



# **Siemens COM MD**

## **Swift M1 Product Specification**

Heike Evangelista, Munich, 11.10.2005

## 0 M1 Document Management

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Date	Version	Responsible	Changes
21.04.2005	0.1	Heike Evangelista	M1 template
27.09.2005	1.0	Heike Evangelista	Complete update of all sections
28.09.2005	1.1	Heike Evangelista	Update AS (2.11) and risk assessment (5.5)
10.10.2005	1.3	Heike Evangelista	General update to adaption to X75 Rel. 1 Swift lite
11.10.2005	1.4	Heike Evangelista	Update UI, Update Sales volumes EE

## B. Open Issues

### Open Issues of M1

Swift

Topic	Responsible	Until when
Define packaging / inlay of standard variant	H. Evangelista	10/2005
Define final branding and final naming	K. Schmal	10/2005

## B. Open Issues

### Topic Tracking M0

Swift

Topic	Responsible	Until when
Improve Project timeline and DS back mid of March 2006 15.09.: Due to SW platform, improvement not possible	SW Platform J. Kockmann/ B. Shen	CW29
Finalise variant concept (operator variants) 29.08.: Done	A. Hauenstein - APM	M1
Finalise Packaging and UM concept 29.08.: Done	H. Evangelista	CW30
Finalise AD Portfolio depending on result on BT Stereo 15.09.: Done	K. Fischer	CW30
Staff Rea team with GPM and PMM (starting 4 wks before M1) 15.09.: Done	A. Hauenstein	CW29/30
Revision of single source risks and evaluate measures if necessary 20.09.: Done. Technical evaluation closed, risk estimation reduced (set to yellow)	H. Evangelista/ A. Macura	CW30

# C. Swift-Project Folders & Documents

Swift

## M1 Document

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## Accompanying documentation

### Steckbrief at M1

Released on 26.09.05

### SW feature list

Detailed PD SW feature list

### HW architecture

Platform Overview and Site Strategy

### User Interface

UI principles: UI styleguide  
UI concepts: basic description for new concepts  
UI usability test results

### Milestones & ressources

Milestones and resources until M1 planned in Primavera

## Project controlling

### Q-Gate M1

11.10.2005

### PSR M1 Declaration

PSR approval planned on 12.10.2005

### Team Declaration

All declarations avaiable on 11.10.2005

### M1 deliverables

M1 Documentation  
Swift Performance Description  
M1 signatures

PD internal documents

All Swift related documentation can be found at:  
<https://ims.icn.siemens.de/livelink/livelink/Open/331502833>

# D. Content and Responsibilities for Swift M1 Document

Swift

<b>0 M1 Document Management</b>		
A	Change History	H. Evangelista
B	Open issues	A. Hauenstein
C	Folders and Documentation	H. Evangelista
D	Content and Responsibilities of M1 Document	H. Evangelista
<b>1 Introduction &amp; Product Profile</b>		
1.1	Product Profile	K. Schmal
1.2	Windows of opportunity	K. Schmal
1.3	Enthusiasm model	K. Schmal/ H. Evangelista
1.4	Main differentiation within MP portfolio	K. Schmal
<b>2 Strategy &amp; Positioning</b>		
2.1	Highlights	K. Schmal
2.2	Target Group & Product Story	K. Schmal
2.3	Key Product Arguments	K. Schmal
2.4	Performance Profile	K. Schmal
2.5	Competition	K. Schmal
2.6	SWOT	K. Schmal
2.7	Lifecycle Management	K. Schmal
2.8	Limited Editions	C. Nuss
2.9	Differentiation within Roadmap	K. Schmal
2.10	Accessories	K. Fischer
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<b>3 Specification</b>		
3.1	Design & Mechanics	A. Berchtenbreiter
3.2	Featuring	T. Hien/ C. Bachl/ H.Evangelista
3.3	Platform Concept	C. Bachl
3.4	User Interface	R. Grudszus
3.5	Customization	A. Hauenstein/ O. Müller
3.6	Variants	A. Hauenstein
3.7	Packaging Concept	H. Evangelista
3.8	User Manual & CD content	H. Evangelista
3.9	Dummy concept	H. Evangelista
3.10	Prototype Requirements	H. Evangelista
3.11	Production (Ramp-up)	A. Macura
3.12	Type Approval Requirements	W. Brandl
3.13	Quality	N. Anzinger Bitsch
3.14	Recycling concept	G. Niedermeier
3.15	Customer Care	T. Blind
3.16	Patents	F. Purschke
<b>4 Financials</b>		
4.1	Business Case	T. Teistler
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4.3	Risks & Opportunities	T. Teistler
<b>5 Timeline and Project Organisation</b>		
5.1	Project Schedule	H. Evangelista
5.2	Operator and local approvals	W. Brandl
5.3	Product Project Organisation	H. Evangelista/J. Kockmann
5.4	Ressources	H. Evangelista/J. Kockmann
5.5	Risk Assessment	N. Anzinger Bitsch/H. Evangelista
5.6	M1 Signatures	All relevant parties

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# 1.1 Product Profile

Overview

Swift

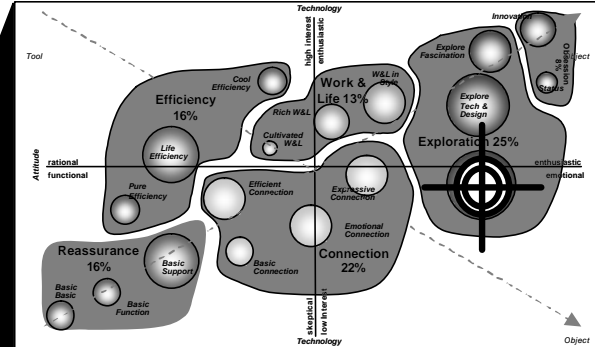
Positioning	LOW MID HIGH	Consumer Segment: <b>Explore Design</b> User Profile: unisex, 18-35, mid income focus, working or studying, design & status oriented, enjoyment of live, self-expression & -treat
Business	APAC EMEA LAM NAM	Launch: 04/06      Lifecycle: 04/06-05/07 Launch Price: 155 € Volume: 1,93 Mio
Main differentiation within MP portfolio		Swift brings high-end slider design and finish down to the mid-tier price segment, slimmest slider, real metal finish and QVGA display for mid-tier price level
Highlights		<ul style="list-style-type: none"><li>• <b>Slim (16.5 mm)</b> and compact</li><li>• <b>Real metal finish</b> (brushed aluminum and magnesium)</li><li>• <b>Bright QVGA-Display</b>, 262,144 colours, 2.0"</li></ul>
Key end user benefits		<ul style="list-style-type: none"><li>• <b>High end design at mid-tier price point</b> (real metal finish, reduced optic)</li><li>• <b>Great visual impact</b> due to extraordinary slimness and 2'.0' QVGA display</li><li>• <b>Extensive feature set</b>, that fascinates yourself and others</li></ul>
Value Proposition		<b>Slim and Brilliant</b> - feel the brilliance in detail of a bright QVGA display and an extensive feature set offered in a metal finish, realized in a slim slider design.
Key operator benefits		<ul style="list-style-type: none"><li>• Consumer pull created by high-end appeal at mid-tier price segment</li><li>• Full set of operator required features, including customization</li><li>• Optimal content visibility due to bright QVGA-Display, 262K, 2.0"</li></ul>
Main Competitors		Samsung E880, Samsung D510/D500, Nokia 6111, Philips 960, Motorola A732, Samsung E350

# 1.2 Window of opportunity

## Slim & Brilliant

Swift

Pro-position	<ul style="list-style-type: none"> <li>Why are we making this product: Top 3 selling mainstream MNO product in price segment (155€) by offering the best display in a thin slider form factor</li> </ul>
Target Market (Consumer and operator)	<ul style="list-style-type: none"> <li>Consumer (sub-)segment: Explore Design</li> <li>Regional market focus: 75% EMEA, 2% LAM, 23% APAC; no NAM</li> <li>Sales channel split: 80:20 (operator:retail)</li> <li>Key operators addressed: Orange, TMO, TIM, Telefonica, VF, CMCC</li> <li>Main reference / competitor products: see page 21-24</li> </ul>
Target Positioning in portfolio	<ul style="list-style-type: none"> <li>Story successor to: none</li> <li>Price Point: Launch at 155 €</li> <li>Launch date / Lifecycle: 04/06-06/07 / 15 months</li> <li>Addressable Market: 64,93 Mio. Units</li> <li>Planned volume/ market share: 1.93 mio.</li> <li>Target Profit: 7,5%</li> </ul>
Product Idea (USP)	<ul style="list-style-type: none"> <li>Product idea: High-end style for mid-tier segment</li> <li>Key theme: Style</li> <li>Use cases/ special characteristics: Enjoy style and high-quality finishing while offering an extensive feature set. Brilliant presentation of content (upscale QCIF to QVGA format). High MNO compliance for content distribution</li> <li>Dedicated innovation: slimness, metal value finishing, best display in class</li> </ul>



“Current roadmap draft to be included.”



Source: K. Schma

# 1.3 Enthusiasm Model

Status: 13. September 2005

Swift

Required air interface: ☒ GSM ☒ GPRS ☒ EDGE ☐ UMTS ☐ WLAN ☐ VoIP (WLAN) ☐ other: "..."

Preferred form factor: ☐ Bar ☒ Slider ☐ Clam ☐ New/ others:

	Consumer requirements				MNO requirements				Source: K. Schma
Support/ provide ...	not req.	Basic	Perf.	Enth.	not req.	Basic (under fulfilled)	Perf. (meet)	Enth. (exceed)	Target values (value range)
Quality of basic functions I/O-keypad & voice / UI / RF)			■				▲		SI name and digit dialing as Polaris
Usage/ standby time		■					▲		Max. 330 hrs stand-by (displays off) / max. 300 min. talk
Design/ Material/ Form factor				■				▲	Drive slider miniaturization; extremely thin product; aluminum front, semi-automatic slider, 35% for ratio active display total surface (to enable enthusiasm for visualization)
Visualization (display/ lighting)				■				▲	Very bright, slightly transfective, QVGA 2.0 " display;
Imaging/Video			■				▲		1,3 Mpix, improved LED flash, video streaming (QCIF upscale to QVGA 15fps)
Music/Audio			■				▲		MP3 player, audio streaming, progressive audio downloading
Gaming		■					▲		3D Gaming
Outdoor (robustness/location)	■				▲				
Messaging/Presence/ PoC		■					▲		
Business/ PIM/ Sync		■					▲		As Minos; Standard sync required by MNO (via SyncML, ...)
Interaction with other devices			■				▲		Bluetooth
Data storage			■				▲		15 to 20 Mbyte + Trans-Flash slot
Consumer personalization/ Operator customization		■					▲		Meet MNO programs (VF life, t-zones, Orange signature, ... for this price band like Monos)

## Possible risks

- Goal of Top 3 seller is not reached by target volume
- Will MNOs accept a non-UMTS multimedia?
- First product for S-Gold 2 without gimmick chip -> Timeline
- BOM
- Timeline risk (SW)

# 1.3 Enthusiasm Model

## Difference between Model and M1 commitment

Swift

Required air interface: ☒ GSM ☒ GPRS ☒ EDGE ☐ UMTS ☐ WLAN ☐ VoIP (WLAN) ☐ other: "..."

Preferred form factor: ☐ Bar ☒ Slider ☐ Clam ☐ New/ others:

	Consumer requirements				MNO requirements				Source: H. Evangelista
Support/ provide ...	not req.	Basic	Perf.	Enth.	not req.	Basic (under fulfilled)	Perf. (meet)	Enth. (exceed)	Target values (value range)
Quality of basic functions I/O-keypad & voice / UI / RF)			■				▲		SI name and digit dialing as Polaris
Usage/ standby time		■					▲		Max. 330 hrs stand-by (displays off) / max. 300 min. talk
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Gaming		■					▲		3D Gaming
Outdoor (robustness/location)	■				▲				
Messaging/Presence/ PoC		■					▲		
Business/ PIM/ Sync		■					▲		As Minos; Standard sync required by MNO (via SyncML, ...)
Interaction with other devices			■				▲		Bluetooth
Data storage			■				▲		15 to 20 Mbyte + Trans-Flash slot
Consumer personalization/ Operator customization		■					▲		Meet MNO programs (VF life, t-zones, Orange signature, ... for this price band like Monos)

# 1.4 Main differentiation within MP portfolio

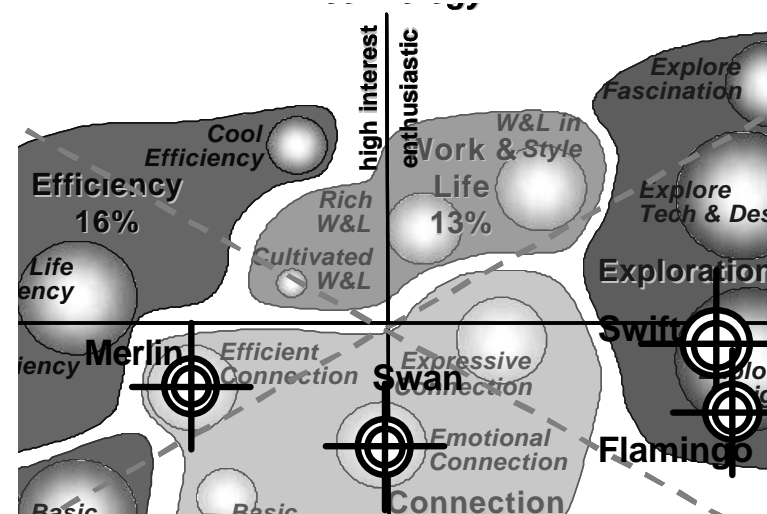
Product  
Positioning

Swift

Source: K. Schmalzer

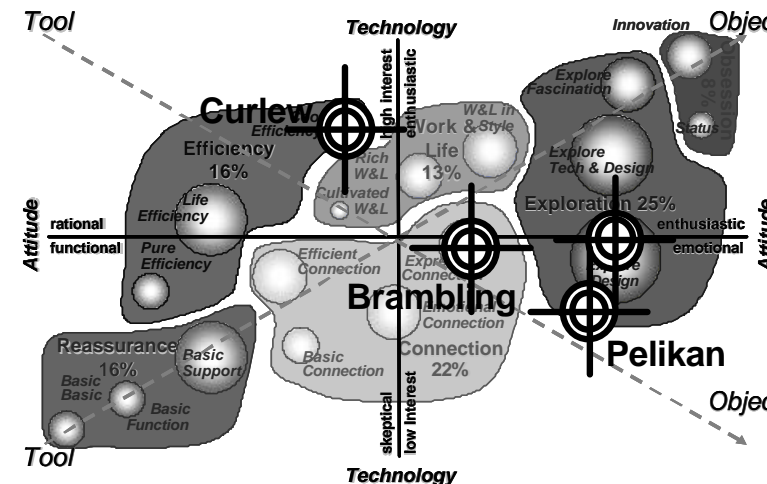
Main Differentiation within  
Product Class

- **Swan (Emotional Connection):** Style Imaging for everybody. Slider. The daily style statement offering essential imaging an, younger, more fashionable and colourful concept, more emotional, more fashionable.
- **Flamingo: (Explore Design).** Purely focused on design, bringing back the small & cute SL55 idea. High end slider form factor brought to a lower price level within a very valuable appeal. Low-end feature set (voice, messaging).
- **Merlin (Efficient Connection):** UMTS bar phone. State-of-the-art multimedia features.



Differentiation within MP  
portfolio

- **Pelican: (Explore Design):** Fashion slider for the lower entry level. Aimed at a younger, more female target group. More fresh and colorful. Not feature oriented.
- **Brambling (Expressive Connection):** Bar phone with focus on outdoor, state-of-the-art multimedia features.
- **Curlew (Cool Efficiency):** A robust bar phone, supporting your tough business day in all dimensions.



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# 2.1 Highlights

Highlights

Swift

Product positioning	<ul style="list-style-type: none"> <li>• Explore Design</li> <li>• Unisex</li> <li>• Age focus: 18-35 yrs</li> <li>• Income focus: mid</li> </ul>	<ul style="list-style-type: none"> <li>• Regions: global</li> <li>• Design and status oriented</li> <li>• Enjoyment of life is key</li> <li>• Self-expression &amp; -treat</li> </ul>
Key features	<ul style="list-style-type: none"> <li>• Slimness/real metal finish</li> <li>• Bright QVGA display, 2' 262,144 colours (indoor &amp; outdoor readability)</li> </ul>	<ul style="list-style-type: none"> <li>• State-of-the-art feature set (video function, 1,3 Mpix camera, LED flash, audio capability, Mini SD card slot, Bluetooth)</li> </ul>
Design	<ul style="list-style-type: none"> <li>• Dimensions: 90x46.3x16.5</li> <li>• Integrated antenna</li> <li>• Real metal finish</li> <li>• Elegant style</li> </ul>	<ul style="list-style-type: none"> <li>• Premium value</li> <li>• Highly ergonomic keypad</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• QVGA display/2.0"/262K</li> <li>• video record, play, stream &amp; progressive download</li> <li>• 1,3 Mpix camera, LED flash</li> </ul>	<ul style="list-style-type: none"> <li>• Music capability</li> <li>• MP3, AAC, AAC+(+)</li> <li>• Tri-band (900/1800/1900)</li> <li>• EDGE/GPRS</li> </ul>
Accessories	<ul style="list-style-type: none"> <li>• Stereo headset</li> <li>• Wide range of Car Kits</li> <li>• Data Cable USB</li> </ul>	<ul style="list-style-type: none"> <li>• Travel charger, Car charger plus</li> <li>• Bluetooth® headsets</li> </ul>
Applications	<ul style="list-style-type: none"> <li>• Video ring tones, video music clips</li> <li>• Music synchronization &amp; visualization</li> </ul>	<ul style="list-style-type: none"> <li>• Lonely Planet</li> <li>• Embedded songs</li> <li>• Blogger, My photo online</li> </ul>



Source: K. Schma

## 2.2 Target Group & Product Story (1/5)

### Overview

Product  
Positioning/  
Target Group

Swift

#### Swift target group description (Segment: Explore Design, Theme: Style):

- Very design and status driven, self-expression and attracting attention is very important for them
- Visual oriented, they want to enjoy the beauty of life and emphasize on details
- They always want to look and feel great; their motto: earn money and spend money
- They often donate themselves with products, that appeal to their visual senses and present their life in a brilliant and detailed way.

