



vodafone

Master Document

Autumn/ Winter 2006 Portfolio
(October 2006 – March 2007)

Group Marketing – Terminal Portfolio & Services

Version 1.0

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Content

Purpose & Vendor Pack Content

Vodafone's Winter 2006 Portfolio

Terminal Services and Device Selection

Terminal Product Definition

Process and Timeline

To obtain a comprehensive market overview, Vodafone has prepared a specific vendor pack for this RFI

- RFI Purpose
 - to determine supplier roadmaps for all mobile handheld products to be evaluated for a launch by Vodafone's community in the autumn/ winter 2006 timeframe;
 - to state priorities and give guidance as to our core requirements and specific selection criteria's; and
 - to present early on Vodafone's expectations in terms of use cases, features and KPIs that must be supported by terminals to be launched by Vodafone and that will be the basis for the selection in the later RFP stage (only for devices short-listed after the RFI)
- Vendor Pack Content

Document	File Name	Purpose
Master Document	"Master Document.pdf"	Provides general overview of the RFI
Cover Letter	"Cover Letter.pdf"	Accompanying letter to the RFI
Request for Information	"RFI.xls"	To be used to reply to the RFI
Terminal Product Definition Compliance Sheet	"TPD.xls"	Provides guidance on Vodafone's requirements. Must be filled in for all short-listed devices during a RFP

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Each of the slots of the autumn/ winter 2006 Live! Consumer Portfolio can accommodate one or more devices

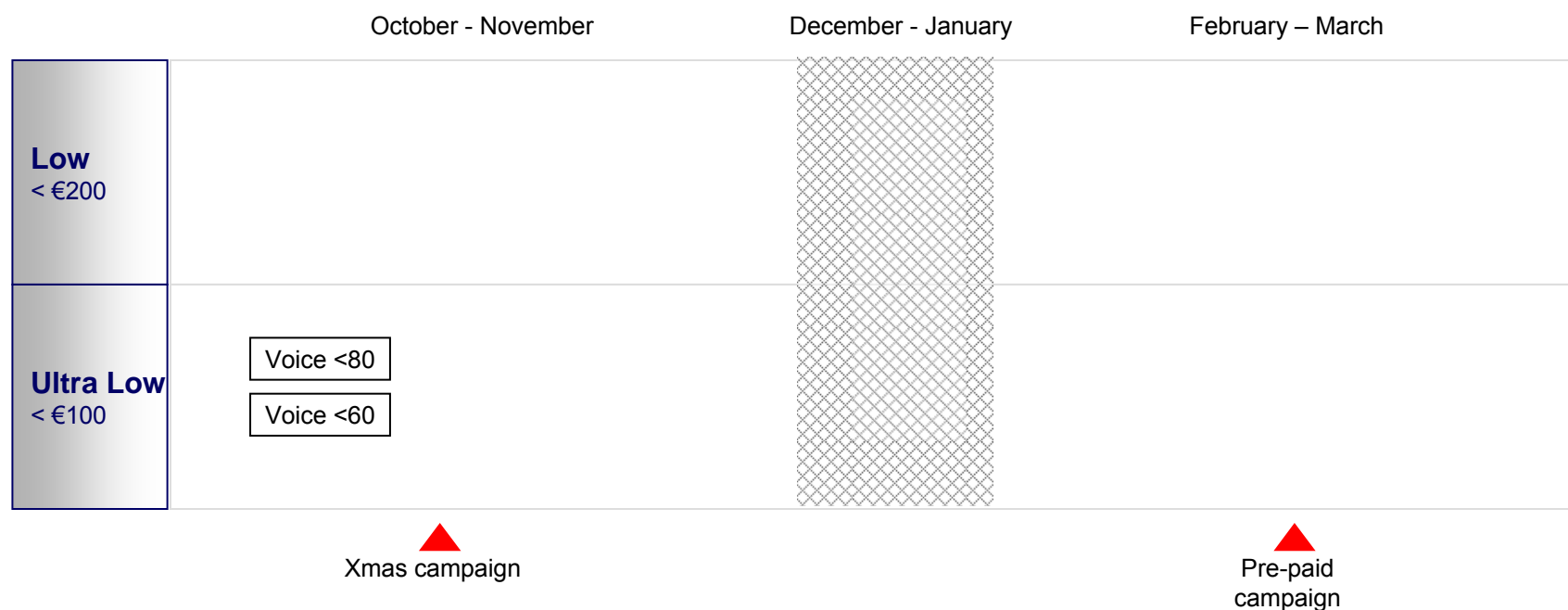
	October - November	December - January	February – March
High > €300	MM < 350		
Medium < €300	MM < 250 TV < 250 www < 250		
Low < €200	MM < 200 Music < 175 Low 3G<120		MM < 150
Ultra Low < €100	MM < 90 MM < 60		MM < 90

MM: Mainstream multi-media device
 www: www Internet device
 TV: Mobile TV (streaming)

