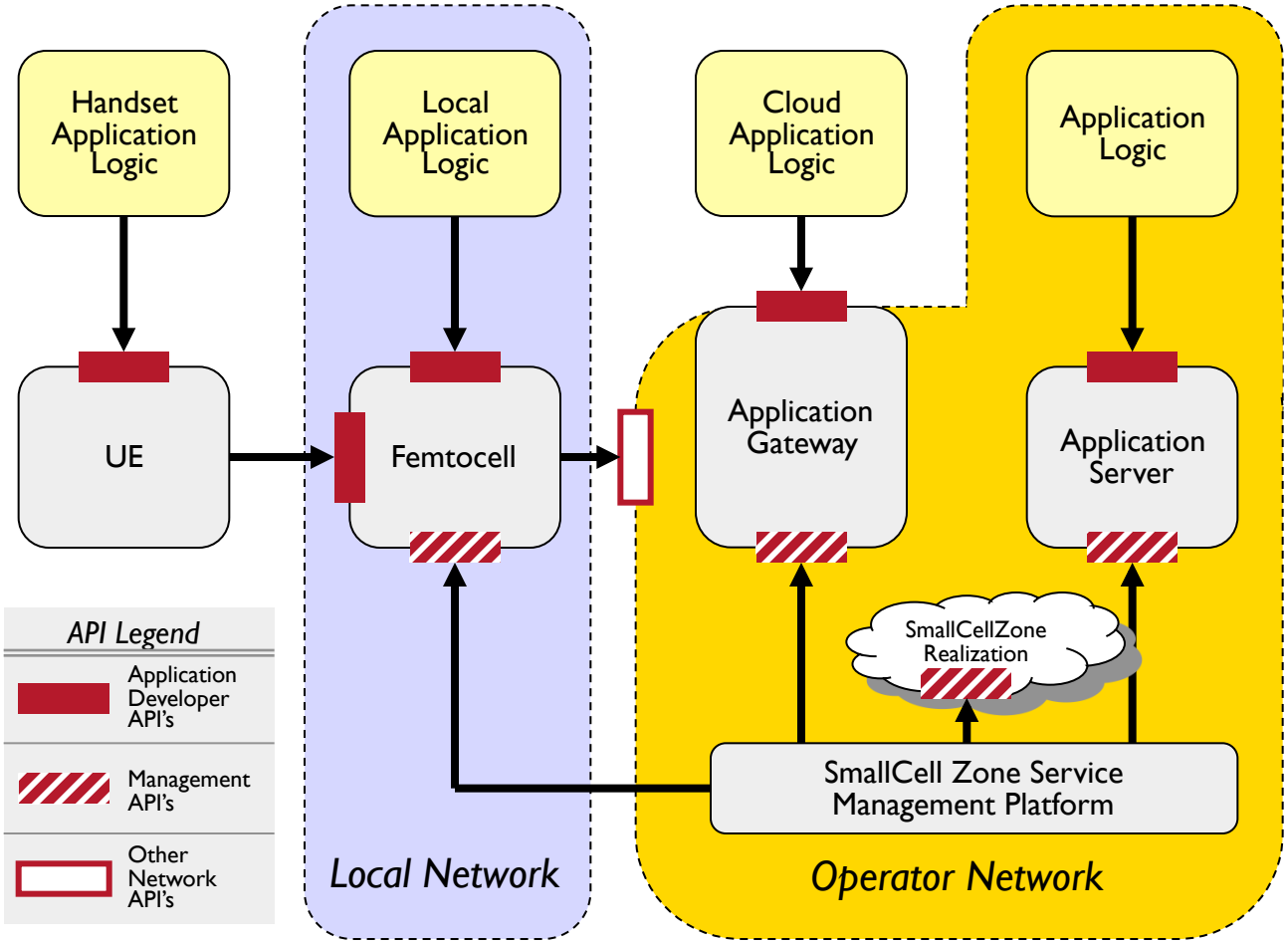


The Small Cell Forum is working to define the API's to support these cases

SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

driving convergence worldwide

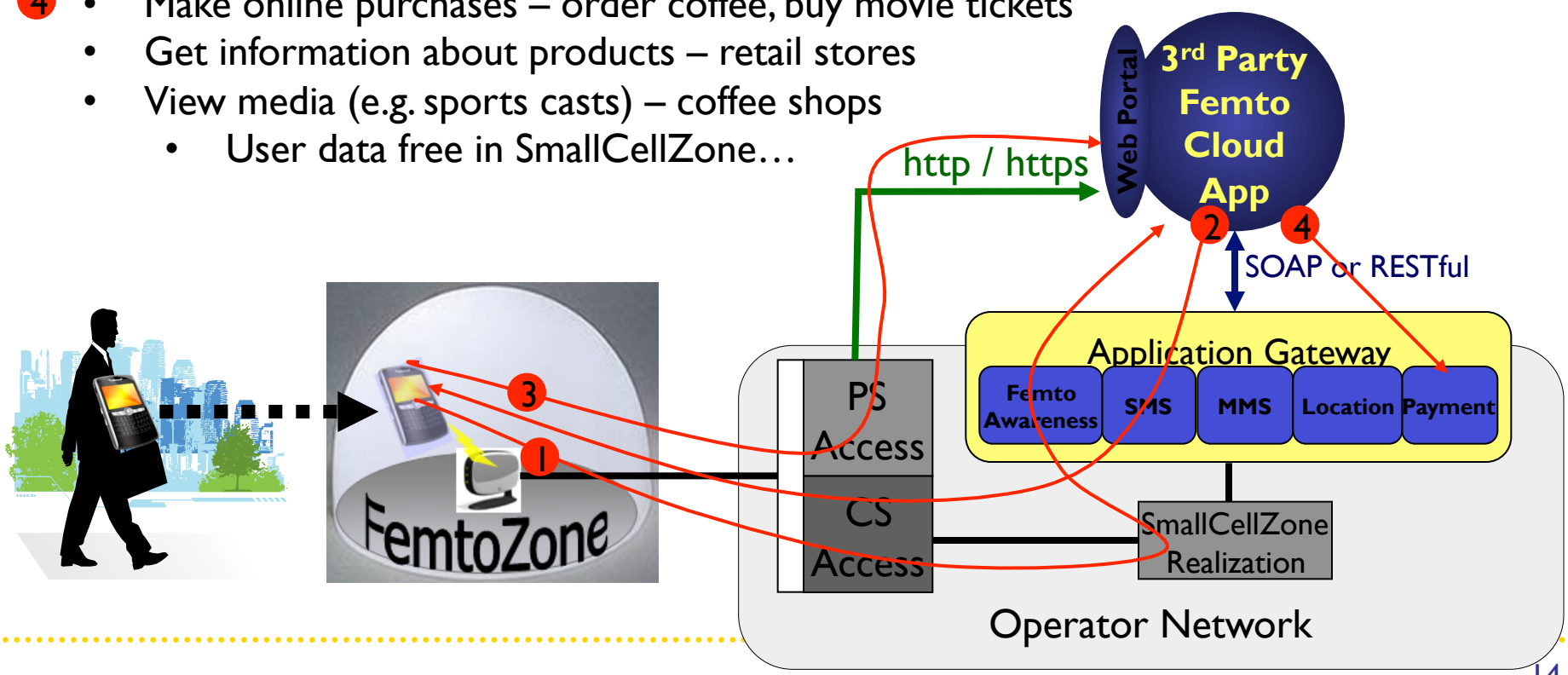
Small Cell Services Architecture



SMALL CELL FORUM
HOME | ENTERPRISE | URBAN | RURAL

Rich applications behind simple API's

- 1 User walks into Small Cell Zone
  - FemtoZone Awareness notification "Enter SmallCellZone" dispatched to application
- 2 Application sends SMS with link to web portal (session id "correlator" given in url)
- 3 User clicks on SMS link to open browser to:
  - Opt-into the program (1st interaction)
  - 4 Make online purchases – order coffee, buy movie tickets
  - Get information about products – retail stores
  - View media (e.g. sports casts) – coffee shops
    - User data free in SmallCellZone…



Small Cell Forum Resources:

- **Applications Showcase**
  - http://www.femtoforum.org/appCode234/applications%200809.html

- **Developer Community Outreach**
  - applications@smallcellforum.org
  - **White Papers**
    - http://www.smallcellforum.org/femto/applications.php
  - **Emulator**
  - **Developer Events**

- **Services Video**
  - http://www.smallcellforum.org/new_services/

Services Special Interest Group

Femto-Awareness for Handset Applications

© 2009 The Femto Forum page 1

Summary:

- Based on consumer research:
  - Consumers WANT Small Cell Services AND
  - They are willing to pay
- New Revenue Opportunity for Mobile Operators
- Small Cell Forum have published an Industry API
  - Additional API work continues
- Emulator Announced this week

Conclusions:

- **Small Cells** *address immediate needs*
- **Small Cells** *are here now*
- **Small Cells** *are growing fast*
- **Small Cells** *provide a unique platform for mobile services*

"Delivering a great mobile experience to one billion users via small cell technology"

Thank you!

Andy Germano

Vice Chairman, ***Small Cell Forum***

andy@smallcellforum.org

www.smallcellforum.org

© Small Cell Forum Ltd. 2012