#### Main Motivation:

Self-expression / Self-treatment

Showing status / attracting attention

Visible value is key

#### High-end slider design at mid-tier price point:

- Great visual impact due to extraordinary **slimness**
- Premium value presented through **real metal finish**

#### Brilliant features to show and to talk about:

- ‘**Visibility features**’: brilliant **QVGA display** combined with **video ring tones** as display content
- Extensive feature set, that fascinates yourself and others

**Slim and brilliant - Feel the brilliance in detail of a bright QVGA display and an extensive feature set presented in a metal finish, realized in a slim slider design.**

Source: K. Schma

## 2.2 Target Group & Product Story (2/5)

### Top Tow Features

Fashion /  
Style

Swift

### Slim and Brilliant

Feel the brilliance in detail of a bright QVGA display and an extensive feature set presented in a metal finish, realized in a slim slider design.

### Top Two Features



**Premium design:  
slim slider with real  
metal finishing  
(slimness: 16.5 mm,  
brushed aluminum and magnesium)**



**Very bright QVGA Display  
for optimal indoor and  
outdoor readability,  
262,144 colours**



Source: K. Schm

## 2.2 Target Group & Product Story (3/5)

### Slim & Brilliant

Fashion /  
Style

Swift

#### Key consumer benefits

- **Make an impression** with the stylish and valuable slider design and its real metal finish
- **Be exalted by your phone.** Enjoy the slim housing and its playful semi-automatic opening mechanism.
- **See and show joyful moments with excellent display quality** due to the 2.0 inches QVGA display, 262,144 colour, optimal indoor & outdoor readability
- **Be fascinated by an extensive feature set** including 1.3 mega pixel camera, improved LED flash, full video function, memory card slot and music capability

#### Key sales arguments

- **Consumer pull created by high-end appeal in mid-tier segment:** slim and stylish slider design with valuable real metal finish (brushed aluminum and magnesium)
- **Premium 2.0 inch QVGA display** with 262,144 colours for authentic content readability
- **Variety of ARPU generating multimedia features**  
(text/picture/video messaging, audio/video streaming and progressive download over EDGE/GPRS)
- **Full set of operator required features**, including **three operator-customization programs**
- **Attractive price value/ratio**

#### Product features

- **Bright QVGA display, 262,144 colours, 2.0 inches (optimal indoor & outdoor use)**
- **1.3-megapixel camera, improved LED flash**
- **GPRS/EDGE Multislot class 10**
- **Video recording, playback, streaming and progressive download**
- **Music capability**
- **Bluetooth®**
- **IMPS, e-mail, unified presence enhanced address book**
- **Status LED**



Source: K. Schma

## 2.2 Target Group & Product Story (4/5)

### Value Proposition (detailed)

Product  
Positioning/  
Target Group

Swift

#### Target Group (Why)?

- They want to **reflect fashion and excitement**. Thereby **self expression** and attracting **attention** and **getting respect** is very important.
- **Enjoyment of life** is their main issue – they want to **look great** and **feel great**; they **donate themselves with products**.
- **Design is always on focus**. They have **lower feature needs**, but there is a **general interest in multimedia features in order to show them**. **Convenience** and **intuitive usage** is always key.

#### Target Group (Who)?

- Lifestyle**
- They are **very design driven**,
  - **Enjoyment of life is key**
  - Their overall **motto** is:  
**Earn money & spent money**
  - **Peer group acceptance & status** is very important

- Demo-**
- Gender: **unisex**
  - Age: **18-35 yrs**
  - Focus of income: **mid income**
  - Regions: **Global**
  - Life stage: **working, students**

#### USP and Value Proposition (What)?

Source: K. Schma

##### Product Idea

##### Segment: Explore Design

Swift brings high-end slider design and finish down to mid-tier price segment

##### USP

##### Slim & Brilliant

Feel the brilliance in details of a bright QVGA display and an extensive feature set presented in a metal finish, realized in a slim slider design.



##### VP

- **Make an impression** with the stylish and valuable looking slider design and its real metal finish.
- **Be exalted by your phone:** Enjoy the slimness and the semi-automatic opening mechanism.
- **See and show joyful moments with excellent display quality** due to the very bright and clear 2.0" QVGA display with 262,144 colours for optimal indoor and outdoor readability
- **Be fascinated** by an extensive feature set including 1,3 mega pixel camera, improved LED flash, video function, memory card slot, music capability)

## 2.2 Target Group & Product Story (5/5)

Theme description: Style/Fashion

Product  
Positioning/  
Target Group

Swift

### Technology Trends



- Miniaturisation
- Innovative form factors and new materials (real metal, leather, glass)



### Consumer Trends



- Express yourself – impress others
- Show status & gain respect within peer group

### Market Research Findings

- “No style – no buy”
- Design becomes a key emotionally driven factor in product buying decision process

### Key usage potentials of the Theme

- Customization of hardware & software to satisfy individual usage patterns
- Design materialized in mobile devices (e.g. via innovative opening mechanisms, valuable materials)

### Siemens capabilities and activities

- Design as Siemens core brand value: style flagships SL55, SL65, SK65, Hydra

### Key network operator benefits

- Use design to stimulate consumer pull: design is a key motivator for consumers to engage in new products, technologies and services

Source: Portfolio Management

## 2.3 Key Product Arguments (1/6)

### Operator Value / Retailer Value

Key Product  
Arguments

Swift

- Consumer pull created by high-end appeal in mid-tier segment: slim & stylish slider design with valuable metal finishing (brushed aluminium, magnesium)
- Extremely bright 2.0" QVGA display with 262K for authentic content readability (indoor & outdoor)
- Full set of operator required features, including customization (three operator customization programs, enhanced UI customization, full SyncML Device Management...)
- Variety of ARPU generating features (e.g. picture & video messaging, audio/video streaming and progressive download over EDGE/GPRS, unified presence enhanced address book with horizontal task bar)
- Premium class design with strong consumer orientation secures sell-through by consumer pull
- Extremely bright 2.0" QVGA display for optimal indoor & outdoor readability enhances product attractiveness
- Excellent price/value ratio
- Extensive feature set: e.g. 1.3 mega pixel camera, improved LED flash, full video function, Micro SD memory card slot, Bluetooth®)
- Broad number of accessories and therefore a variety of bundling options (e.g. stereo headset, carry case, data cable USB, wide range of Car Kits, Bluetooth® headset solutions)



Source: K. Schma

## 2.3 Key Product Arguments (2/6)

### Design

Key Product  
Arguments

Swift

#### Form Factor

- Slider with semi-automatic opening mechanism (Pro Slide®)
- Ultra-slim: 16.5 mm and compact form factor
- Real metal finish reflects high value (brushed aluminum, magnesium)
- Highly ergonomic keypad

#### Colors

- Decided colors: quartz anthracite, opal black
- Further colors currently under evaluation (tbd.)

#### Corporate Design Elements

- The simplified form is consistent with the 85 Gen design language
- The square navigation ring is carried through most 85 products
- Keypad graphics are consistent

## 2.3 Key Product Arguments (3/6)

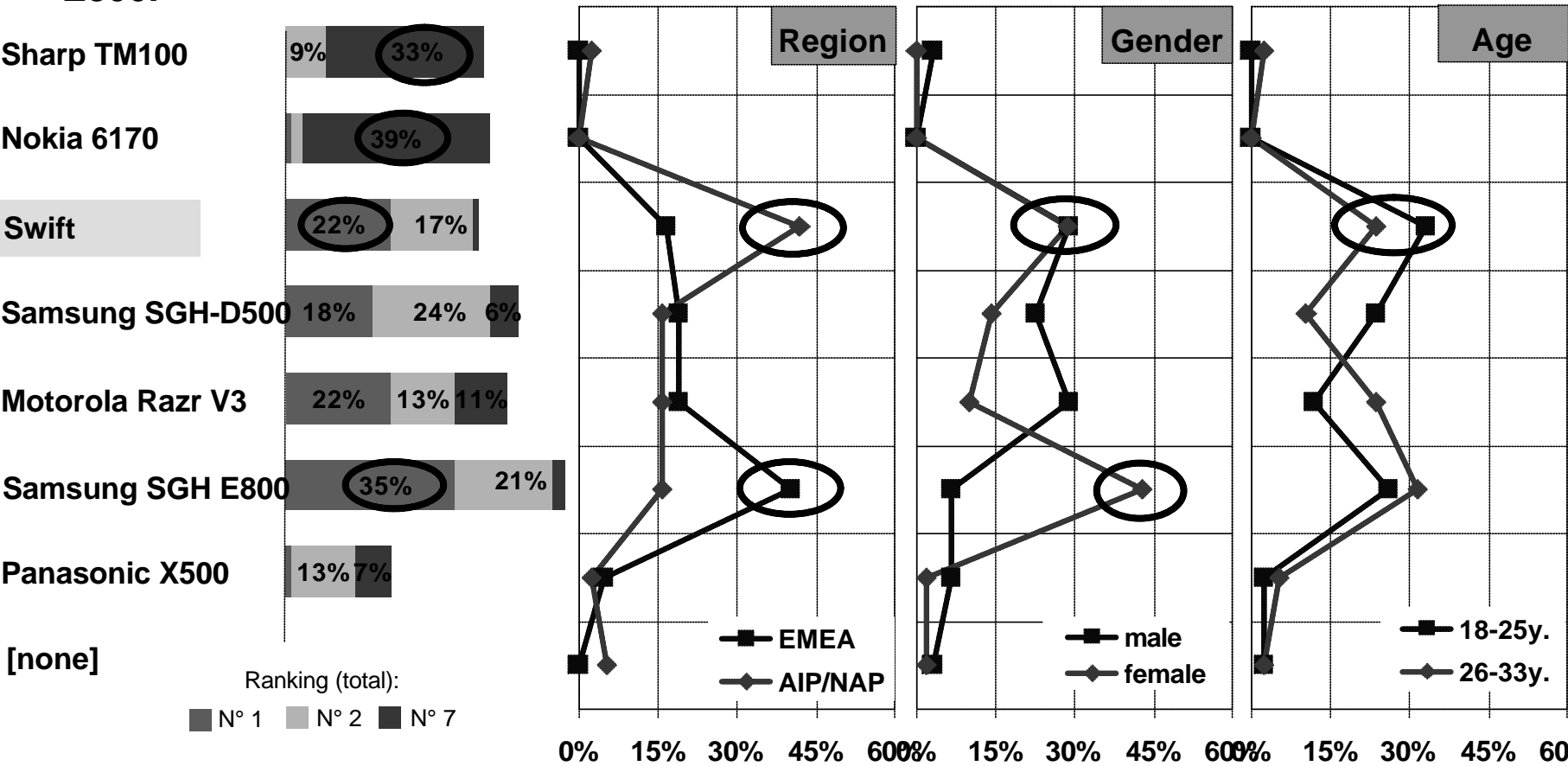
### Design-Test: Design Ranking

Source: K. Schmal

Key Product Arguments

Swift

- ✓ Among all devices shown in the test, most respondents in APAC would favour Swift as their own cell phone design, whereas Europeans would prefer the Samsung SGH E800.



Q: Which is your personal ranking of the cell phone designs ?  
 Q.: Which of these designs would you like your next cell phone to have?

Bases: EMEA/ APAC: 43/ 39 M/F: 32/ 50  
 Age: 18-25/ 26-33y: 42/ 40

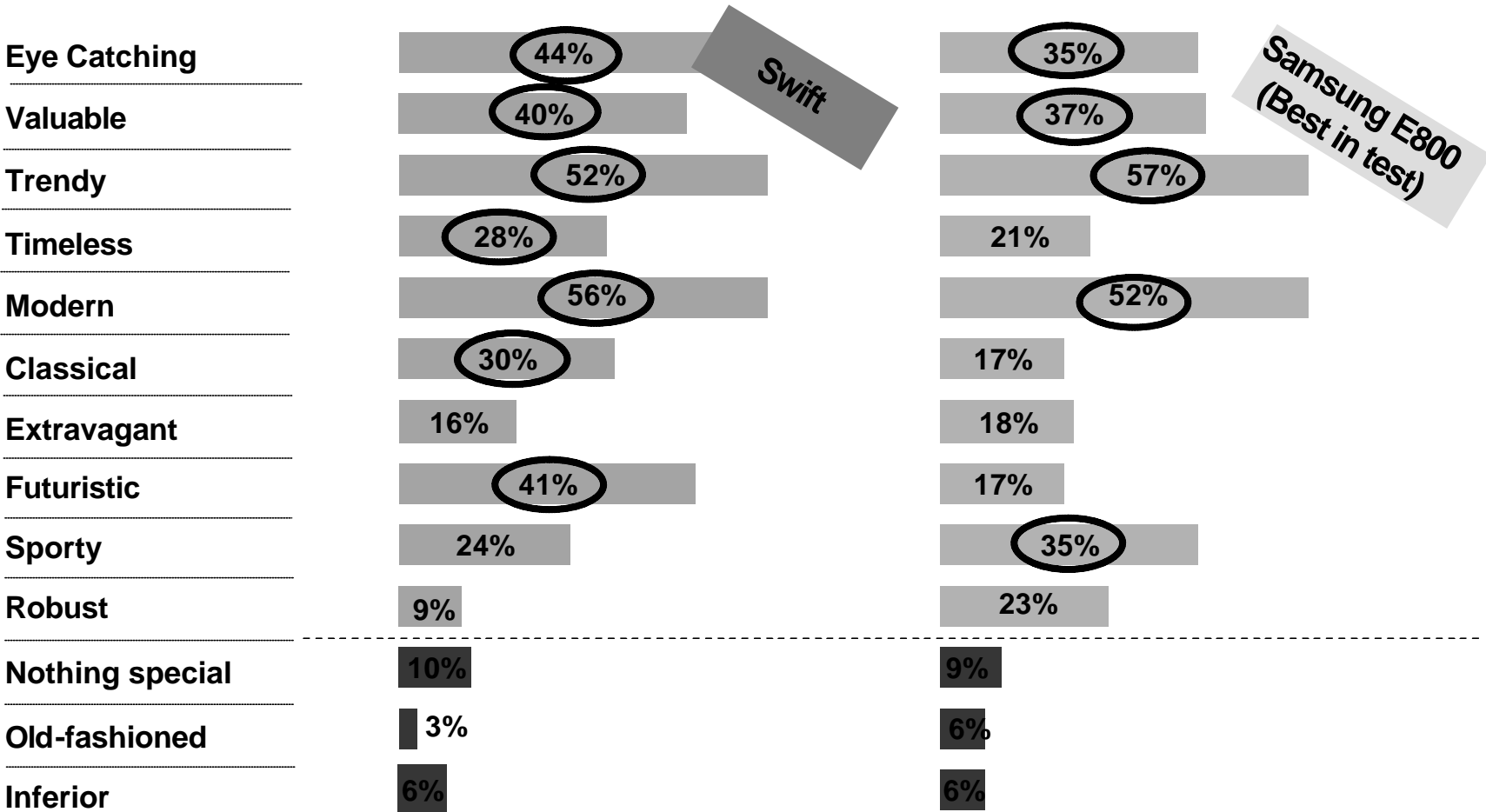
## 2.3 Key Product Arguments (4/6)

### Design-Test: Profile

Key Product  
Arguments

Swift

The design profile of Swift was described as modern, trendy and eye catching but nevertheless it also conveys a timeless and classical appeal. Beyond 40% spontaneously stated that it looks valuable.



Source: K. Schmal

Which cell phone model corresponds best to following statements? (Multiple answers)

BenQ mobile

© BenQmobile Confidential

Heike Evangelista, BenQ MD PBM 2GE

Base: N = 82  
Oct 11, 2005 24

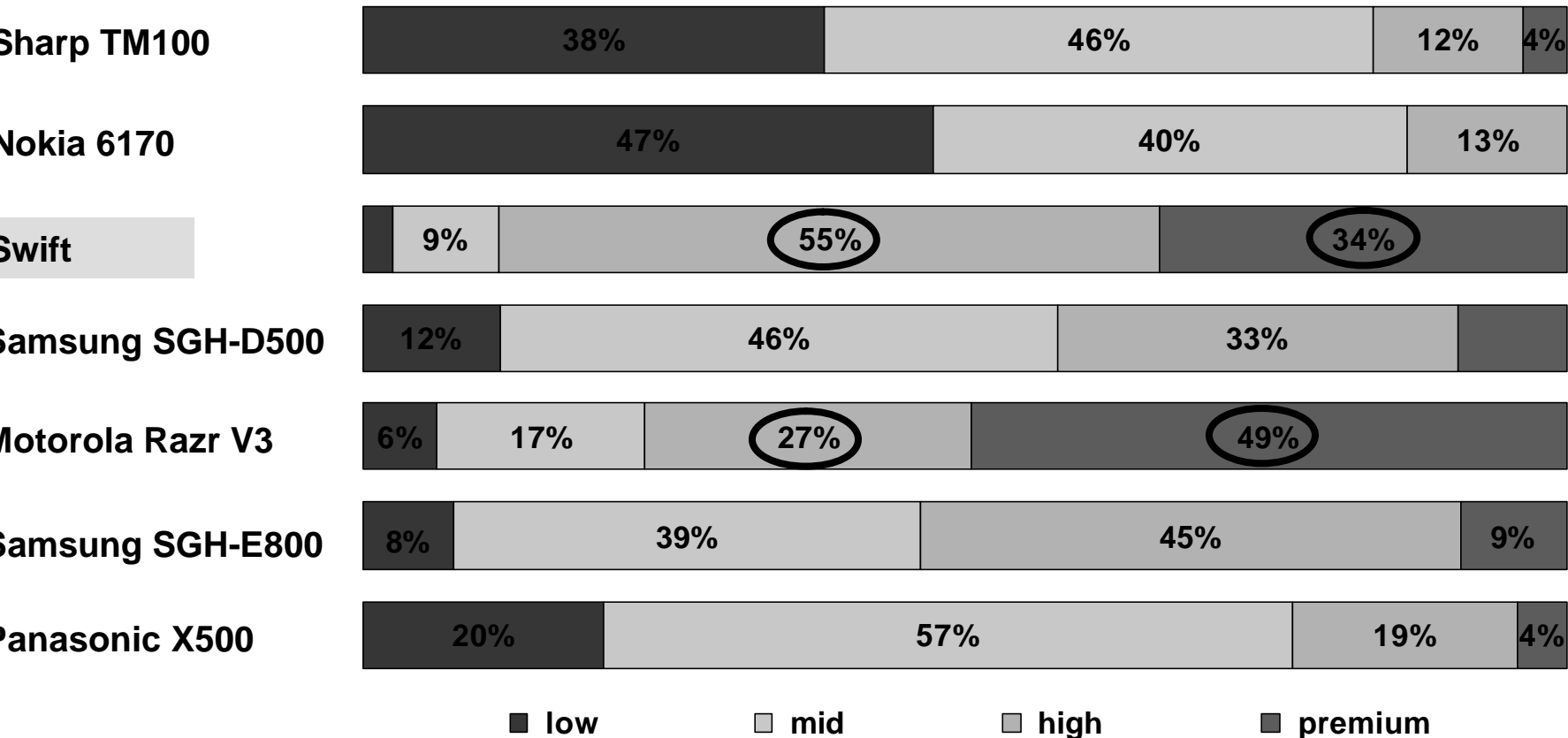
## 2.3 Key Product Arguments (5/6)

### Design-Test: Value Appearance

Key Product  
Arguments

Swift

✓ Beside Motorola's "Razr V3", also Swift was nominated to convey the highest value appearance among all cell phone designs presented.