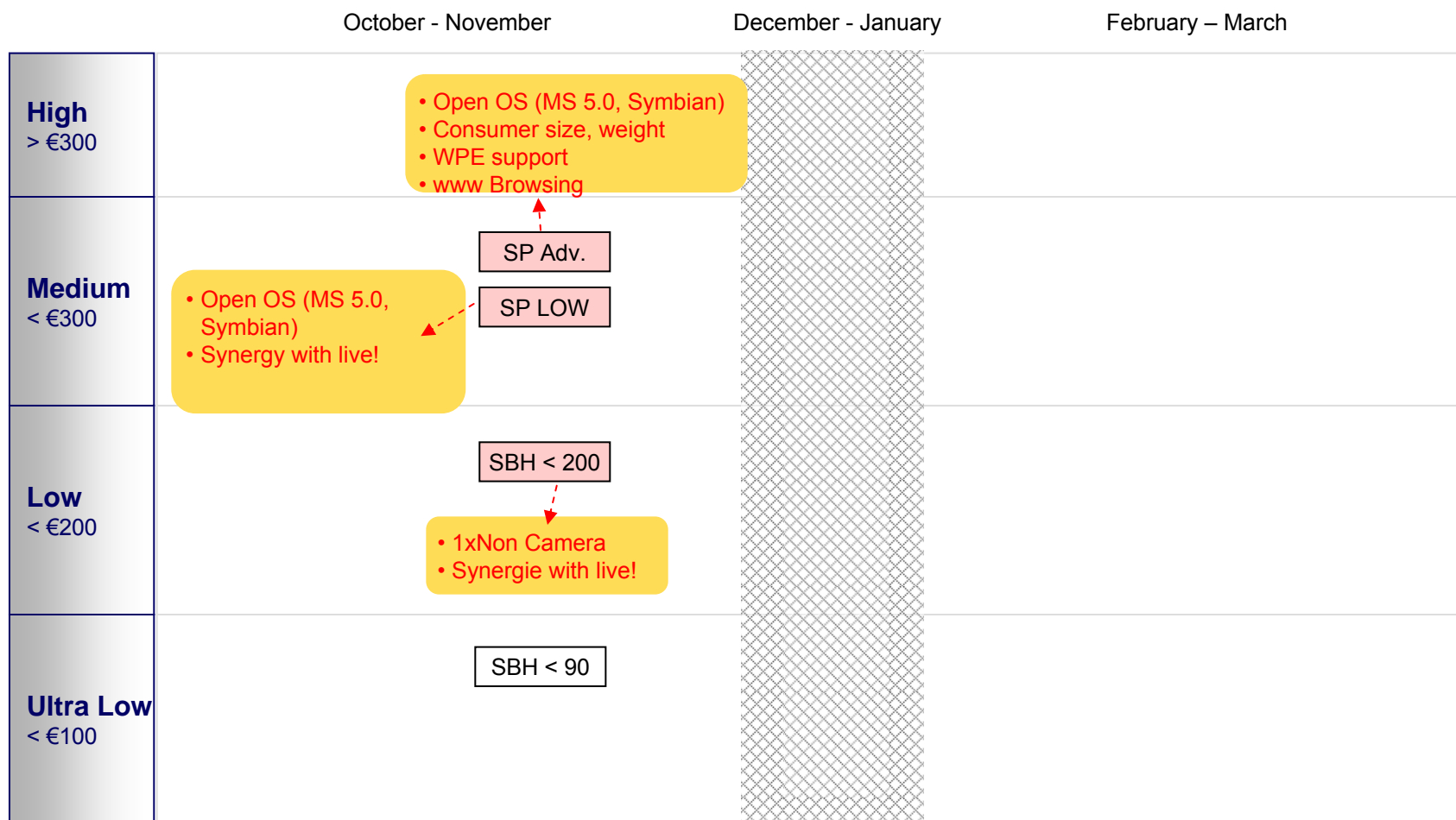
▲ Xmas campaign

▲ Pre-paid campaign

The autumn/ winter 2006 Simply Portfolio consists of ~2 slots which can accommodate one or more devices



The autumn/ winter 2006 Business Portfolio consists of ~4 slots which can accommodate one or more devices