Source: K. Schma

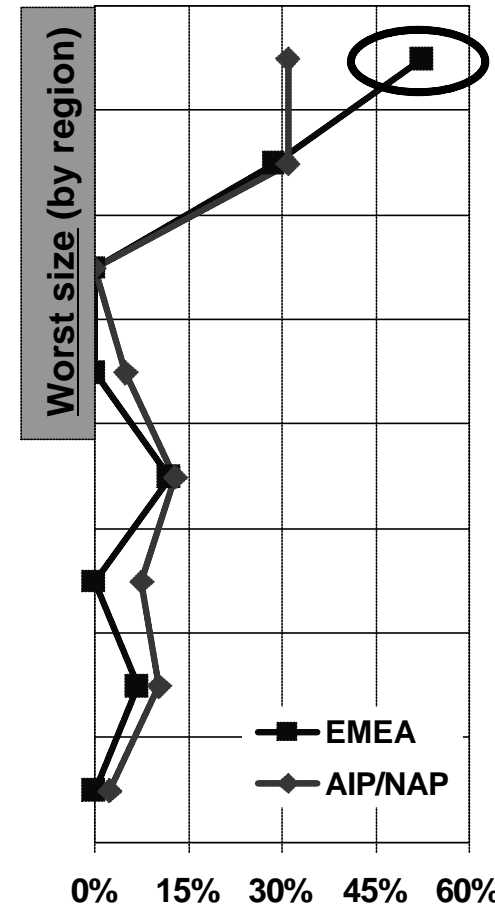
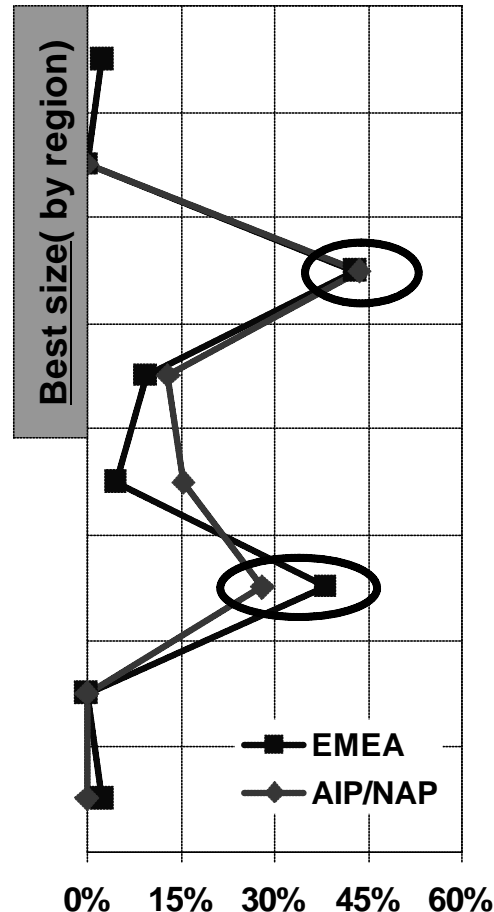
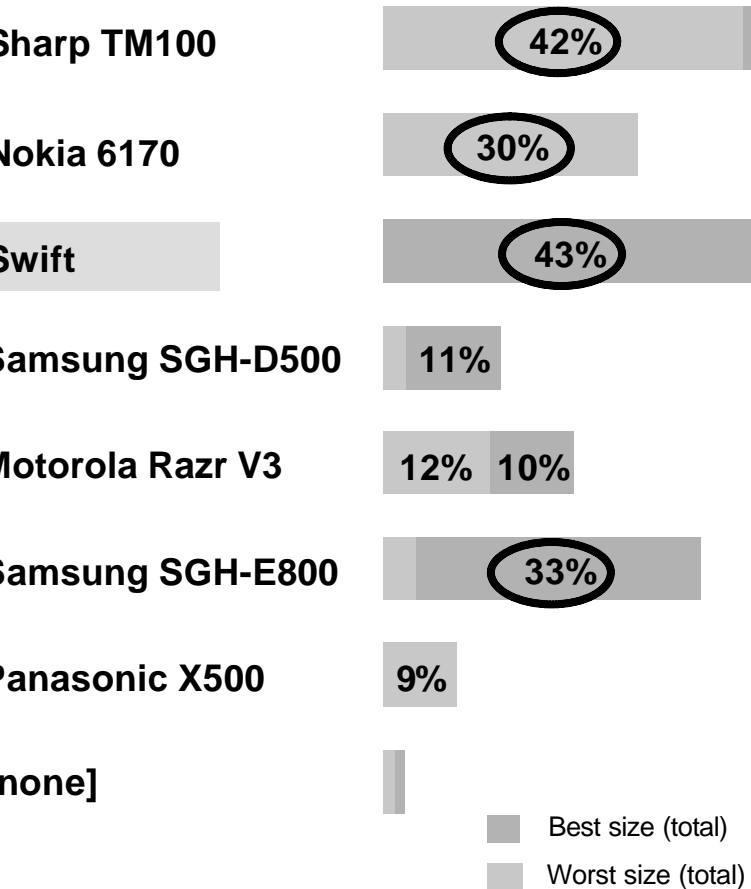
## 2.3 Key Product Arguments (6/6)

### Design-Test: Size Assessment

Key Product  
Arguments

Swift

When considering only the overall size of the cell phones, majority of interviewees ranked the dimensions of Swift and Samsung SHG E800 best. Nokia and Sharp failed in this category.



Which of these cell phones has the best/ worst size for you personally?

Source: K. Schmitt  
Bases: EMEA/APAC: 43 / 39

## 2.4 Performance Profile

Technology

Swift

### Hardware

Source: K. Schmidt

Dimensions	90 x 46.3 x 16.5
Standby Time / Talk Time	up to 330 h / 300 min
Display Size	2.0 inches
Display	QVGA, 262,144 colours, TFT, transfective
Camera	1,3 mega pixel camera
Flash	Improved LED flash
Battery	Li-Ion 570 mAh

### Software

Messaging	MMS, extra-long SMS, IMPS, e-mail
Multimedia	Video/audio playback, recording, streaming & progressive download, 3D Java engine
Codec	MP3, AAC, AAC+
Free Memory Capacity	Internal: 10,5 MB, Exchangeable memory: Micro SD card slot
Internet Access	WAP 2.0
Network Type	Tri-band (900/1800/1900)
Data Transfer	GPRS/EDGE Multislot Class 10
Connectivity	Bluetooth®

# 2.5 Current Competitor Environment (1/3)

## Main Competitors

Benchmark

Swift

Main Competitors	Siemens Swift	Samsung E880	Samsung D510	Nokia 6111
				
Positioning	Style	Style	Style	Style
Network	Tri	Tri	Tri	Tri
Street Price [€] (Launch S)	tbc.	n.a. / Q3 2005	n.a. / Q2 2005	320 / Q3 2005
CRP [€] (Launch)	tbc.			
Dimension [mm]	90x46,3x16.5	86x42x22.5	94x46x24	84x47x23
Weight [g]	tbc.	88	100	92
Display	2.0" TFT QVGA, 262K	1.8" TFT 176x220, 256k	TFT, 176x220, 256K	TFT, 128x160, 262K
GPRS Class / EDGE	10 / 10	10 / -	10 / -	10 / ✓
ptt / IMPS / Email	- / ✓ / ✓	- / - / -	- / n.a. / ✓	✓ / ✓ / ✓
Camera / Flash	1.3 Mpx / ✓	1 Mpx / ✓	1.3 Mpx / ✓	1 Mpix / ✓
Video play / record / stream	✓ / ✓ / ✓	✓ / ✓ / ✓	✓ / ✓ / n.a.	✓ / ✓ / ✓
Radio / MP3 / AAC	- / ✓ / ✓	- / ✓ / ✓	- / ✓ / ✓	✓ / ✓ / ✓
User Memory [MB]	10.5 MB	90 MB	80 MB	23 MB
External Memory	Micro SD	-	T-Flah	-
IrDa / BT / W-LAN	- / ✓ / -	- / ✓ / -	✓ / ✓ / -	✓ / ✓ / -
Standby Time [h]	up to 330	200	320	192
Talk Time [min]	up to 300	300	450	210
Battery [mAh]	570	800	800	700
Extras	Metal finish	Stereo headset bundled	Stereo headset bundled	Stereo headset bundled

Source: K. Schmö

# 2.5 Current Competitor Environment (2/3)

## Competitor Overview

Benchmark

Swift

	Siemens Swift	Samsung E350	Samsung SGH-X810	LG A7110
				
Positioning	Style	Fashion	Style	Style
Network	Tri	Tri	Tri	Tri
Street Price [€] (Launch S)	tbc.	n.a. / Q1 2005	400 (USD) / tbc.	200 (USD) / Q2 2005
CRP [€] (Launch)	tbc.			
Dimension [mm]	90x46,3x16.5	87x45x24	89x37x24	92x47x25
Weight [g]	tbc.	75	85	110
Display	2.0" TFT QVGA, 262K	128x160 TFT, 65K	TFT, 128x160, 262K	TFT, 128x160, 65K
GPRS Class / EDGE	10 / 10	10 / -	✓ / -	✓ / ✓
ptt / IMPS / Email	- / ✓ / ✓	- / n.a. / -	tbc. / tbc. / ✓	- / ✓ / tbc.
Camera / Flash	1.3 Mpx / ✓	VGA / ✓	1 Mpix / ✓	VGA / ✓
Video play / record / stream	✓ / ✓ / ✓	✓ / ✓ / n.a.	✓ / ✓ / tbc.	✓ / ✓ / tbc.
Radio / MP3 / AAC	- / ✓ / ✓	- / ✓ / ✓	- / ✓ / ✓	- / ✓ / -
User Memory [MB]	10.5 MB	18 MB	90 MB	Tbc. MB
External Memory	Micro SD	n.a.	microSD	Tbc.
IrDa / BT / W-LAN	- / ✓ / -	- / - / -	- / ✓ / -	tbc.
Standby Time [h]	up to 330	220	200	200
Talk Time [min]	up to 300	180	330	180
Battery [mAh]	570	800	800	900
Extras	Metal finish	Stereo headset bundled	Stereo headset bundled	


Source: K. Schmalz

# 2.5 Current Competitor Environment (2/3)

## Competitor Overview

Benchmark

Swift

	Siemens Swift	Philips 960	Motorola A732	Nokia 6270
				
Positioning	Style	Imaging	Style	Imaging
Network	Tri	Tri	Tri	Quad
Street Price [€] (Launch S)	tbc.	400 (USD) / Q4 2005	tbc. / Q3 2005	350 / Q4 2005
CRP [€] (Launch)	tbc.			
Dimension [mm]	90x46.3x16.5	95x47,5x23	tbc.	104x50x23
Weight [g]	tbc.	95	tbc.	125
Display	2.0" TFT QVGA, 262K	TFT, 176x220, 262K	TFT touchscreen, 128x160, 262K	TFT, QVGA, 262K
GPRS Class / EDGE	10 / 10	10 / -	✓ / tbc.	10 / 10
ptt / IMPS / Email	- / ✓ / ✓	- / ✓ / ✓	- / ✓ / ✓	✓ / ✓ / ✓
Camera / Flash	1.3 Mpx / ✓	2 Mpx / ✓	VGA / -	2 Mpx / ✓
Video play / record / stream	✓ / ✓ / ✓	✓ / ✓ / -	✓ / ✓ / -	✓ / ✓ / ✓
Radio / MP3 / AAC	- / ✓ / ✓	- / ✓ / ✓	- / ✓ / -	✓ / ✓ / ✓
User Memory [MB]	10.5 MB	42 MB	tbc.	9 MB
External Memory	Micro SD	MMC / SD	TransFlash	mini SD
IrDa / BT / W-LAN	- / ✓ / -	✓ / ✓ / -	- / ✓ / -	✓ / ✓ / -
Standby Time [h]	up to 330	270	tbc.	200
Talk Time [min]	up to 300	240	tbc.	300
Battery [mAh]	570	1000	tbc.	900
Extras	Metal finish	128 MB mini SD card	Linux OS	128 MB mini SD card

Source: K. Schmal

## 2.6 SWOT

SWOT

Swift

### Strength

- Premium metal finish and thin approach increase value appearance; Swift brings high-end slider design to mid-tier segment
- Very attractive package at given price point
- Full set of operator required features, including operator customization
- Variety of ARPU generating multimedia features (e.g. video/audio progressive download & streaming, video messaging)

### Weakness

- Feature performance critical (e.g. limited transfer to PC, DRM by audio/video progressive download, missing H.264)
- No feature innovations in MD evolution and in comparison to competition
- Even UMTS phones with comparable feature set at same price level.
- Battery performance not competitive & powerful enough to support integrated feature set, even with positioning in style theme (smallest battery in MD portfolio, smallest battery in comparison to competition)

### Opportunities

- Gain market share by fulfillment of operator requirements
- Gain market share by offering high-end value for a mid-tier price segment
- Strengthen Siemens target for 'design leadership'

### Threats

- Try to fulfill feature performance requirements implies for enormous SW efforts and therefore challenges TTM
- Short term changes of operator requirements due to new business models
- Strong competition on slim concepts expected (Motorola, Samsung, Panasonic, LG)
- Competitors with style theme, higher battery and feature performance are already in the market now

Source: K. Schma



## 2.8 Limited Editions (1/2)

Limited  
Editions

Swift

Limited edition planned	• Yes, volume: ~ 5k
Timeframe	• 05/06
Priorization (With LE RM)	• mid
Positioning	Positioning as exclusive modern, fashionable phone. Extend and strengthening the positioning of Siemens in design.
Concept Ideas	<p>Premium color &amp; material concept, packaging and “extras” like standard phone with surprising new effects in lacquering and metal enhancements.</p> <p>Potential to co-operate with well-known luxury fashion / designer (e.g. Hugo Boss, Calvin Klein, Porsche Design, etc.)</p>
Marcom	Potential additional story to tell “talk of the town” for marcom keeping the product in the media hip and new.
Teaser Topics	Extension to a male line for luxury-, brand cooperation (product placement). Placing the phone in fashion catalogues like e.g. Otto, Douglas or other

Source: Carsten Nuss

## 2.8 Limited Editions (2/2)

Limited  
Editions

Swift

### Schedule\*:

Partner- / brand evaluation	E 12/05
Technical evaluation (materials, etc.)	E 12/05
Marketing / Marcom concept	E 02/06
Product definition LE1 (-> M1 of LE)	A 02/06
Bundling / packaging concept	A 02/06
Sample production / qualification	A 03/06
Sales story / concept	A 03/06
Agreement reached / contract signed	A 03/06
Sales feedback / forecast	M 03/06
First production	M 05/06
First shipment	M 06/06

\* (roughly – strongly dependent on Swift standard phone progress)

### Requirements:

The potential brand partner would have to be evaluated and should support the idea and the concept and the future positioning and value of BenQ Siemens need to fit to the partner and the partner to BenQ Siemens vice versa.