SBH: Standard business handset
 SP: Smart phone
 WPE: Wireless Push e-mail

Content

Purpose & Vendor Pack Content

Vodafone's Winter 2006 Portfolio

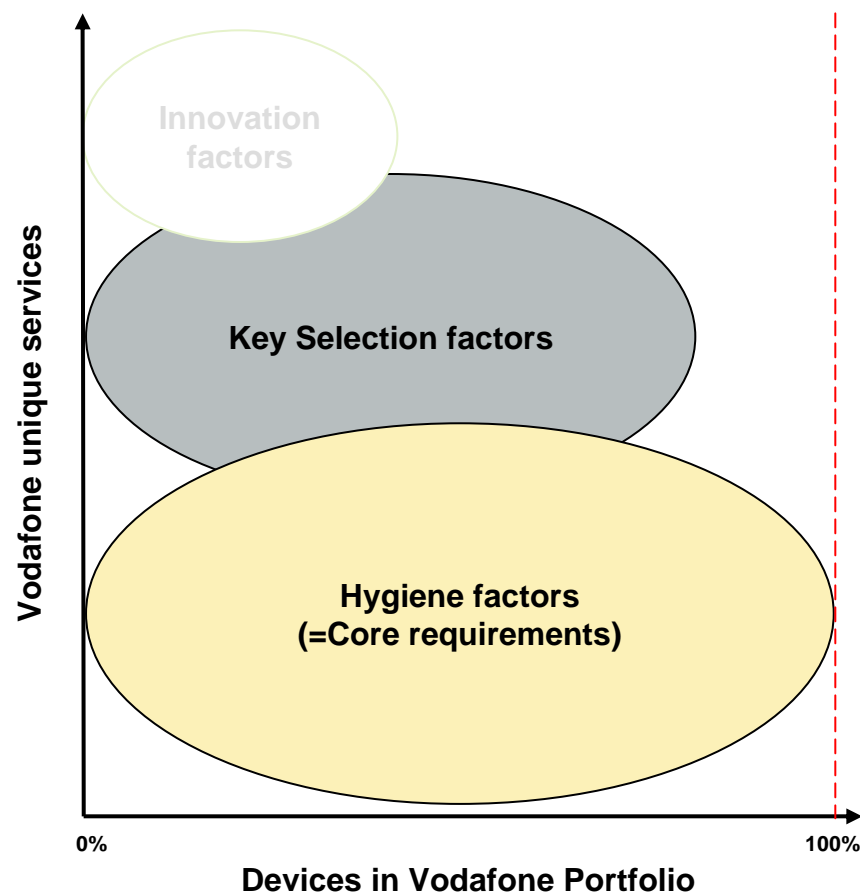
Terminal Services and Device Selection

Terminal Product Definition

Process and Timeline

Live! Portfolio selection will be based on meeting the hygiene factors and delivering key services (1/3)

Autumn/ Winter 2006 live! Portfolio



Key Services

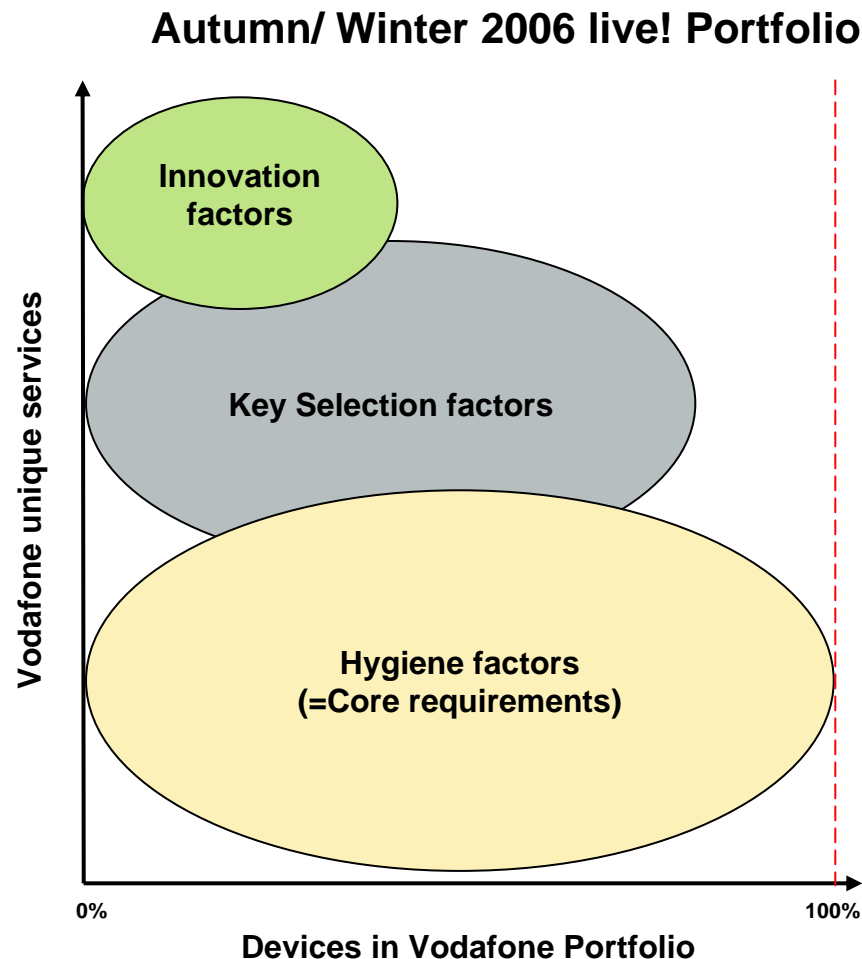
For Key Selection Factors:

- ☐ Vodafone RDJ (Radio DJ)
- ☐ Vodafone Mobile TV (streaming)
- ☐ livecast!
- ☐ Consumer Push Email
- ☐ www (true Internet Browsing)

For Hygiene Factors:

- ☐ Video Telephony
- ☐ SMS/ MMS/ Integrated Postcard client
- ☐ Smartphonebook and syncML
- ☐ Polyphonic (XMF) & True ringtones (AAC,...)
- ☐ Browser incl. EcmaScript, SVG-T 1.1, Vodafone specific storage and key KPI's
- ☐ Media Player, Full track music download
- ☐ Java Gaming

With selected slots, Vodafone will capture breakthrough innovations in the live! Portfolio (2/3)



Key Services

Vodafone's innovation roadmap:

- ☐ TV broadcast (DVB-H, DMB)
- ☐ Emphasis on "clear voice"
- ☐ HSDPA
- ☐ Dynamic Content Discovery
- ☐ IMS based rich communication

Vendor's innovation roadmap:

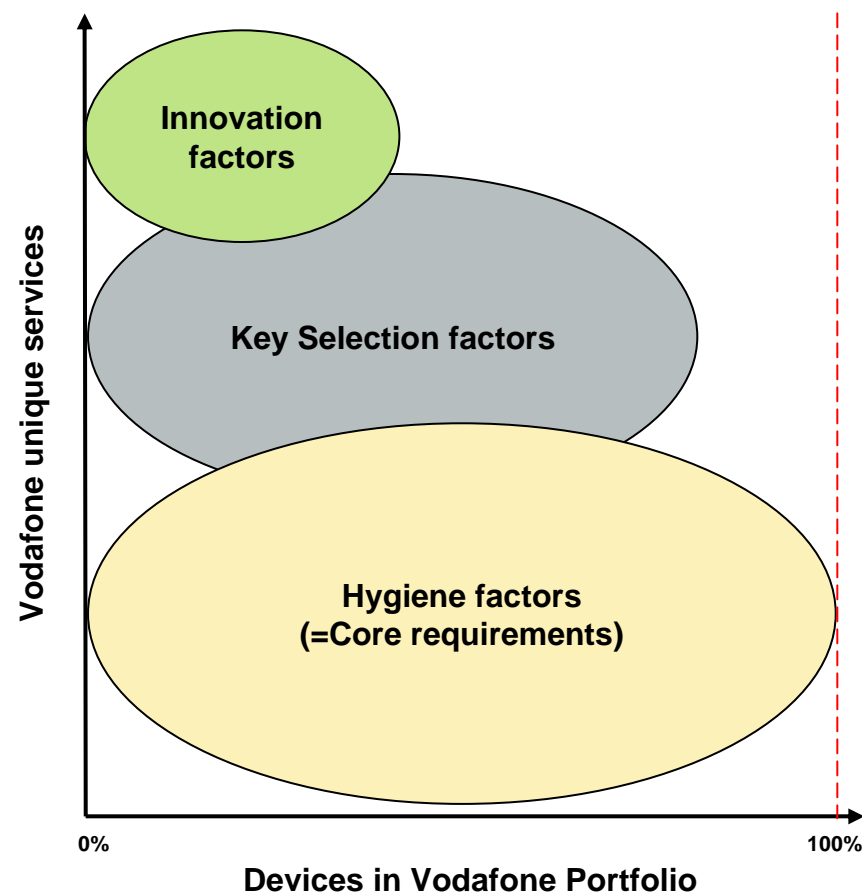
- ☐ Vendors are asked to submit more ideas for innovation and breakthrough devices to be included into Vodafone's roadmap

Hygiene factors and key selection criteria for live! (high level) (3/3)