Source: Carsten Nuss

***Removed for confidentiality reasons!***  
***For access to roadmap contact Rodolfo Lara***







## 2.10 Accessories (1/3)

Launch: 3/06, Portfolio: all regions

Source: Klaus Fischer

Accessories

Swift

Fashion & Carry 	Energy 	Handsfree Portable 	Car Solutions 	Multi-tainment 	Office 
Leather Case FCL-160	Li-Ion Battery 570 mAh EBA-140	Headset Basic HHS-100	Car Kit Portable HKP-100	Music Cable IHM-100	Data Cable serial DCA-100
Leather Case FCL-170	Travel Charger EU/UK ETC-100/110	Headset HHS-110	Car Kit Bluetooth® Portable HKW-700		Data Cable USB DCA-140
	Car Charger Plus ECC-100	Headset Purestyle HHS-120	Car Kit Bluetooth Easy HKW-100		Sync Station DSC-100
	DeskTop Stand EDS-100	Headset Stereo HHS-150	Car Kit Bluetooth® HKW-710*		
		Headset Bluetooth HHB-100	Car Kit Bluetooth® SIM HKW-720*		
		Headset Bluetooth Clip HHB-130/131			
		Headset Bluetooth HHB-160/161			
		Headset Bluetooth HHB-700/710			

 Compatible with 65 or 75 series\*

 Products compatible with 85 series

 Phone only

\* Backwards compatible

## 2.10 Accessories (2/3)

### Highlights – Bluetooth Headset Range

Accessories

Swift

Source: Klaus Fische

ON THE EAR  
B



HHB-100

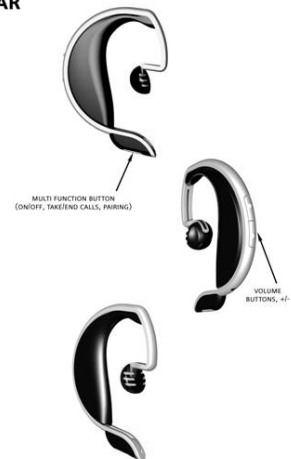


HHB-130

BEHIND THE EAR  
B



HHB-700



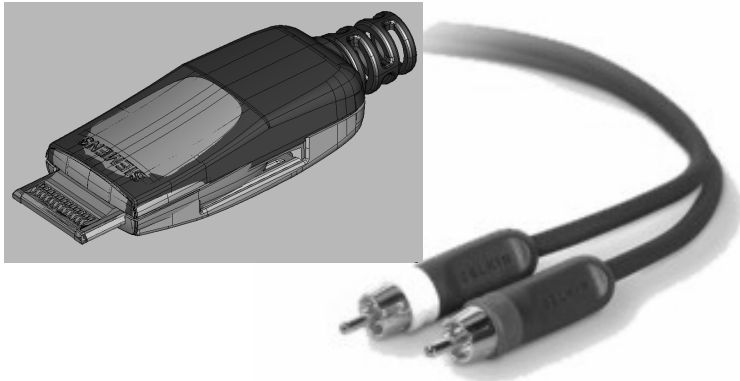
HHB-160

## 2.10 Accessories (3/3)

### Highlights – Various

Source: Klaus Fischer

Swift



#### Music Cable IMC-100

- Listen to phone stored music using speakers of HiFi system
- Simultaneous mobile phone charging while device is connected to the hi-fi system (a Travel Charger can be connected optionally via the socket integrated in the connector)



#### SyncStation DSC-100

- Holds the phone and allows simultaneous data exchange with the PC and phone charging

## 2.11 Applications (1/5)

Applications

Swift

Source: Guido Strugies

### Personalization

- *Ministry of Sound content (full track songs, wallpapers, etc.)*
- Videoringtones
- Themes
- Download Assistant



### Multimedia & Community

- Photo Editor
- Blogger



### Entertainment

- *New York Nights*
- Bluetooth multiplayer game



Please see the Swift risk assessment document. Applications might suffer due to the limited Java Heap Size.

## 2.11 Applications (2/5)

### Personalisation

Applications

Swift

Source: Guido Srugies

#### Themes

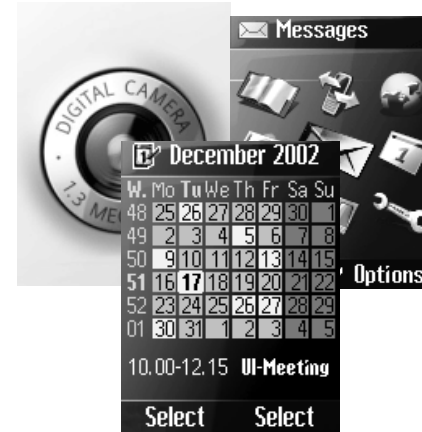
With the Theme concept you can change the look and feel of the phone with just one click. Several themes will be pre-installed and more can be easily downloaded

#### Logos, Pictures, Animations, Ringtones

With preinstalled logos, pictures, animations and polyphonic ringtones you can personalize your phone even more and create colorful and personal MMS messages. In addition there will be a fine selection of content pre-installed from one of the worlds most successful independent record labels “Ministry of Sound”.

#### Download Assistant

The download assistant is an animated companion, who assists the user with content downloads. Based on MAX (Mobile Assistant Extensions), additional operator-specific animated assistants can be defined for specific content, such as a “joke of the day” teller.



## 2.11 Applications (3/5)

### Photo Editor and Blogger

Applications

Swift

Source: Guido Srugies

#### Photo Editor

Photo Editor allows you to personalize and edit own pictures, create colorful MMS templates and much more. Take a picture with the integrated camera then use the Photo Editor to frame it, add text comments and clipart objects - and you have a funny mobile-postcard ready to be sent to friends via MMS in an instant. Photo Editor supports all standard editing functions and even some nice special effects



#### Blogging Client

Many expressions are connected to 'Blogging', like message board, lockbook, personal magazine or notes, comments, photos, information and many more. But the two words which describe 'Blogging' best are "multimedia diary" and "post it". Without any knowledge of HTML, FTP or HTTP everyone can make his personal website or weblog (blog) with his entries, so called posts which are listed in a chronological order. The blogs are as different as the people who make it. Some bloggers write about their hobbies, others discuss philosophical and political topics. Nevertheless all bloggers have the same intention, which is to communicate own opinions, thoughts and feelings. The blogs can be published public or private, which means that either anybody or only special persons can take a look at them.



## 2.11 Applications (4/4)

### New York Nights

Applications

Swift

For years, you've only had one dream: to leave your native Alabama and live it up in one of the most glamorous cities in the world: New York!

Now, your dream has come true! Your mom has given you 40 days' rent and a few dollars in pocket money to kickstart a new life, find a job, make friends and become rich and famous. And in this adventure, you may also meet your soul mate!

But if you mess it up, it's back to square one!

The city name can be changed!



## 2.12 Swift Sales Strategy (1/4)

Swift M1  
Aug, 08, 05

Swift

Source: Alfred Hauenstein+ RPM

### ■ Regional Focus

- Major focus: WE (approx. 59%) and EE (approx. 24%)
- Additional quantities in AMEA (approx. 10%) and LAM (approx. 7%)

### ■ Channel Focus

- Major Focus: Operator programs
- Lead Operators for approval (ordered): Orange, TMO, VF (local approvals)
- Upside Retail channels in EMEA, APAC

### ■ Volumes:

- Bottom-Up commitment from Sales regions: 2.04 mill. units over lifecycle:

	Total	Mai 06	Jun 06	Jul 06	Aug 06	Sep 06	Okt 06	Nov 06	Dez 06	Jan 07	Feb 07	Mrz 07	Apr 07	Mai 07
EE	1.180.000	100.000	105.000	85.000	85.000	105.000	105.000	105.000	85.000	85.000	85.000	85.000	85.000	65.000
EE	507.700	45.750	48.650	56.950	40.150	39.850	52.500	51.500	29.850	20.500	30.500	35.500	33.000	23.000
AMEA	193.400	17.450	17.250	17.900	16.800	19.000	18.000	18.000	16.000	14.000	12.000	12.000	8.000	7.000
therein: China		5.800	11.800	13.650	13.200	17.000	14.400	14.400	12.800	7.000	6.000			
Americas	143.000	-	6.500	13.500	10.500	11.000	12.500	19.000	10.000	8.500	11.500	11.500	16.000	12.500
therein: Brazil	103.000		5.000	10.000	7.000	7.000	8.000	14.000	8.000	8.000	8.000	8.000	12.000	8.000
therein: Mexico	20.000		500	1.500	1.500	2.000	2.500	3.000	1.000	500	1.500	1.500	2.000	2.500
Total	2.024.100	163.200	177.400	173.350	152.450	174.850	188.000	193.500	140.850	128.000	139.000	144.000	142.000	107.500

## 2.12 Swift Sales Strategy (2/4)

### Risks and Comments

Swift M1  
Aug, 08, 05

Swift

Source: Alfred Hauenstein+ RPM

- **TTM** – very critical for business case and overall volumes DS on April, 28, 2006 has to be reached
- **Price pressure:** We expect price pressure due to competition – in this price segment especially from UMTS products- because of feature level (no UMTS, camera resolution)  
Experience from Minos shows that product communication must not be centred around music, since more and more operators concentrate on music story for 3G products only  
→ Design, finishing and size must be absolutely outstanding and unbeatable.
- **Availability of samples:**
  - All B2 acquisition and reference samples must be shipped from KLF latest end of CW07 to the regions/customer, in order to meet approval timelines and minimum sales requirements for acquisition (as fallback for HW reworked B1+ samples need to be considered).
  - Availability of acquisition samples with China-SW has to be aligned, so that product launch in May is possible.

## 2.12 Swift Sales Strategy (3/4)

### HQ Sales Support Measures

Swift M1  
Aug, 08, 05

Swift

Source: Alfred Hauenstein+ RPM

- **Support regions with sales materials:**
  - Mock-ups/working samples
  - Product compendium: incl. all sales relevant issues
    - Product information (B2B communication package)
    - Sales argumentation (B2B communication package)
    - Tender (GPM resp. CTO AI RI)
  - BTL-Marketing campaign (standard toolbox) from Marketing
  - ATL range campaign for hero products (Kestrel, Swift, Polaris) launching “Benq-Siemens”
- **RHQ Sales PM Meeting:**
  - Bimonthly (new setup t.b.c.)
  - Presentation of the latest product information
  - Feedback from the regions
- **Product training for local PM through Internal Product Promotion (Region PMs)**
- **Sales training concept (material provided by sales academy)**
  - Web-based trainings
  - Computer-based trainings
  - Face to Face training for important customers

} Retail extranet

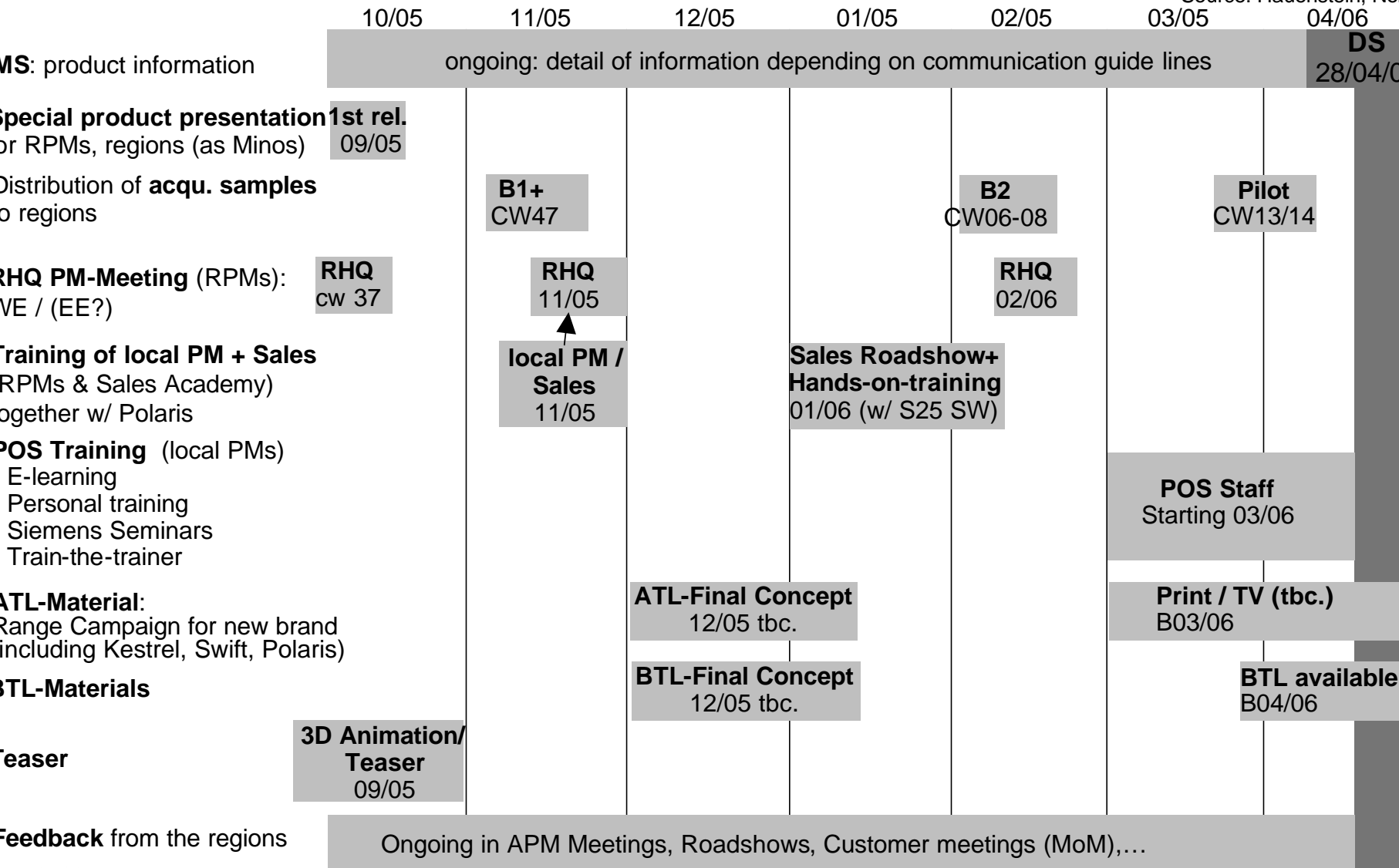
## 2.12 Swift Sales Strategy (4/4)

### Timing for HQ Sales Support Measures

Swift M1  
Aug, 08, 05

Swift

Source: Hauenstein, No



## 2.13 Marketing Communication (1/3)

Swift

Overall budget due to  
business case

- Budget figures see below

APAC  
EMEA

- See sales split
- Importance of product decided by countries/regions

Push budget

- 5 € per phone (max. push category)

Pull budget/Strategic funds

- 4% of turnover

HQ budget

- 2,5 mio. €

Source: M. Lieh

## 2.13 Marketing Communication (2/3)

Swift

BtL

- B2C: developing a maximum BTL toolbox (leaflets, poster, displays, expander tbc.)
- Detailed concept will derive out of the positioning and communication worksheet

Flanking promotional support

- Tbc. after M1 – linked to final positioning

PR

- Launch event planned (possible venue 3 GSM conferences Barcelona, Feb 2006)

AtL

- ATL support planned (print, TV tbd.)

Source: M. Lieh

The communication strategy will be fixed after M1

The final communicative positioning is still under evaluation

Status:

- C class highlight product
- positioning as thin stylish slider phone within C class
- support with a ATL, maximum BTL tool box and
- flanking promotional support (tbc.)

### Communicative objectives

- To communicate the USP of the product
  - Stylish slim & brilliant slider phone - brilliance in detail of a bright QVGA display and extensive feature set offered in a metal finish, realized in a slim slider design.
  - Including key product features
  - Create awareness within target group via flanking promotional idea & PR
  - Support POS awareness in order to achieve sales targets

Source: M. Lieh

## 0 M1 Document Management

- A Change History
- B Open issues
- C Folders and Documentation
- D Content and Responsibilities of M1 Document

## 1 Introduction & Product Profile

- 1.1 Product Profile
- 1.2 Windows of opportunity
- 1.3 Enthusiasm model
- 1.4 Main differentiation within MP portfolio

## 2 Strategy & Positioning

- 2.1 Highlights
- 2.2 Target Group & Product Story
- 2.3 Key Product Arguments
- 2.4 Performance Profile
- 2.5 Competition
- 2.6 SWOT
- 2.7 Lifecycle Management
- 2.8 Limited Editions
- 2.9 Differentiation within Roadmap
- 2.10 Accessories
- 2.11 Applications
- 2.12 Sales Strategy
- 2.13 Market Communication

## 3 Specification:

- 3.1 Design & Mechanics
- 3.2. Featuring
- 3.3 Platform Concept
- 3.4 User Interface
- 3.5 Customization
- 3.6 Variants
- 3.7 Packaging Concept
- 3.8 User Manual & CD content
- 3.9 Dummy concept
- 3.10 Prototype Requirements
- 3.11 Production (Ramp-up)
- 3.12 Type Approval Requirements
- 3.13 Quality
- 3.14 Recycling concept
- 3.15 Customer Care
- 3.16 Patents

## 4 Financials

- 4.1 Business Case
- 4.2 Sensitivity Analysis
- 4.3 Risks & Opportunities

## 5 Timeline and Project Organisation

- 5.1 Project Schedule
- 5.2 Operator and local approvals
- 5.3 Product Project Organisation
- 5.4 Resources
- 5.5 Risk Assessment
- 5.6 M1 Signatures

## 3.1 Design & Mechanics

Swift

Source: Andreas Berchtenbreiter

### Design

Swift has one design variant. For the operator ID concept an additional plastic part in the slider upper case is clipped/glued in ("front inlay"). On this plastic part the different operator logos can be printed. Product name and customisation for I-mode is tampon-printed on metal cover of Slider upper case

### Materials and Finishing

Materials/technologies used include PC-ABS for Slider Upper Case, Antenna cap and Design cover (1K plastic, painted in one colour). PMMA flat sheet display lens (scratch protection on the top and a small printed frame on the backside). Sheet of aluminium for the Slider Upper Cover (eloxised and lacquered, Brand Logo engraved (diamond cut), glued on the Slider Upper Case). Magnesium for the Slider Lower Case, Base Upper Case and the Battery Cover (chromated, painted in one colour). Bridgeless silicone 12 keypad in the Base Upper Case (painted, laser etched). Function keys in the Slider Upper Case are split into three different technologies: PC-ABS with PVD (brushed look by laser etching) for the soft keys, centre key and send/end keys, galvanised PC-ABS for the 5-way Navigation key, lacquered PC-ABS caps for the direct line and media player key. Side keys are galvanised PC-ABS

### Colours

Three colour variants have been defined: Quartz Anthracite (launch colour), Opal Black (available for production 2 wks after DS) and Azurite Silver, offered as an exclusive operator colour. The launch colour variant consists of two different colors: one dark color for the bottom area (Design cover / Battery lid) and one bright color for the rest of the phone)

## 3.2 Featuring (1/2)

### List of Features - Software

Swift

Source: Thomas Hier

#### **Main added SW features for Swift compared to Minos / Hydra:**

- QVGA display resolution and permanent Status Line
- Upscaling of videos to QVGA resolution
- Multimedia features in SW w/o Gimmik Chip
- Nano-I/O
- MicroSD card support
- Two speaker concept (incl. acoustic shock prevention)
- Display power off in standby mode and support of Signal LED
- Improved LED Flash
- Direct line key
- Distribution list in within contacts (w/o SIM)
- Fasttrack and reduced Backup&Help functionality for Orange
- JSR 238 & JSR 177

#### **Main features missing compared to Minos / Hydra:**

- No BT Stereo Headset support

**X75 SGold2 SW Feature list:** to be provided on 17.10.05

**Swift „Steckbrief“:** <https://sharenet-ims.siemens.com/Open/332091627>

## 3.2 Featuring (2/2)

### List of Features - Hardware

Swift

Source: Christian Bach

HW Features	
Frequencies*	900, 1800, 1900
Transmission Mode*	GPRS/EGPRS(EDGE) class 10
Primary Display	240x320, 256k color, TFT, 2 inch
Secondary Display	none
Touch Screen	none
Camera	1.3 Mpixl
Flash (light)	LED
WLAN	none
IrDA	none
Bluetooth	yes (TI-Solution)
Wireless Sensor Connectivity	none
Built-in Sensor	none
A-GPS	none
Audio Broadcast	AAC/AAC+/MP3/AMR NB/MIDI/WAV
Multicolor LED (Keypad)	none
EL foil illumination	none
Battery	570 mAh Sanyo battery pack
2nd Audio Jack	none
Side keys	2+2
Hearing Aid Compatibility	no

\* = SAR Target  
0,8 W/kg 1gr. average

## 3.3 Platform Concept

Swift

Source: Christian Bach

Platform Technology	
Platform	S-Gold 2
Platform Product Family	Semi Automatic Slim Slider
Base Band	S-Gold 2
Co-Processor	none
1st RF-Solution	Bright 5 PL
2nd RF-Solution	none
PMU Baseband	Mozart+, Twigo4+
Portpin Extender/Enhanced	none
Flash (Memory)	512 Mbit NOR, 128MBit SDRAM
Ext. Appl., Gimmik	none
<b>Inhouse or Outsource</b>	Inhouse product

## 3.4 User Interface (1/7)

### UI hardware

User  
Interface

Swift

Source: Grudszus

#### QVGA display

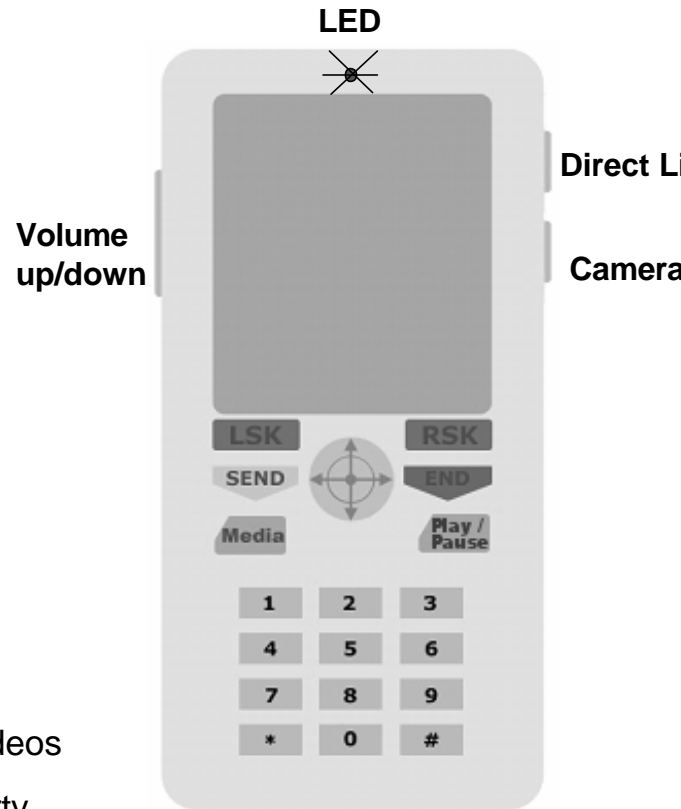
- new screen layout to support 240x320 pixel resolution
- permanent status line

#### LED signal light as additional notification for

- missed calls, alarms and unread messages
- phone alive during display off state

#### Keypad

- 5-way navigation key
- Send-/End key
- 2 soft keys
- **Media player** and **play/pause front key**: easy access to music & videos
- **Direct Line** side key: immediate access to most important calling party
- camera side key
- volume side key (+/-)



# 3.4 User Interface (2/7)

## Fonts & Icons

User  
Interface

Swift

Source: Robert Grudszus

**Fonts:** usage of corporate screen fonts (Siemens Sans)

Siemens Sans Small Font 18 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Siemens Sans Small Font Bold 18 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Siemens Sans Medium Font 22 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Siemens Sans Medium Font Bold 22 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Siemens Sans Large Font 36 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Siemens Sans Large Font Bold 36 Pt.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Menu and icons:

- 3x4 icon grid for the main menu
- alarm clock as wildcard for product specific adaptation
- Icon style reflecting the brand identity “real, timeless, coherent”



Final icons will be provided by BenQ Lifestyle Design Center

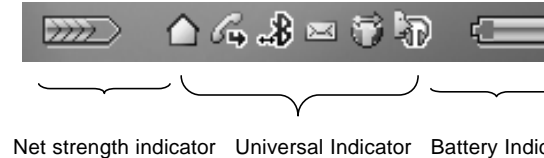
## 3.4 User Interface (3/7)

### QVGA layout including permanent status line

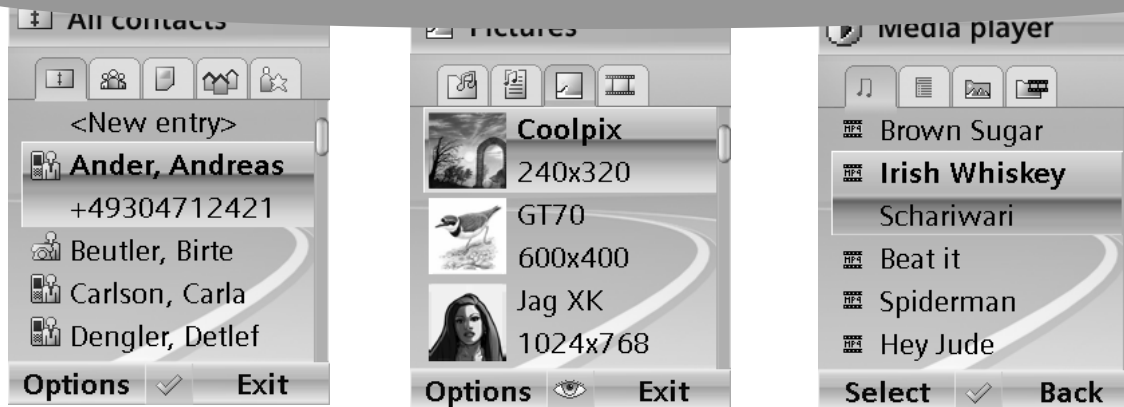
User  
Interface

Swift

Source: Grudszus



- Status line is permanently visible
- User is always aware about the phone status
- Up to 6 status indicators may be displayed, among them
  - ongoing download
  - active call
  - messaging events
  - media player
  - push-to-talk
  - instant messaging
  - system events



## 3.4 User Interface (4/7)

### Unified address book

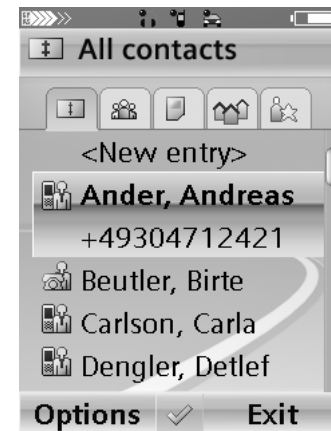
User  
Interface

Swift

Source: Grudszus

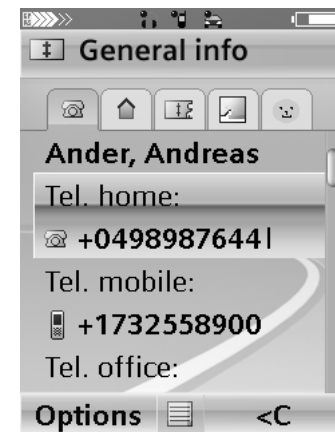
#### ► Combined and integrated address- and phonebook list using tabs:

- All contacts (from phone and SIM storage)
- Groups
- Online status
- SIM stored entries
- Filter ('most used contacts' as default)



#### ► Contact view & edit mode with tabs

- General information
- Private address
- Business address
- Person
- Online status (presence / wireless village / instant messaging)



## 3.4 User Interface (5/7)

### Media player

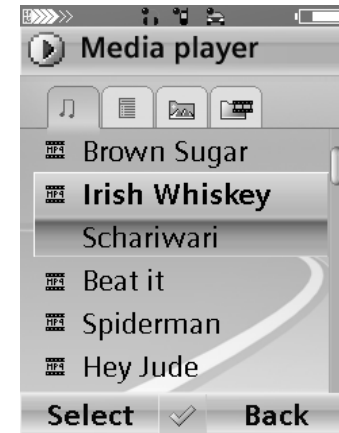
User  
Interface

Swift

Source: Robert Grudzus

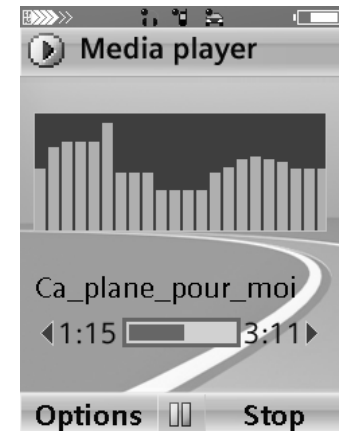
#### Media player front key

- ▶ to easily access music application
- ▶ to easily put music application in the background



#### Media Player application

- ▶ allows viewing/playing music files/play lists, pictures and videos
- ▶ supports audio- and video streaming
- ▶ music can be played while application is set to background



## 3.4 User Interface (6/7)

### General UI improvements

User  
Interface

Swift

Source: Grudszus

#### ► Applications in background

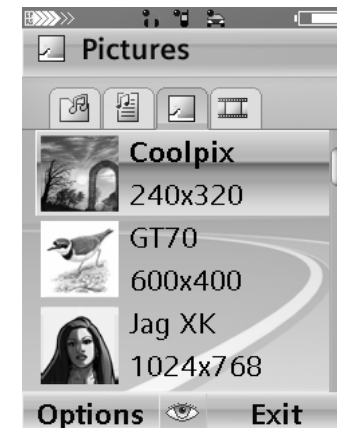
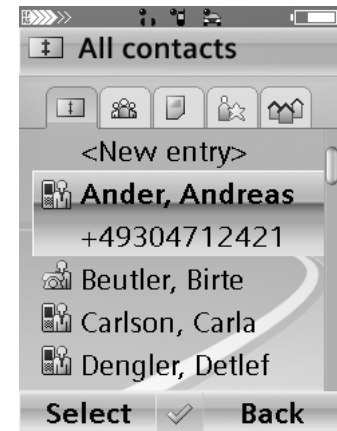
- some features are able to run in background: media player, sending messages, downloading via the browser, IMPS and Push-to-Talk
- easy access to media player by music player front key
- visualization of running background applications in status line

#### ► Usage of tabs

- improved usability and accessibility for complex and data rich applications
- used in Unified address book (list view, contact view and edit mode), Call records, Unified inbox, Message inbox and my stuff folder

#### ► Fully flexible menu tree

- ensure customized menus for operator adaptation on all menu levels



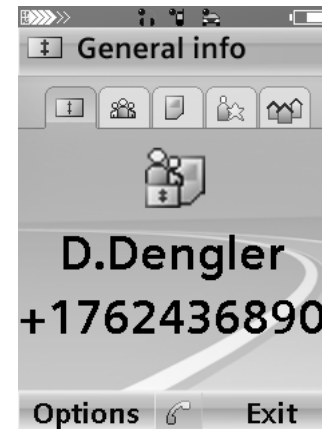
## 3.4 User Interface (7/7)

### General UI improvements

User  
Interface

Swift

- ▶ Additional resources in the themes package
- ▶ Thumbnail preview for themes in media folder
- ▶ Image based backgrounds also for pop-ups and selections (replacing plain colored elements)
- ▶ Support of large font view
- ▶ Setup lists with preview line for selected entry
- ▶ Improved center-click handling & visualization



## 3.5 Customization (1/4)

### SW customization

User  
Interface

Swift

Source: Hauenstein, Müller

#### 3 levels of SW customization

- Premium customization
  - offered to the lead customers: T-Mobile, Orange, CMCC.
  - It means compliance to their RFIs to the highest degree of feasibility.
- Advanced SW customization
  - Customers: O2, Telenor, Amena, TIM, Telefonica, KPN, E-Plus, Vodafone
  - Operator specific UI (replace and rotate top-level icons, flexible menu tree (only on special agreement))
  - Operator specific applications (Vf postcard service etc.).
  - Operator specific content and translations. Framework for operator specific content (LG groups, TG groups, operator-specific wordings, Java Apps...)
- Standard SW customization
  - for remaining customers
  - will be offered via Mobicon tool

## 3.5 Customization (2/4)

### Language groups Siemens International SW

Swift

Source: Hien, Evangelista

Variant #	Region	Language Variant	Icon Variant	User Interface Languages (UIL)	Language Variant	T9 - Language	T9 Variant	SIDD / SIND - Language	SIDD / SIND Variant
1	Germany, Italy, Spain, SouthWest Europe, LAM International Retail	Siemens	Siemens	Arabic, Braz.portuguese, Catalan, Dutch, English, French, German, Greek, Italian, Portuguese, Swedish, Turkish , Universal Spanish	13	Arabic, (Leer), Catalan, Dutch, English, French, German, Greek, Italian, Portuguese, Swedish, Turkish , Spanish	12	Dutch, UK English, French, German, Italian, Spanish	6
2	Northern Europe	Siemens	Siemens	Danish, English, Finnish, French, German, Norwegian, Swedish	7	Danish, English, Finnish, French, German, Norwegian, Swedish	7	UK English, French, German	3
3	Eastern Europe	Siemens	Siemens	English, Estonian, German, Latvian, Lithuanian, Polish, Russian, Turkish , Ukrainian	9	English, Estonian, German, Latvian, Lithuanian, Polish, Russian, Turkish , Ukrainian	9	UK English, German, Polish	3
4	Central Eastern Europe	Siemens	Siemens	Bulgarian, Croatian, Czech, English, German, Greek, Hebrew, Hungarian, Romanian, Serbian, Slovak, Slovene, Turkish	13	Bulgarian, Croatian, Czech, English, German, Greek, Hebrew, Hungarian, Romanian, Serbian, Slovak, Slovene, Turkish	13	UK English, German	2
5	TMO	Siemens	Siemens	Croatian, Czech, Dutch, English, German, Hungarian, Polish, Serbian, Slovak, Slovene, Turkish	11	Croatian, Czech, Dutch, English, German, Hungarian, Polish, Serbian, Slovak, Slovene, Turkish	11	Dutch, UK English, German, Polish	4
6	Middle East&Africa	Siemens	Siemens	Arabic, English, Farsi, French, Hindi, Malayalam, Portuguese, Tagalog, Urdu	9	Arabic, English, (Leer), French, (Leer), (Leer), Portuguese, (Leer), (Leer)	5	UK English, French	2
91	Russia + Orange	Siemens	Siemens	Danish, Dutch, English, French, German, Italian, Polish, Romanian, Russian, Slovak, Universal Spanish	11	Danish, Dutch, English, French, German, Italian, Polish, Romanian, Russian, Slovak, Spanish	11	Dutch,UK English, French, German, Italian, Polish, Spanish	7
7	AIP	Siemens	Siemens	English, Hindi, Indonesian, Malayalam, Malaysian, Tagalog, Thai, Vietnamese	8	English, (Leer), Indonesian, (Leer), (Leer), (Leer), Thai, Vietnamese	5	US English	1
8	NAP	Siemens	Siemens	English2, Malaysian, Russian, Simplified Chinese, Traditional Chinese	5	English, (Leer), Russian, Simpl. Chin (SW), Trad. Chin (SW)	4	US English	1

## 3.5 Customization (3/4)

### Language groups Key customers

Swift

Source: Hien, Evangelista

Variant #	Region	Language Variant	Icon Variant	User Interface Languages (UIL)	Language Variant	T9 - Language	T9 Variant	SIDD / SIND - Language	SIDD / SIND Variant
35	TMO	TMO	TMO	Croatian, Czech, Dutch, English, German, Hungarian, Polish, Serbian, Slovak, Slovene, Turkish	11	Croatian, Czech, Dutch, English, German, Hungarian, Polish, Serbian, Slovak, Slovene, Turkish	11	Dutch, UK English, German, Polish	4
41	Russia + Orange	Orange	Orange	Danish, Dutch, English, French, German, Italian, Polish, Romanian, Russian, Slovak, Universal Spanish	11	Danish, Dutch, English, French, German, Italian, Polish, Romanian, Russian, Slovak, Spanish	11	Dutch, UK English, French, German, Italian, Polish, Spanish	7
58	NAP	Siemens	CMCC	English2, Malay, Russian, Simplified Chinese, Traditional Chinese	5	English, (Leer), Russian, Simpl. Chin (SW), Trad. Chin (SW)	4	US English	1

## 3.5 Customization (3/3)

### Hardware and Delivery unit

Swift

Source: Alfred Hauenstein

#### **HW customization**

- Operator branding on upper case, below keypad: Front inlay
- Further Customization will be possible according to the customization guide, which has to be detailed after M1 (Packaging, user guide covers, etc.)