Key selection criteria's						
Imaging <ul style="list-style-type: none"> Enhanced camera Picture & video editing Printing support TV-out 	Music <ul style="list-style-type: none"> Radio DJ Progressive Download Hardware keys Domain sharing with OMA DRM 2.0 (PC<>Mobile) WMA/MTP 	Messaging <ul style="list-style-type: none"> Consumer Push email Joint Composer MMS 1.3 Instant Messaging Voice message PTT over Cellular 	wwwBrowsing <ul style="list-style-type: none"> Full WWW support Enhanced readability & navigation (fit-to-width for text - Page zoom & pan) SVG-T 1.2 	Gaming <ul style="list-style-type: none"> High performance 3D Gaming support Multiplayer gaming support Motion sensor 	Mobile TV <ul style="list-style-type: none"> H.264 Inline SVG-T 1.2 and SMIL Hardware keys and advanced controls Record Mobile TV 	Other <ul style="list-style-type: none"> Live!cast Dynamic Content Delivery Clear Voice and Video Telephony
Hygiene factors (=Core Requirements)						
Communication		Organization		Information		Entertainment
<ul style="list-style-type: none"> SMS, MMS 1.2 Video MMS 3G Postcard client Loudspeaker support Headset (stereo 3G) Bluetooth headset support 3G Video Telephony 3G 		<ul style="list-style-type: none"> Phonebook (including OTA synchronization) Calendar Polyphonic & true ringtones PC Connectivity 		<ul style="list-style-type: none"> Browser: <ul style="list-style-type: none"> Rich portal access (XHTML MP – EcmaScript - SVG-T 1.1 3G) Accelerated Browsing (VSS, Multipart, Pipelining) Inline audio&video 3G Mobile TV 3G 		<ul style="list-style-type: none"> Java Gaming Media Player (Video&Audio streaming) 3G Full Tack Music Download 3G
Display	Battery		Content Types	Camera		Other