#### **Customization Delivery unit**

- Packaging
- User Manuals
- Bundling of accessories

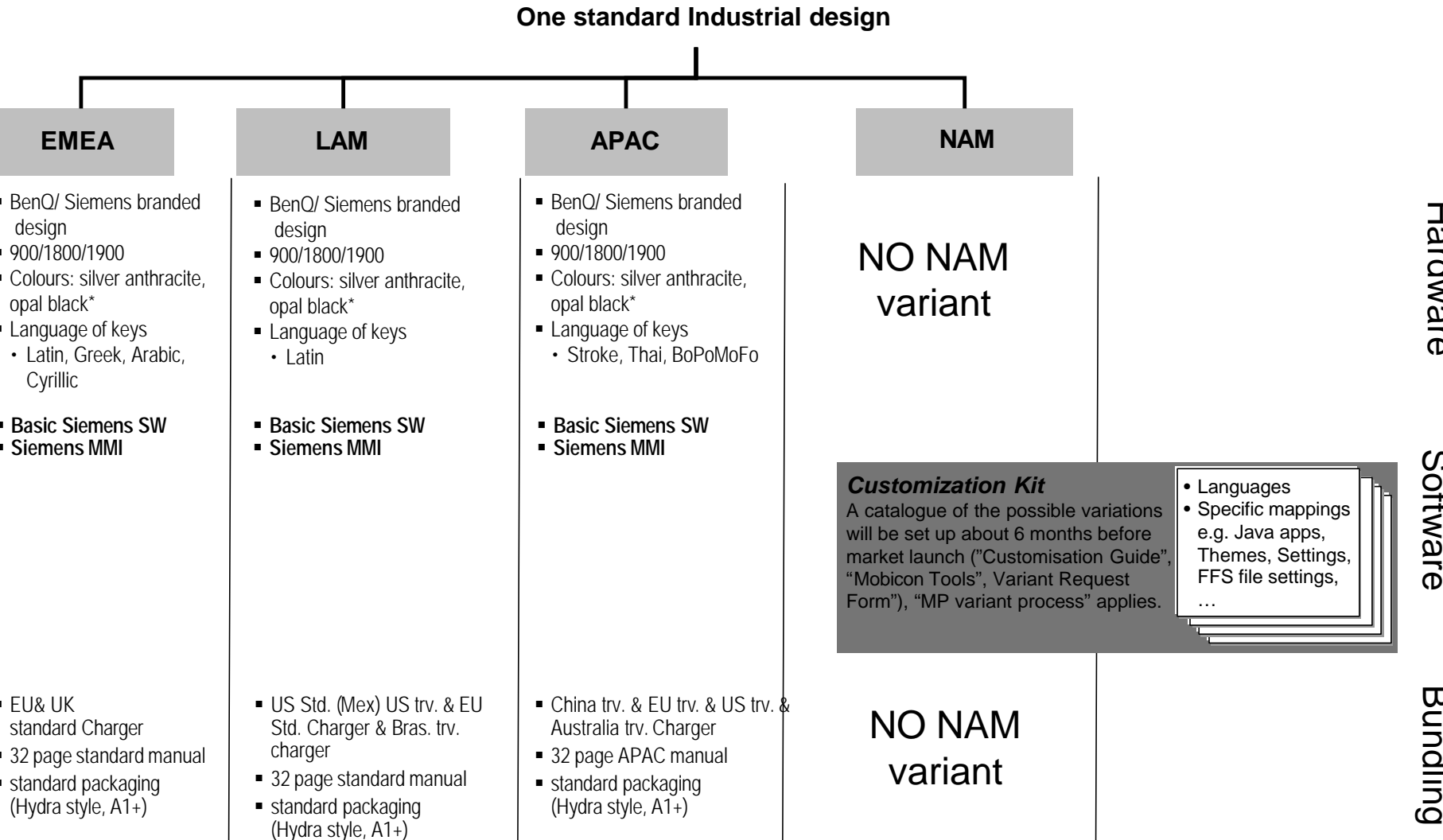
# 3.6 Variant Concept (1/3)

## International Variants: EMEA, APAC, LAM, NAM

Swift M1  
Aug, 08, 05

Swift

Source: Hauenstein, Evangelista



\* azurite silver is kept as wildcard exclusive color for a later to be defined key customer

# 3.6 Variant Concept (2/3)

## Premium customisation

Swift M1  
Aug, 08, 05

Swift

Source: Alfred Hauenstein

### One standard Industrial design

Vodafone	TMO	Orange	i-Mode	CMCC
<ul style="list-style-type: none"> <li>900/1800/1900</li> <li>Colours: silver anthracite, opal black*</li> <li>Language of keys                             <ul style="list-style-type: none"> <li>Latin, Greek, Arabic</li> </ul> </li> <li>HW customization                             <ul style="list-style-type: none"> <li>VF branded front inlay</li> <li>NO Operator key</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>900/1800/1900</li> <li>Colours: silver anthracite, opal black*</li> <li>Language of keys                             <ul style="list-style-type: none"> <li>Latin</li> </ul> </li> <li>HW customization                             <ul style="list-style-type: none"> <li>TMO branded front inlay or neutral (t.bc.)</li> <li>NO Operator key</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>900/1800/1900</li> <li>Colours: silver anthracite, opal black*</li> <li>Language of keys                             <ul style="list-style-type: none"> <li>Latin, Thai</li> </ul> </li> <li>HW customization                             <ul style="list-style-type: none"> <li>Or. branded front inlay</li> <li>NO Operator key</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>900/1800/1900</li> <li>Colours: silver anthracite, opal black*</li> <li>Language of keys                             <ul style="list-style-type: none"> <li>Latin, Greek, Hebrew, Cyrillic</li> </ul> </li> <li>No product name on device</li> <li>HW customization                             <ul style="list-style-type: none"> <li>Telefonica branded front inlay</li> <li>i-mode specific upper case: logo, envelope (all others)</li> <li>NO Operator key</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>900/1800/1900</li> <li>Colours: silver anthracite, opal black*</li> <li>Language of keys                             <ul style="list-style-type: none"> <li>Stroke</li> </ul> </li> <li>HW customization                             <ul style="list-style-type: none"> <li>CMCC branded front inlay</li> <li>NO Operator key</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>VF MMI</li> <li>New UI concept (incl. back key logic, VF UI flows)</li> <li>VF specific menu tree (max. 6 variants)</li> <li>VF specific Mapping</li> <li>LiveCast</li> <li>Java ISCL 2.0</li> <li>VF specific storage</li> </ul>	<ul style="list-style-type: none"> <li>TMO Intern. MMI</li> <li>TMO specific Menu Tree (max. 4 variants)</li> <li>TMO specific Mapping</li> <li>SDC DRM content protection</li> </ul>	<ul style="list-style-type: none"> <li>Basic Orange SW</li> <li>Orange MMII</li> <li>Specific Mapping</li> <li>Homescreen aggregator, progressive video download</li> <li>Orange specific help</li> </ul>	<ul style="list-style-type: none"> <li>I-Mode client Data 1.5</li> <li>Text exchange only up to 50 phrases</li> <li>1 individual menutree + 2 limited individual menutree (Telefonica, O2)</li> </ul>	<ul style="list-style-type: none"> <li>Basic Orange SW</li> <li>Siemens MMII with CMCC icons</li> <li>Specific Mapping</li> </ul>
<ul style="list-style-type: none"> <li>EU &amp; UK &amp; Australia standard Charger</li> <li>VF Manual</li> <li>VF packaging</li> </ul>	<ul style="list-style-type: none"> <li>UK &amp; EU Travel Charger</li> <li>TMO Manual</li> <li>TMO packaging</li> </ul>	<ul style="list-style-type: none"> <li>UK &amp; EU Standard Charger</li> <li>Orange Manual</li> <li>Orange packaging</li> <li>Mono headset ???</li> </ul>	<ul style="list-style-type: none"> <li>UK &amp; EU Standard Charger</li> <li>i-mode Manual</li> <li>Telefonica Manual</li> <li>i-mode packaging</li> <li>Telefonica packaging</li> </ul>	<ul style="list-style-type: none"> <li>China trv. Charger</li> <li>CMCC Manual</li> <li>CMCC packaging</li> </ul>

Hardware

Software

Bundling

\* azurite silver is kept as wildcard exclusive color for a later to be defined key customer

## 3.6 Variant Concept (3/3)

### Advanced SW customisation

Swift M1  
Aug, 08, 05

Swift

Source: Hauenstein, O. Müller, U Meyer

	Limited Individual Menutree *)	Icon-Exchange exceeding Main Menu	Text Exchange > 50 texts	Language groups affected
O2	yes	no	no	1
Vodafone	yes	no	no	1,2
Telenor	yes	no	no	2
Amena	yes	no	no	1
TIM	yes	no	no	1
Telefonica	yes	no	no	1
KPN	yes	no	no	1
e-plus	yes	no	no	1

\*) only main menu  
icons exchange  
and repositioning  
main menu icons

## 3.7 Packaging concept (1/2)

### Swift Packaging concept

Swift

Source: Heike Evangelista

#### International Packaging Requirements

- The layout of the packaging will be based on the new BenQ-Siemens CI Guideline to guarantee one look to the customer for all new BenQ-Siemens devices
- Package will have standard packaging A1+ Size: 156 x 145 x 65 mm.  
Package with full bundling B1+ size: 156 x 145 x 75 mm
- Pre-configured info packs (user guides, leaflets, CD)
- Operator packaging is possible based on customization guide.
- Area on box for Operator Logos will be pre-defined
- High quality appearance:
  - minimized punched holes on bottom side
  - lid covers fully the box („side walls“ cannot be seen)
  - plastic foil window presents phone to the customer without opening the box
  - High value looking fibre molded inlay covering everything but the device
  - Full carton used for box instead of corrugated card board
  - colours 4+2 (tbd), possibly effect lacquering or embossing lacquering

## 3.7 Packaging concept (2/2)

### Packaging content for standard packaging

Swift

Source: Heike Evangelista

#### Potential additional Box content \*

	<b>Handset</b>
	<b>Charger</b>
	<b>Up to 4 user manuals</b>
	<b>Battery</b>
	<b>AD Leporello</b>
	<b>CD (120mm)</b>

	<b>USB data cable DCA 140</b>
	<b>MicroSD card</b>
	<b>Headset Basic HHS100 or Stereo Headset HHS150 or Headset Purestyle HHS120</b>
	<b>Music Cable</b>

\* Exception: Bigger box needed (B1+) for a maximum of bundlings (cable, Headset and Micro SD card)

### User Manual Requirements

Long User Guide will be included on CD ROM.

Short User Guide will contain 32 pages in Black / White,

No specific cover paper.

Up to 4 languages UM in one packaging

The Swift user manual will be based on the Flamingo manual (A-class font) with adapted content for new features.

Timeline has been fixed and synchronized with the project schedule between PBM UM and PBM BO

### CD concept

A CD will be part of the standard variant

Content according to platform concept (Long User Guides, MPM,..).

Timeline synchronized with the project schedule

## 3.9 Dummy concept

Swift

Source: Evangelista/ Sher

Briefing to GS done including quality and quantity requirements  
(Dummy specification sent out)

Make-or-Buy decision done: „Buy!“

Supplier selection to be done until S15

Volume and first availability:

Four weeks before product launch: 30k dummies of launch colour available in Kamp-Lintfort.

Two weeks later: 20k of second launch colour

## 3.10 Prototype requirements (1/2)

Swift

Source: Heike Evangelista

### Acquisition samples

All samples from B1+ onwards shall be upgradable and with representative appearance of the housing for acquisition purposes. Unless stated otherwise herein, quality level is same than in the predecessor projects.

They shall be available in all three colours planned in M1 and with International and Chinese SW. Operator branded B2 samples („front inlay) shall be available in a defined number (Number still to be defined)

They shall be provided with a „Scout-tool“-enabling boot core.

Acquisition samples have to be shipped at the same time or earlier to the regions/customers, and therefore must be shipped out latest at M2.

### Reference samples

Reference samples are being used for RF testing in operator and type approvals and shall not be used for acquisition purposes. Quality of reference samples are defined and communicated to the regions by GPM.

They shall be available in all three colours planned in M1 and with International and Chinese SW.

All reference samples have to be upgradeable by the approval partner (e.g. change in device string, SIMlock, ...). They shall be provided with a „Scout-tool“-enabling boot core.

First Reference samples shipped from KLF 11 wks before DS. All reference samples for the regions must be shipped out latest CW07

## 3.10 Prototype requirements (2/2)

Swift

Source: Heike Evangelista

### **Pilot samples**

Pilot samples must have official IMEI numbers.

Quantities of Opal Black and Azurite silver for the regions and Realisation Team shall be reduced to a minimum.

### **Acquisition and reference samples with Chinese SW**

Availability of acquisition and reference samples with China-SW has to be aligned, so that product launch in May is possible.

### **Volumes and colour split**

Colour split for B1+ is defined in M1, split for B2 and pilot run must be defined in M/E October timeframe

## 3.11 Production

### Ramp-up – Framework (part 1)

Swift

**Production lines: 2 KLF (1 manual, 1 automatic), 1 SSMC (manual), 1 Manaus (manual)**

**Start of automatic assembly in CW18**

- KLf:**      theoretical cycle time SMTT for 1 PCB 10,75 sec.  
             theoretical cycle time automatic assembly and test 10 sec  
             18 shifts per week
- SSMC:**   theoretical cycle time 18 sec / 14 shifts per week
- MAN:**    theoretical cycle time 18 sec / 18 shifts per week

**1 colour during RU 2nd to be produced 2 weeks after DS (confirmed by SD QM and APE)**

**First working assumption key customer share : is not available**

## **3.11 Production**

### **Ramp-up – Framework (part 2)**

Swift

**Lead time between production and last approval date → 1 week**

**No customized printing on cases (e.g. battery lid) => customization through operator plate**

**Minimum order quantity 3k**

**SSMC: due to timeline for type approval, RU start with european variant could be possible**

**Parts list in SAP KEP in status 20 one week before delivery start**

**Risk release of software one week before software approval and delivery start**

**Dispo planning in SAP 16 weeks beforehand**

**Variant planning in SAP 12 weeks beforehand**

**Max. 10 new variants per week**

**No bundeling variants within the first 2 weeks of ramp-up**

**Only one HW variants (one RF, one Flash)**

# 3.11 Production

## Ramp-Up – GO plan (V4)

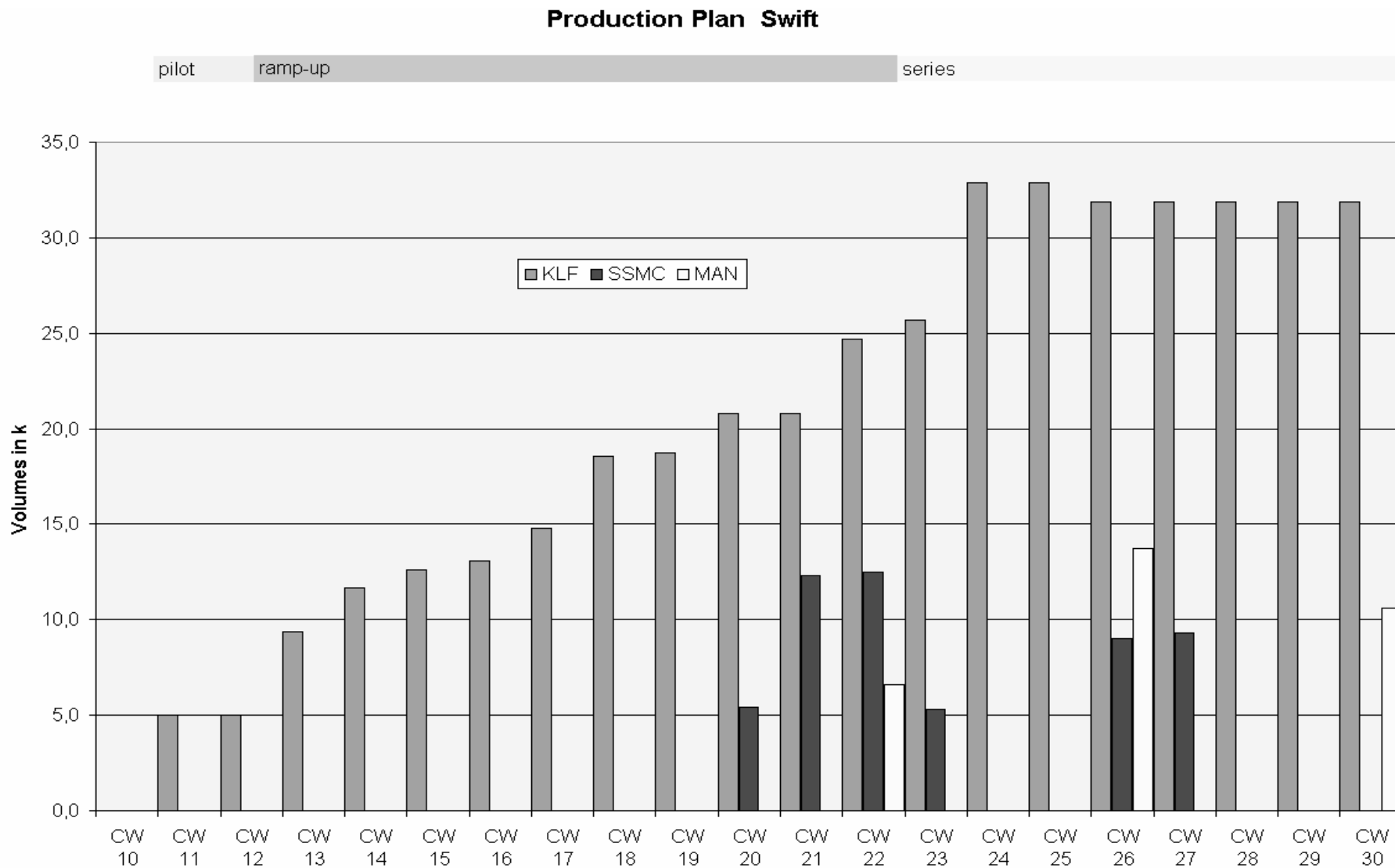
Swift

<b>Ramp-Up-Plan Swift</b>																			
<b>Revision</b>	<b>Version 4</b>																		
<b>Date</b>	<b>14.09.05</b>																		
<b>Responsible</b>	Alexander Macura																		
		<b>ramp-up</b>																	
<b>month in 2005</b>		<b>Feb</b>	<b>Mrz</b>	<b>Mrz</b>	<b>Mrz</b>	<b>Mrz</b>	<b>Apr</b>	<b>Apr</b>	<b>Apr</b>	<b>Apr</b>	<b>Mai</b>	<b>Mai</b>	<b>Mai</b>	<b>Mai</b>	<b>Mai</b>	<b>Jun</b>	<b>Jun</b>	<b>Jun</b>	<b>Jun</b>
<b>calender-week in 2005</b>		<b>CV 08</b>	<b>CV 10</b>	<b>CV 11</b>	<b>CV 12</b>	<b>CV 13</b>	<b>CV 14</b>	<b>CV 15</b>	<b>CV 16</b>	<b>CV 17</b>	<b>CV 18</b>	<b>CV 19</b>	<b>CV 20</b>	<b>CV 21</b>	<b>CV 22</b>	<b>CV 23</b>	<b>CV 24</b>	<b>CV 25</b>	<b>CV 26</b>
		27.Feb	06.Mrz	13.Mrz	20.Mrz	27.Mrz	03.Apr	10.Apr	17.Apr	24.Apr	01.Mai	08.Mai	15.Mai	22.Mai	29.Mai	05.Jun	12.Jun	19.Jun	26.Jun
<b>milestones</b>			<b>S3</b>	<b>Pilot</b>	<b>Pilot</b>					<b>DS</b>			<b>S4 (SD)</b>						
<b>disposition plan for new / critical parts</b>	<b>Global</b>	8	8	10	13	13	14	18	15	18	30	42	57	38	31	26	42	33	54
<b>production plan</b>	<b>Global</b>			5,0	5,0	9,4	11,7	12,6	13,1	14,8	19,6	18,7	26,2	33,1	43,8	31,0	32,9	32,9	54,6
<b>phones ready for delivery on stock total (VKL)</b>	<b>Global</b>									46,8	61,6	80,2	98,9	125,1	158,2	202,0	233,0	265,9	298,8
<b>monthly delivery incl. service demands</b>	<b>Global</b>														158,2				175,1
<b>production plan</b>	<b>KLF</b>			5,0	5,0	9,4	11,7	12,6	13,1	14,8	18,6	18,7	20,8	20,8	24,7	25,7	32,9	32,9	31,9
<b>Rebooting plan</b>	<b>KLF</b>									46,8									
<b>NO-ID production</b>	<b>KLF</b>					9,4	11,7	12,6	13,1										
<b>production plan total</b>	<b>SSMC</b>												5,4	12,3	12,5	5,3			9,0
<b>production plan total</b>	<b>MAN</b>														6,6				13,7

# 3.11 Production (4/5)

## Ramp-Up – GO plan (V4)

Swift



## 3.11 Production (5/5)

### Configuration Concept @ M1

Swift

#### Industrial Design's

No. Of Industrial Designs	1
No. Of colors during life cycle	3 (silver, black, blue)

#### Variant split point concerning:

Housing	Supplier
Colour	Supplier
Keypad (function key)	Supplier
Keypad (12key)	Config Center
Operator plate	Config. Center
SW	Production / Config. Center

#### Configuration Concept:

- main keypad will be glued from outside
- Operator plate on upper case, below function keypad

# 3.12 Type Approval (1/2)

## Requirements

Swift

### Schedule

Type approval needs to be granted for all regions by the date according to the product availability list:

	DS	EOL
EMEA	04.2006	05.2007
APAC	05.2005	05.2007
China	05.2005	05.2007
LAM	06.2005	05.2007

### Regulatory Requirements

- European Community: Conformance to R&TTE relevant harmonized standards during lifecycle of mobile for GSM900, GSM1800 equipment
- US: Conformance to FCC requirements and special health and safety aspects for GSM850, GSM1900 equipment, which are needed for type approval. **This approval is required despite the fact that no NAM variant will be launched, for roaming reasons**

### Licence Required Qualifications

- KJAVA Sun Certification
- Bluetooth Qualification
- WAP Opengroup Certification against 1.2 (2.0) Standard
- Picbridge via USB Certification against CIPA001

### Voluntary Certification

- Conformance to Global Certification Forum (GCF) requirements
- WAP Openwave Certification

### Special Mandatory Requirements

- Fulfill latest IMEI security requirements (applicable at 1 June 2002)

## 3.12 Type Approval (2/2)

### Additional Requirements for APAC & China Variants

Swift

#### **The APAC variants must comply with or have declaration on:**

- EN301 511 (Global System for Mobile Communication)
- Certificate Expert Opinion and Certificate of Conformity (by CETECOM) OR Equivalent Documents (that produced by other approved authority) which declare our product complies with EN 301-489-7:2000 (for EMC) AND EN 60950 (for Safety).
- Declaration of Conformity (Self-declaration document by Siemens) which declares the charger and adapter (3-pin UK plug) for the Siemens product complies with the Safety regulation BS1363
- Commercial Product photographs including front shot, back, PCB board and the “commercial” IMEI number. (Photos has to be taken by a digital camera)
- CB Test Report (by International Electrotechnical Commission (IEC)) or Test Report from other approved authority
- ICNIRP report/certificate meeting International SAR standard
- the GPRS IOT reports against 5 different Networks. ( Ericsson, Nortel and Nokia infrastructure)
- Australian safety approval certification of charger (i.e. copy of certificate issued by Australian regulatory to manufacturer) - see attached pdf file.

#### **Additionally APAC variants must comply with or have declaration on:**

- Charger type approval must be done by charger supplier for Singapore - <http://www.safety.org.sg>
- Australia additional requirement where charger pins must be partially isolated [http://www.aeema.asn.au/docs/insulated\\_pins.pdf](http://www.aeema.asn.au/docs/insulated_pins.pdf)

#### **Additionally China variants must comply with or have declaration on:**

- NA test sample drawing  
R&D / PM in Bej send an IMEI list of 500 samples for MII Lab to choose randomly. then R&D/PM send samples with those IMEI chosen by the MII to NAP for EMC, RF, SAR, Safety and Customer testing. Samples are not allowed to be replaced.
- NAP/PM should supply chargers and batteries with Chinese label to R&D. R&D need the charger and battery to do EMC testing.
- NPI should supply phones with requirement of china approval.
- R&D/PM send samples with those IMEI chosen by the MII to NAP for EMC, RF, SAR, Safety and Customer testing. Samples are not allowed to be replaced.
- Test failure: If the units failed in testing, there is only one chance to modify, and retest should be conducted after 1 month with new samples re-drawn by MII lab. If the test is still failed, then NA application stop and the product can be re-applied for NA half a year later

**In General the “General Quality Requirements” V 4.17 will be applied** Source: Nicole Anzinger Bitsc

- User-friendliness / Handling
- Component tests
- Mechanical tests of mobile phones and accessories
- Climatic tests of mobile phones and accessories
- Ageing tests of mobile phones and accessories
- Battery tests
- Product safety
- EMC tests

### **Product quality in the field:**

- Failure rate **Stretch Goal (C-Class) (FY > 06): 4%**
- Currently estimated Return Rate over Lifecycle: **10,5 %**  
(detail: see return rate planning)
- Usability > 3 years
- Delivering Quality < 1,000 dpm (99.9%)  
Failure rate minimisation shall be ensured by means of FMEA (Failure Method and Effect Analysis) and prognosticated by means of MTBF calculation.

### **Electromagnetic Compatibility in Portable/Desktop:**

Electromagnetic interference (EMI), electromagnetic susceptibility (EMS), and ESD see ETS 300 342-1 with additional requirements:

- Siemens, ESD: 8kV contact and 15kV air
- Siemens, EMI: -82dBm for 66 - 110MHz

### **Mechanical Environmental Condition for Portable/Car/Office Operation:**

Vibration, shock, free drop (packed/unpacked), tilt-drop and overturn, bending and pulling of connection cables see Approval Plan.

### **Climatic Environmental Condition for Portable/Car/Office Operation:**

Temperature and humidity range, dry heat, moist heat (cyclic, constant), constant cold, heat with sunshine, temperature change, mixed gas test, effect of dust see Approval Plan.

### **Market Defects Analysis:**

ABC Analysis

### **Design Review:**

At any development milestone, quality assurance and development engineers shall evaluate the development status based on the Review Plan for the release of milestones.

### **FMEA:**

For failure rate minimisation weak points shall be identified as early as possible via failure method and effect analysis.

### **Mechanical Test Plan:**

All test sequences for environmental test (shock, drop, ageing, etc) and test of life cycles for moving parts, for handsets, the related accessories, the product in operation with the accessories, until first pre-series units.

### **Electrical and EMC Test:**

- Development and product quality shall be tested and documented.
- Compliance with various specifications on module and equipment level and the behaviour of the product when it is in use shall be verified by suitable tests.
- Reliability and suitability for practical use shall be verified by means of long-term test

### **Field Test Plan:**

Customer friendly evaluation shall be made by using a check list. The contents of this list shall be agreed until S2 milestone

For design and concept of the Swift the following standards and guidelines have been considered:

- SN 36350-1 (Environmentally Compatible Products, part 1: Product Development Guidelines)
- SN 36350-2 (Environmentally Compatible Products, part 2: Hazardous substances, list of prohibited substances, list of substances to be avoided)  
(<http://standardization.ct.siemens.de/areas/btechnik/ippumwelt/uw-sn/index.html>)
- EU Directives WEEE (2002/96/EG) and ROHS (2002/95/EG)
- Marking of products according EN 50419
- EN ISO 11469 (Plastics – generic identification and marking of plastic products)
- The device can be disassembled, the electronic components can be removed
- The use of recycling compatible materials is guaranteed
- The battery can be removed manually
- The housing materials do not contain halogenated flame retardants

# 3.15 Customer Care (1/9)

## Customer Care Strategy

Swift

MP

Strategy



Portfolio of great products

Excellence in execution

Trusted operator & channel partnerships

„New Media“ supported Service processes

Remain cost leader in process costs

Be perceived as CC reliable and innovative service provider

Segment/Country Level specified by MP entrepreneur)

CCQ' s Strategic Targets

- Over-the-Air (OTA)-Services: Provide high speed and cost efficient Customer Services
- IT-based Service-Processes (e.g. Internet, IVR)

- Strategic partnering (Front-end, Repair, Logistics) for complexity reduction

- Definition of Customer Care offerings together with PM and Sales aiming at maximizing MP profit
- Strong Key Account Management
- Exploit „win-win“ potentials by redesign common processes

The product segment and country specific Customer Care levels will be defined together with Sales and PM based from a MP business perspective.

Source: Anja Thiel

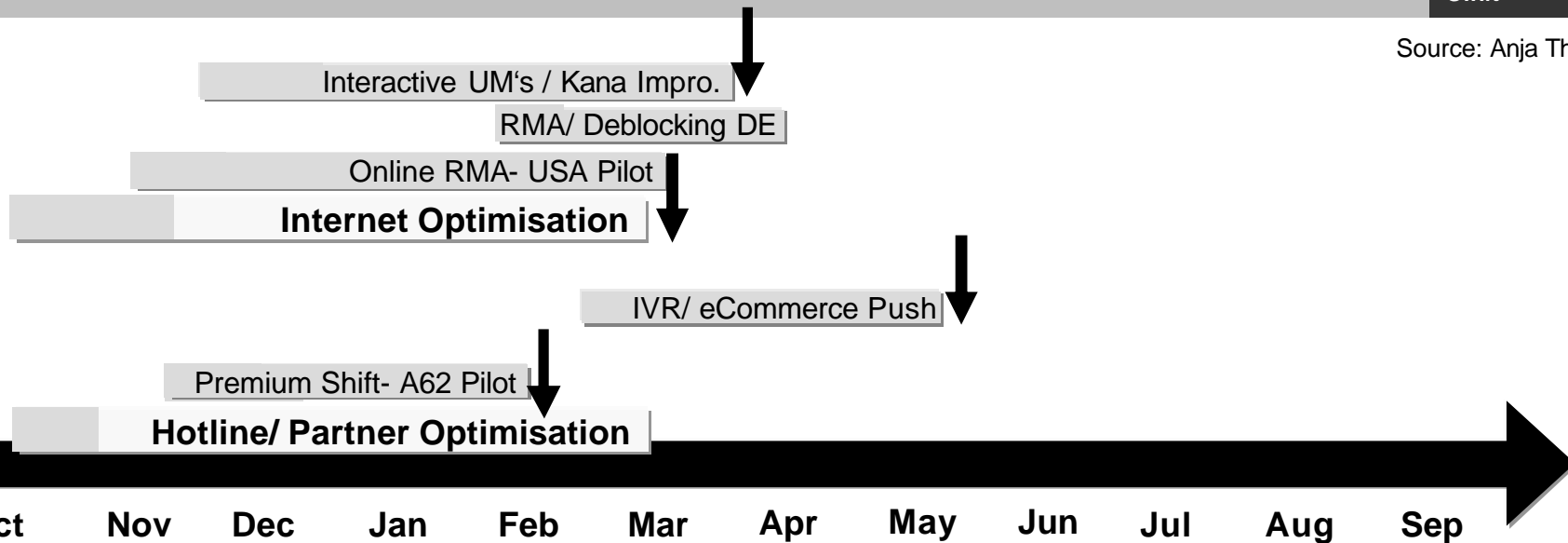
11. 2005 85

## 3.15 Customer Care (2/9)

### Frontline Optimization (one example of Customer Care top+ projects)

Swift

Source: Anja Thie



#### Targets:

- Investigate which Frontline channel (repair shops, walk-in shops, Internet, call centres, PoS, Dealers) is the most cost-effective channel
- Shift more activities to Internet
- A-class phones will be used as pilots – but strategy is also to apply the result to other phones

#### Example Projects:

- User Manuals with direct customer interaction on the internet
- Repair: Endcustomers can access deblocking codes via Internet and initiate repair of their phones
- Shift all calls to premium hotline for the Pilot Project
- Stronger use of Auto Responses to save incoming service calls

## 3.15 Customer Care (3/9)

### SWUOTA (Software Update over the Air) Strategy

Swift

Source: Anja Thie

SWUOTA will be one initial functionality out of the Remote Device Management portfolio that will be enhanced and supported for the end customer service solution.

#### Two solutions released with the SWUOTA concept are taken into account:

1.) Service based and required update based on the service decision of CC  
Pull communication are established and provides a customer “SW repair” function without going to the service center or using an Internet update.

2.) Feature based update of the phone (pull or push) are possible but has to be calculated for the product.

A COM MD wide business team is still working on the general business model for selling features over the air. Right now the draft business model defines that one single update (feature update) has to be calculated with **1,00€update** and mobile. This includes license cost and network capability at the OMA DM Server. It's not yet decided whether the cost has to be borne by Siemens COM MD or by the operator.

## 3.15 Customer Care (4/9)

### Service Objectives

Swift

Siemens bears responsibility for the products with a Siemens logo and co- branded products.

Source: Anja Thie

Local Service Organisations (LSO's) will ensure the international service for a country or a region.

Implementation of hotline for customers (end users).

Supply of small parts to end users via hotline.

Standard repair fees will be charged for out-of-warranty repairs.

Car mounting and accessory-service will be rendered by business partners (retailers).

Supply of parts of wear and tear through business partners (retailers).

SW update over the air (SWUOTA) as a mandatory feature starting with product launch after 06/05 in order to reduce Level0 returns

Strategic wireless Services like phone settings over the air (OTA Standard - SyncMLDM) will be continuously enhanced in order to reduce hotline calls

SW update and download of phone settings should be possible for end customer directly via Internet

Self help tool via internet for the end customer based on the CC knowledge database.

## 3.15 Customer Care (5/9)

### Roll Out Plan for Service Concept

Swift

Source: Anja Thie

Service quantities for spare parts, swap boards and swap units will be estimated at M1, based on sales planning.

Product specific adapted service concepts are defined together with PM and sales between M1 and market launch depending on required implementation period.

Definition of the service parts when the mechanical design is available (or samples) but 4 month before market launch at the latest.

Service parts will be planned on a basis of the expected return rate and quantities (1 month after the availability of the planned quantities of the sales department)

The procurement of these planned service parts will be initiated.

The prices for service parts and repair fees will be available via e-commerce two weeks prior to market launch.

Quantity of swap units/delivery units for the affected LSO's are agreed and delivery is initiated at market launch at the latest.

Investment for repair line will be planned (in time, depending on lead time after M1). This planning is put into action at market launch at the latest.

Carry out of the training for the service partners (LSP) is planned and will be put into action at market launch.

Service documentation and training documents will be available via Internet on market launch at the latest.

Crosscheck of the user guide by the frontline staff.

Training of the hotline 6 weeks before market launch at the latest, sample units have to be available!

Enabling repair locally

Definition and procurement/making of test equipment and test software. This will be available on market launch at the latest.

## 3.15 Customer Care (6/9)

### Service Parts

Swift

As soon as the mechanical design is available the service parts will be defined.

Source: Nadine Schröder

In principle the following parts will be defined:

Swap:

- mobile phone without battery for variants which will be distributed in Germany, China and NAFTA
- control board without SIM lock
- control boards for each SIM lock type as prepared SIM lock

Spare parts:

- display module
- board (main PCB)
- base upper case
- vibra motor
- microphone
- slider upper case shell
- battery cover
- shielding covers
- keypads 12
- camera module / camera flex
- Keypad 5 (Operator Key)
- SAR Frame incl. MMI board
- accoustic sealing
- screws
- autoslider with flex cable
- antenna
- accessory components

Note: final decision on spare parts will be made after B1+ prototyping

## 3.15 Customer Care (7/9)

### Global Repair Requirements

Swift

This is only a short overview. The complete 'Global Repair Requirements' are written down in the M0 Document and are available in the appropriate project folder to the document 'GRM Feature List Master' as well as in the Feature List.

**All Technical Service Requirements of the M0 Document will be fulfilled.**

#### 7.1 Main Technological

It must be possible to completely disassemble and assemble the mobile with standard tools. Reuse of case shells shall be possible. The battery shall be exchangeable by customer. System relevant data shall not be stored on an external memory card. Software updates shall be possible via the Siemens Global Repair Tool (GRT) respective a maximum time of 5 minutes preferably using USB terminal.

#### 7.2 Main Requirements for the Hardware

Mechanically (separately) exchangeable shall be all housing parts, e.g. display, microphone, loudspeaker, keypad, main PCB, vibra, shielding frames etc. in order to allow access to the electronic parts. A water indicator shall be placed on a position close to the PCB, but also shall be easily read by only detaching the battery case and the battery itself. (Currently the technical solution for the water indicator is under investigation. As soon as the qualification is finalized a CR will be raised for the implementation).