<ul style="list-style-type: none"> Resolution >= QQVGA >= 64k colors Resolution >= QCIF+ 3G >= 262k colors 3G 	<ul style="list-style-type: none"> Standby time >= 200h Talk Time >= 165 mn Stand by time >= 400h 3G Video Talk Time >= 125 mn 3G 		<ul style="list-style-type: none"> Polyphonic 16 voices AAC AAC+ & MP3 3G H.263 & MP4 video 3G 	<ul style="list-style-type: none"> Resolution >= VGA Resolution >= 1.3 MPx 3G Auto exposure Digital zoom Video Recording 		<ul style="list-style-type: none"> OMA DM 1.2 & Client provisioning USIM support (including contacts) OMA DL & DRM FL OMA DRM SD 3G Memory Card 3G

Business Portfolio selection will be based on hygiene factors combined with support for key services and innovation

Autumn/ Winter 2006 Business Portfolio



Key Services

For innovation:

- ☐ Business live cast
- ☐ Dynamic User Experience
- ☐ Security

For key selection factors:

- ☐ Enhanced Email
- ☐ Navigation
- ☐ Wireless Office
- ☐ Internet Browsing
- ☐ Speed (HSDPA,...)

For hygiene factors:

- ☐ Email
- ☐ Voice
- ☐ Messaging
- ☐ Connectivity
- ☐ Organisation

Simply Autumn/ Winter 2006 builds on Vodafone specific hardware, UI and performance

Communication

- ☐ Focused on voice usage and text messaging
- ☐ Quick and simple access to Contacts, Messages
- ☐ Easy voice mail and voice messaging

Organisation

- ☐ In-built software for PC synchronisation

Enabler

- ☐ Easy to use navigation keys
- ☐ Large buttons
- ☐ Legible colour display
- ☐ UI with simple menus and interactive help

Performance

- ☐ High performance battery requirement (SBT>300h, TT>300 min)
- ☐ Clear voice KPI

User Experience: Mandatory Areas vs. Co-Design Areas

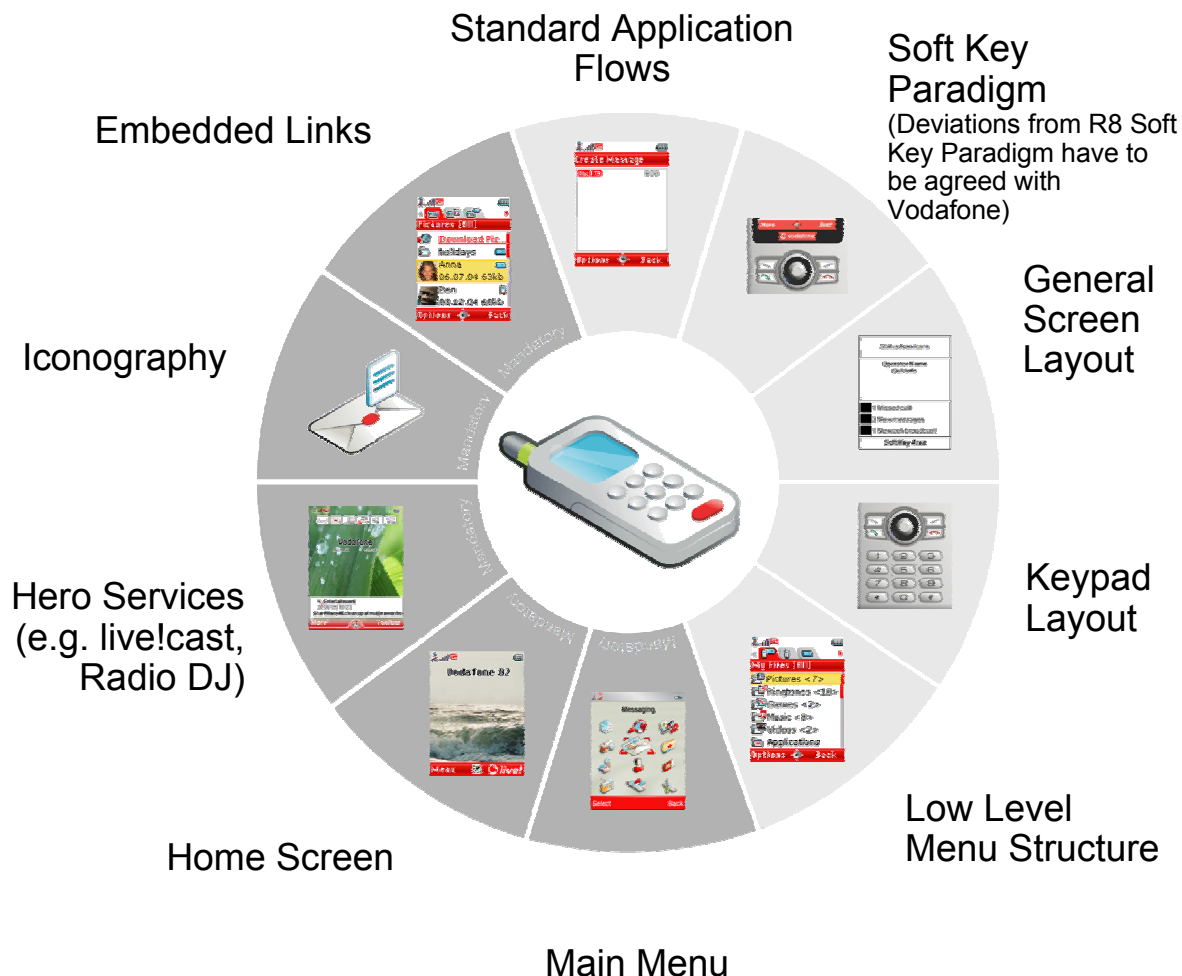
UE Requirements differentiate between...

- ...areas where solutions are agreed between Vodafone and the manufacturer. These will be developed in a co design mode with the manufacturer.

- ...and areas where Vodafone will mandate a specific design. These areas will be specified in detail because they are either important for differentiation or because the services are new and need detailed explanation.

Mandatory

Co-Design



Content

Purpose & Vendor Pack Content

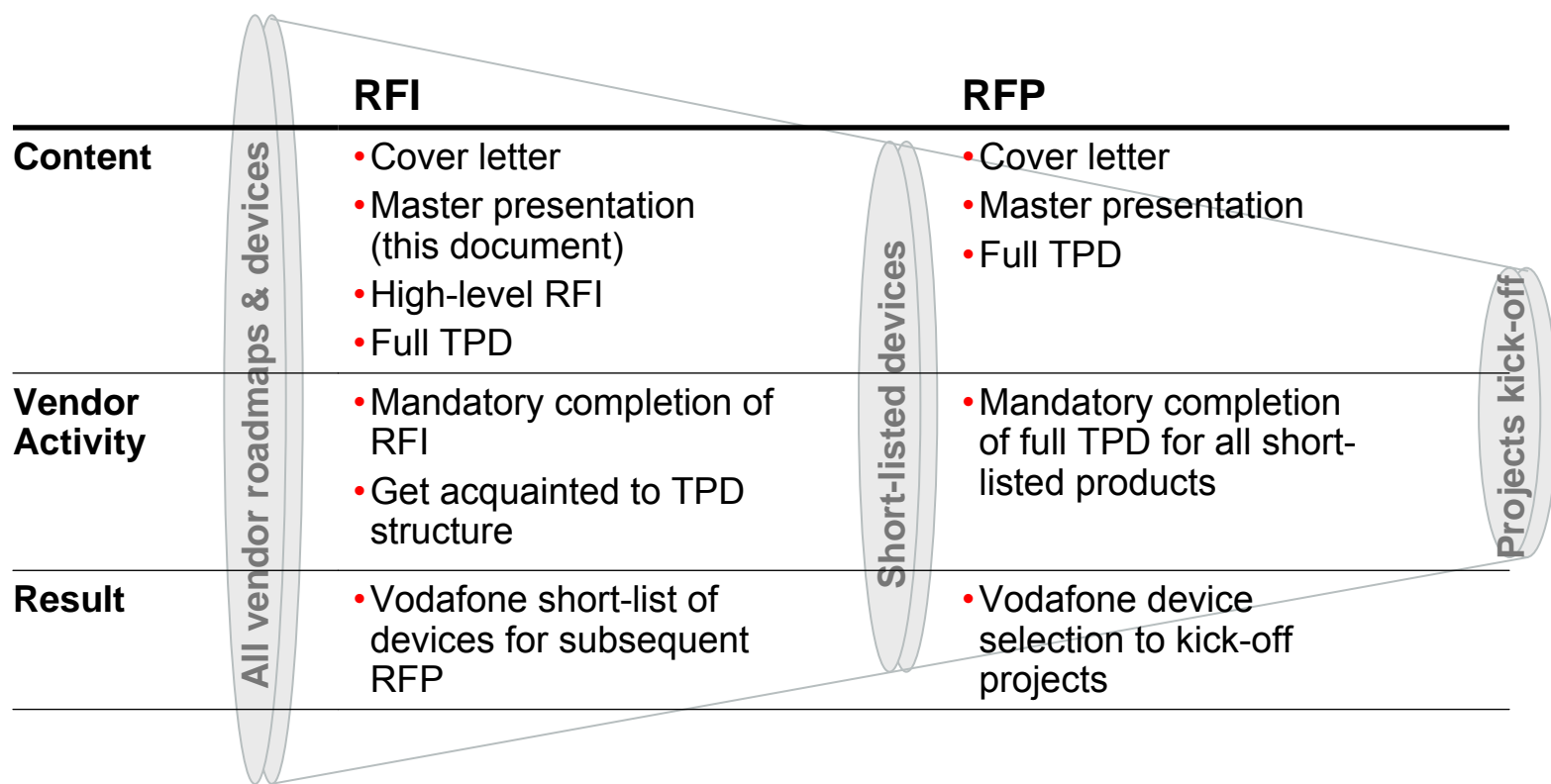
Vodafone's Winter 2006 Portfolio

Terminal Services and Device Selection

Terminal Product Definition

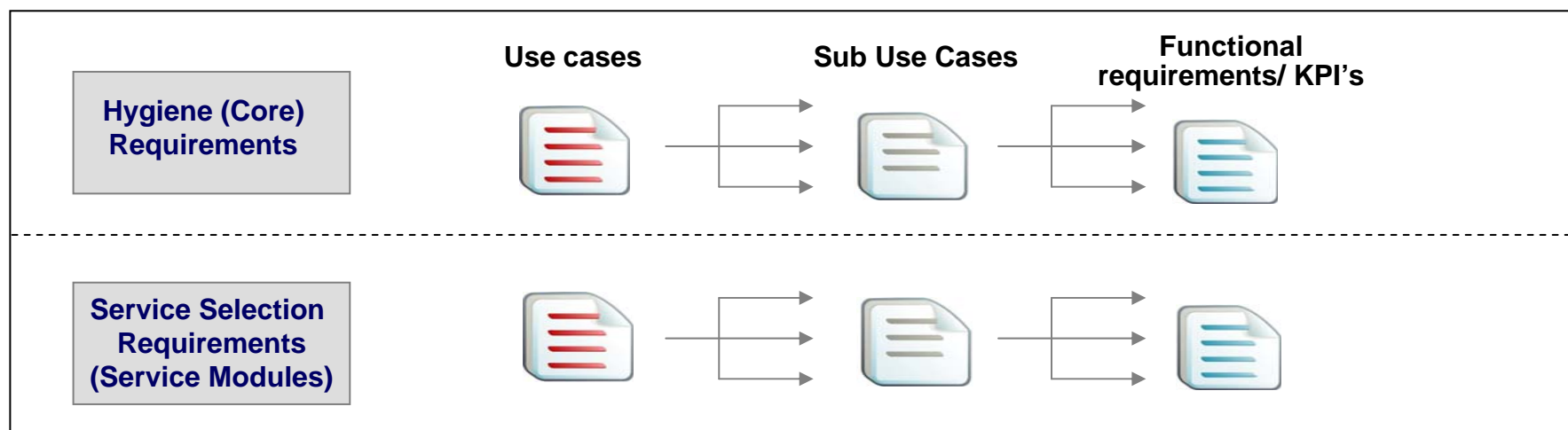
Process and Timeline

**The RFI seeks limited information for short-listing;
participants of the subsequent RFP will be required to fill
in the full Terminal Product Definition (TPD)**



For Autumn/ Winter 2006, Vodafone enforces a use case driven framework for core and service selection requirements

Terminal Product Definition Structure (1/2)



- Use cases and sub use cases logically group functional requirements and KPI's
- The approach clearly articulates Why (use cases), What (functional requirements) and How (KPI's) Vodafone would like to see requirements implemented
- Requirements are divided into:
 - Hygiene (Core) requirements which are core for all Vodafone terminals
 - Key selection requirements (service module) for specific terminal propositions. For instance, an Imaging phone must support requirements in the core as well as the imaging service module

Suppliers are requested to provide a statement of compliance against each sub-use case and each functional requirement during the RFP for short-listed devices

Terminal Product Definition Structure (2/2)

	A	B	C	D	E	F	G
1	Commercial Use-case	Sub Use-case		Functional Requirement			
2	I use Mobile TV service			Browser EcmaScript MP support	M for 3G		
3				Browser inline video streaming support with object tag	M for 3G		
				Mobile TV playback time	>= 2hrs for 3G		
		I watch Mobile TV	M for 3G	Main display resolution	>= QCIF+ for 3G		
6				Main display color space	> 8-bit		
7				Headset	M for 3G		
8				MPEG4 support	M for 3G		
9		I open Mobile TV	M for 3G	Mobile TV embedded link	M for 3G		
10		I switch between channels	M for 3G	Channel switching time	<4s for 3G		
11				Connection time	<4s for 3G		
12		I play/pause/stop the program I'm watching	M for 3G	Video control through option menu	M for 3G		
13		I change the volume	M for 3G	Volume hardware keys	M for 3G		
14		I switch to landscape mode (full screen)/ to portrait mode	M for 3G	Full screen in landscape mode support	M for 3G		
15	I charge the phone	I re-charge the phone with the charger	M	Time to charge <1hr for 2G, <2hrs for 3G			
16	I manage my phone			Profile	M		
17	sound profile			Vibrating	M		
18		I activate another profile	M				
19		I modify a profile	M				

Excerpt from Terminal Product Definition (TPD)

Sub-use case compliance

Functional requirement compliance

Content

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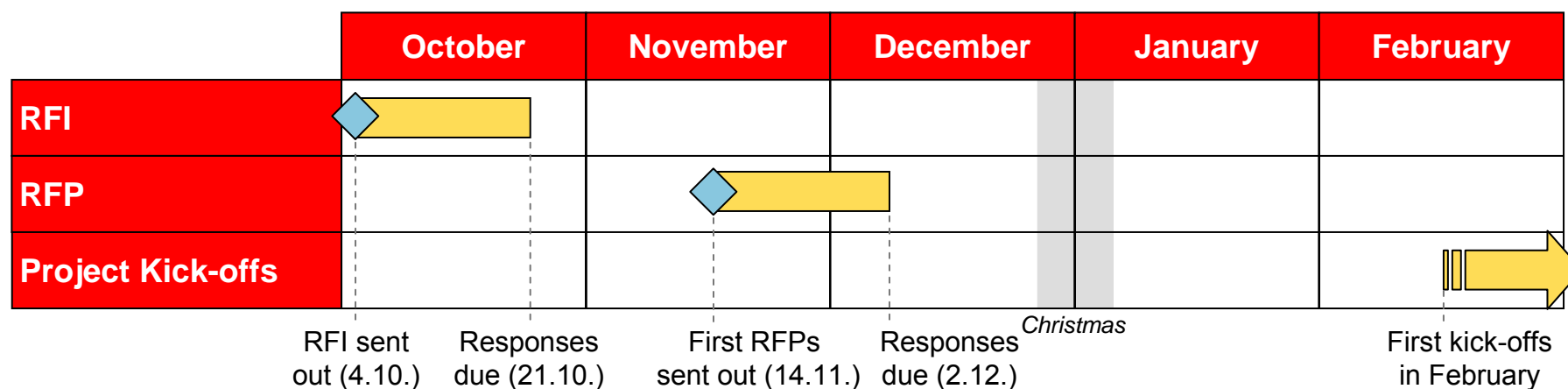
Vodafone's Winter 2006 Portfolio

Terminal Services and Device Selection

Terminal Product Definition

Process and Timeline

RFI responses are due by 21st October the latest to be considered for short-listing for the RFP stage



- The RFI is distributed 4th October. Vodafone expects all responses to be returned by 21st October the latest
- Vodafone will inform respondents to this RFI whether they are asked to progress to an RFP process
- Depending on the outcome of Vodafone's evaluation of the RFI responses, the RFPs will be distributed 14th November. The maximum response time is 15 working days upon receipt
- Vodafone will inform short-listed respondents to the RFP as to whether they have been successful or not

In this RFI stage, Vendors need to provide all their answers in the Excel file “RFI.xls”

“RFI.xls” worksheets	Purpose	Action required
1) Cover	Cover sheet of the RFI	For your information
2) Instructions	Explanation of how to prepare the answer to the RFI (this sheet)	
3) RFI	Request for Information	Please fill in all products to be launched in the October 2006 – March 2007 time frame (MANDATORY)
4) General supplier info	Request of supplier information	Please fill in (MANDATORY)
5) Standard terms	Vodafone commercial terms & conditions	For your information

“TPD.xls” worksheets	Purpose	Action required
1) Instructions	Explanation of the purpose and new structure of the Terminal Product Definition Compliancy sheet	For your information
2) Live! TPD	Terminal Product Definition Compliancy Sheet for the live! proposition for device selection in the RFP stage	For your information; please make yourself familiar with the structure of the TPD (live!, Simply and Business TPDs are distributed to vendors as appropriate). To be entirely filled in for all short-listed devices in the RFP process
3) Simply TPD	Terminal Product Definition Compliancy Sheet for the Simply proposition for device selection in the RFP stage	
4) Business TPD	Terminal Product Definition Compliancy Sheet for the Business proposition for device selection in the RFP stage	
5) Standard terms	Vodafone commercial terms & conditions	For your information