#### 7.3 Main Requirements for the Software

It shall be possible to program specific initialisations (customisation) locally at the LSO side inclusive "cross booting". These initialisations are variant or customer / operator specific data like welcome text, WAP/GPRS profiles etc. Software update over the air (SWUOTA) shall be possible. In order to support trouble shooting via the GRT, the device shall support all API / AT commands. A call centre monitor according to the Siemens specifications has to be implemented in the mobile SW. This shall allow qualified remote diagnostics of the customer's phone through call centres.

Source: Anja Thie

# 3.15 Customer Care (8/9)

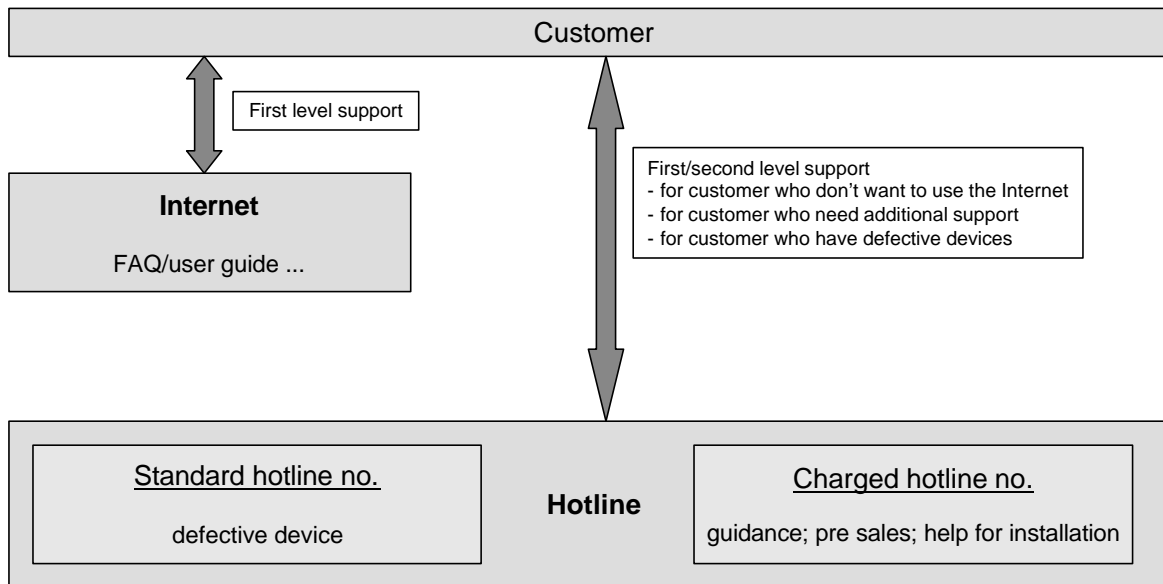
## Hotline Concept

Swift

Source: Anja Thie

SIEMENS

### Concept for customer support \*



\* May vary dependent on country or product range  
COM MD CC SLI

# 3.15 Customer Care (9/9)

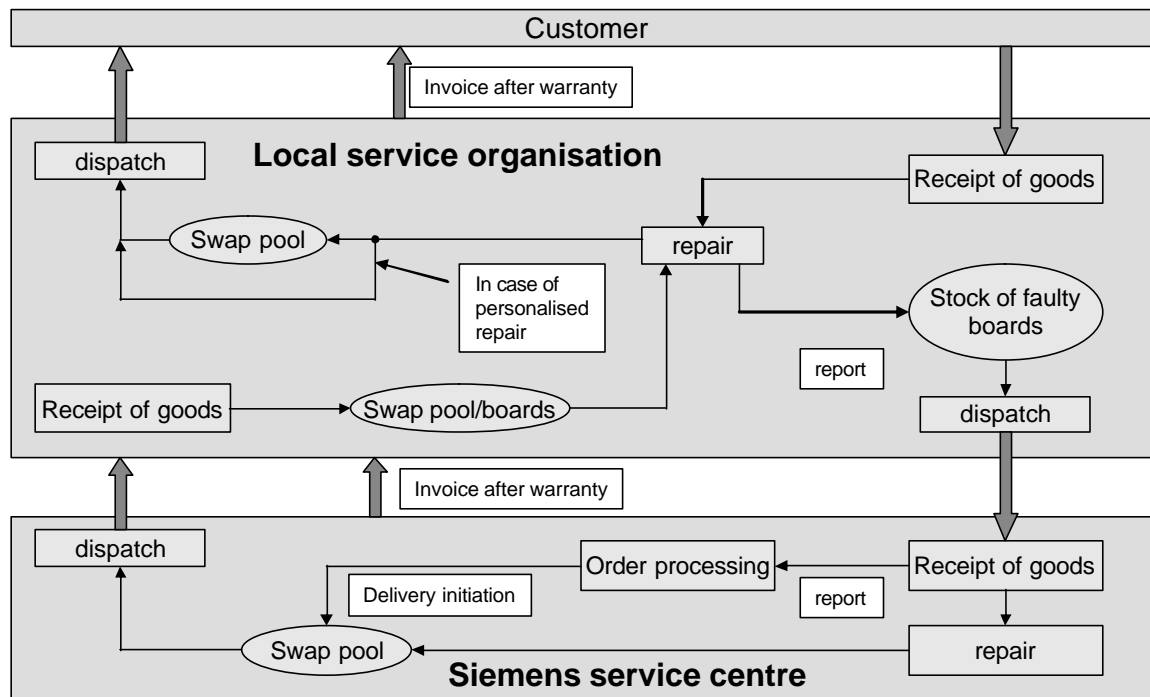
## Repair Concept

Swift

Source: Anja Thie

SIEMENS

### Service/repair concept



COM MD CC GRM

# 3.16 Patents Analysis

Patents  
Status  
4.5.2005

Swift

Source: Frank Purschke

All statements related to business evaluation only, no IPR validity statement is included

## Intellectual Property Rights Evaluation IPRs

2; 2,5 G Transmission Technology (5% of turn over)

	€9,38 /device by 80% probability	€7,50/device
JPEG	\$1 /device by 10% probability	\$0,05/device
MP3 decoding	\$1,00/device by 60% probability	\$0,60/device
MPEG 4 VSP (Dec.)	\$0,02 /device by 100% probability	\$0,02/device
Video copyright Levis	€9,27 /device by 11% probability	€1,00/device
	EU only	
Audio copyright Levis	€1,28 /device by 50% probability	€0,64 /device
	EU only	
AAC++ Coder (tbc.)	\$0,28/device by 100% probability	\$0,28/device
Codec on CD to be charged additionally		
SyncML	\$0,20 /device by 25% probability	\$0,05/device
Digital Rigths Management	\$0,65 /device by 100% probability	\$0,65/device
Slider Mechanic	\$3,72 /device by 5% probability	\$0,02/device

## Confirmed Standard Project Actions

- Trademark Clearance of all new terms w/i MMI, Marketing, User Manual, .. regarding Copyrights & Trademarks
- Cosmetic Design Protection at milestone S0

## 3.16 Patents

### Patent Clearing

Swift

Source: Jürgen Kockmann

#### Known 3rd party patents:

Patent regarding Flex/Camera/Flash  
US20040132491A1  
Gottlieb Rackmann &Reisman PC

Patent regarding slider mechanism  
Patent registration no 20-0350313  
Alti Electronics (Samsung's first vendor)

Multimedia licenses

Additional Internal Invention Disclosures

- Double Resonant Antenna Structure
- BlueTooth Antenna on Flex

#### Measure

no actions taken  
patent can be sidestepped

make provisions

included in the business case

EMV/Antenna  
Radio Frequency

<b>0</b>	<b>M1 Document Management</b>
A	Change History
B	Open issues
C	Folders and Documentation
D	Content and Responsibilities of M1 Document

<b>1</b>	<b>Introduction &amp; Product Profile</b>
1.1	Product Profile
1.2	Windows of opportunity
1.3	Enthusiasm model
1.4	Main differentiation within MP portfolio

<b>2</b>	<b>Strategy &amp; Positioning</b>
2.1	Highlights
2.2	Target Group & Product Story
2.3	Key Product Arguments
2.4	Performance Profile
2.5	Competition
2.6	SWOT
2.7	Lifecycle Management
2.8	Limited Editions
2.9	Differentiation within Roadmap
2.10	Accessories
2.11	Applications
2.12	Sales Strategy
2.13	Market Communication

<b>3</b>	<b>Specification:</b>
3.1	Design & Mechanics
3.2.	Featuring
3.3	Platform Concept
3.4	User Interface
3.5	Customization
3.6	Variants
3.7	Packaging Concept
3.8	User Manual & CD content
3.9	Dummy concept
3.10	Prototype Requirements
3.11	Production (Ramp-up)
3.12	Type Approval Requirements
3.13	Quality
3.14	Recycling concept
3.15	Customer Care
3.16	Patents

<b>4</b>	<b>Financials</b>
<b>4.1</b>	<b>Business Case</b>
<b>4.2</b>	<b>Sensitivity Analysis</b>
<b>4.3</b>	<b>Risks &amp; Opportunities</b>

<b>5</b>	<b>Timeline and Project Organisation</b>
5.1	Project Schedule
5.2	Operator and local approvals
5.3	Product Project Organisation
5.4	Resources
5.5	Risk Assessment
5.6	M1 Signatures

***Removed for confidentiality reasons!  
Contact Th. Teistler or A. Hauenstein***

## 0 M1 Document Management

- A Change History
- B Open issues
- C Folders and Documentation
- D Content and Responsibilities of M1 Document

## 1 Introduction & Product Profile

- 1.1 Product Profile
- 1.2 Windows of opportunity
- 1.3 Enthusiasm model
- 1.4 Main differentiation within MP portfolio

## 2 Strategy & Positioning

- 2.1 Highlights
- 2.2 Target Group & Product Story
- 2.3 Key Product Arguments
- 2.4 Performance Profile
- 2.5 Competition
- 2.6 SWOT
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- 2.8 Limited Editions
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- 2.10 Accessories
- 2.11 Applications
- 2.12 Sales Strategy
- 2.13 Market Communication

## 3 Specification:

- 3.1 Design & Mechanics
- 3.2. Featuring
- 3.3 Platform Concept
- 3.4 User Interface
- 3.5 Customization
- 3.6 Variants
- 3.7 Packaging Concept
- 3.8 User Manual & CD content
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- 3.10 Prototype Requirements
- 3.11 Production (Ramp-up)
- 3.12 Type Approval Requirements
- 3.13 Quality
- 3.14 Recycling concept
- 3.15 Customer Care
- 3.16 Patents

## 4 Financials

- 4.1 Business Case
- 4.2 Sensitivity Analysis
- 4.3 Risks & Opportunities

## 5 Timeline and Project Organisation

- 5.1 Project Schedule
- 5.2 Operator and local approvals
- 5.3 Product Project Organisation
- 5.4 Resources
- 5.5 Risk Assessment
- 5.6 M1 Signatures

# 5.1 Project Schedule (1/2)

## Milestones and Synchronization Points

Swift

<u>Milestone/ Sync. Point</u>	<u>Int. SW</u>	<u>Int. SW (incl. Orange)</u>	<u>APAC chin. SW</u>
M0	01.07.2005	--	01.07.2005
S0	28.09.2005	28.09.2005	28.09.2005
M1	10.10.2005	10.10.2005	10.10.2005
S15	29.09.2005	29.09.2005	29.09.2005
S2	30.10.2005	30.10.2005	30.10.2005
S25	06.02.2006	13.03.2006	06.02.2006
M2	17.02.2006	--	18.03.2006
AS	17.02.2006	24.03.2006	17.03.2006
MKA	10.03.2006	14.04.2006	07.04.2006
S3	03.04.2006	08.05.2006	02.05.2006
PS	27.03.2006	--	TBD
DS	28.04.2006	09.06.2006	26.05.2006
S4 / M3	07.08.2006	07.08.2006	07.08.2006

reached

### Operator or local approvals

all retail markets depending on operator or local approval are ready to launch until M06/06

### Operator and local approval strategy

As a major benefit of the platform approach taken for the SG2 products, approval by the operators can be done with only testing the deltas to the lead product Minos. Due to missing Gimmick chip major delta will be QVGA displays and Multimedia features

### Schedule:

see next chart

# 5.2 Operator and local approvals

## Approval concept

Swift

Customer	KM/GPM estimation (X85) for operator approval [Weeks]	PL-SW-Variants estimation for operator approval [Weeks]	Swift	Remark
			DS	
D2 D	8	9	28.04.2006	SW would plan with 10 weeks, but 9 weeks might be feasible with acceptable risk
-Plus	8	9	28.04.2006	SW would plan with 10 weeks, but 9 weeks might be feasible with acceptable risk
BRD Retail	8	9	28.04.2006	SW would plan with 10 weeks, but 9 weeks might be feasible with acceptable risk
Retail (Iberia/France, FIN/SWE, AN/NOR, NDL, UK/IRL, Ukraine, Russia, Czech, Slovenia Mobitel, BUL/ROM, .... All countries were local PM approvals are sufficient)	6..8	9	28.04.2006	SW would plan with 10 weeks, but 9 weeks might be feasible with acceptable risk
TMO D (see remarks)	tdb	9	28.04.2006	SW would plan with 12 weeks, but 9 weeks might be feasible if - standard customization only or - local approval can be reached
TMO (D, AT, UK, NL, HU, PL, CZ)	5..8	12	19.05.2006	To be checked if and which Orange operator accepts SW without Backup&Help + Fasttrack
Orange (France Telecom, CH, NL, SK, UK,... Countries tbc.)	10	12	19.05.2006 (general SW)	
Single operators of VF group - Siemens standard variant, no VF Live! variant	7	10	19.05.2006	
VF D2 - live!	7	12	19.05.2006	
elenor	5..8	10	19.05.2006	
AM	8..10	10	19.05.2006	Detailed operators, requirements and timeline tbd.
IM	8	10	19.05.2006	
VF Global e.g live! (AT, AU, BE, Swisscom, G, ES, SFR, GR, VIP (HU)), IE, IT, NL, IZ, PT, Simobil, UK...)	9..11	14	09.06.2006	SW with Backup&Help + Fasttrack
Orange (France Telecom, CH, NL, SK, UK,... Countries tbc.)	10	12	09.06.2006 (additional features)	
PN		10	09.06.2006	
ouyques		10	09.06.2006	
D2 UK	10	10	09.06.2006	
uskatel	8	10	09.06.2006	
mena	8	10	09.06.2006	
China SW (LG8) outside China		10	09.06.2006	
China SW (LG8) inside China		10	09.06.2006	
CMCC		10	09.06.2006	
Cosmotel	8	10	09.06.2006	
Optimus		10	09.06.2006	
telefonica	12	12	09.06.2006	
Vind	8	10	09.06.2006	
TMN	8	10	09.06.2006	
Cellcom		10	09.06.2006	
			28.04.2006	Planned as i-mode variant only?

### Remarks:

This timeline represents a trade off between time to market and capacity to generate SW. Detailed timelines might differ for each operator and product and has to be aligned in later project phase.

TMO-Timeline: with a very high risk can the lead product (Swift) timeline be shortened by 1 week. The AS freeze would be then on the 03.02.2006  
All SW versions < 09.06.2006 are based on Rel. 2.1, all SW versions >= 09.06.2006 are based on Rel. 2.2  
This plan will be discussed again latest 4 weeks before S25 in order to find potential improvements.

### Open issues

To be checked if China variant (outside China) can be done in second group

### Remarks:

This timeline represents a trade off between time to market and capacity to generate SW. Detailed timelines might differ for each operator and have to be aligned in later project phase.

All SW versions >= 09.06.2006 include specific Orange features (Backup&Help, Fasttrack)

## 5.2 Operator and local approvals

### Approval concept

Swift

Test preparation

First test

Delta test

Final test

New SW Production

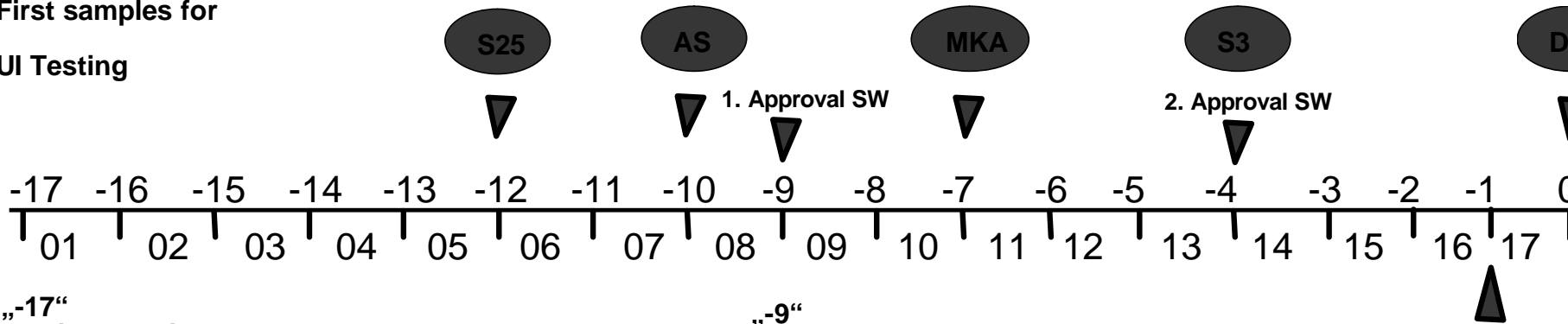
Delivery SW Production

#### Requirements:

- 1) DS=S3 SW Quality    2) S25: enhanced SW Quality (compared to R65)    3) Requirement catalogue on prio1 bugs

First samples for

UI Testing



„-17“  
Mobicon available

„-9“

Approval-Samples (B2) with  
1. offi. Test-Software (**AS Quality**);  
Operator specific SW + Operator mapfiles  
available,  
Quick check performed,  
Feasibility of sample update guaranteed

SW approval

DS beginning  
of CW0

**!** *Timeline for Orange, TMO, VF, LAM etc.  
are different.*

*Infos for AS, SW to OP, DS dates are shown  
on the table one side before.*

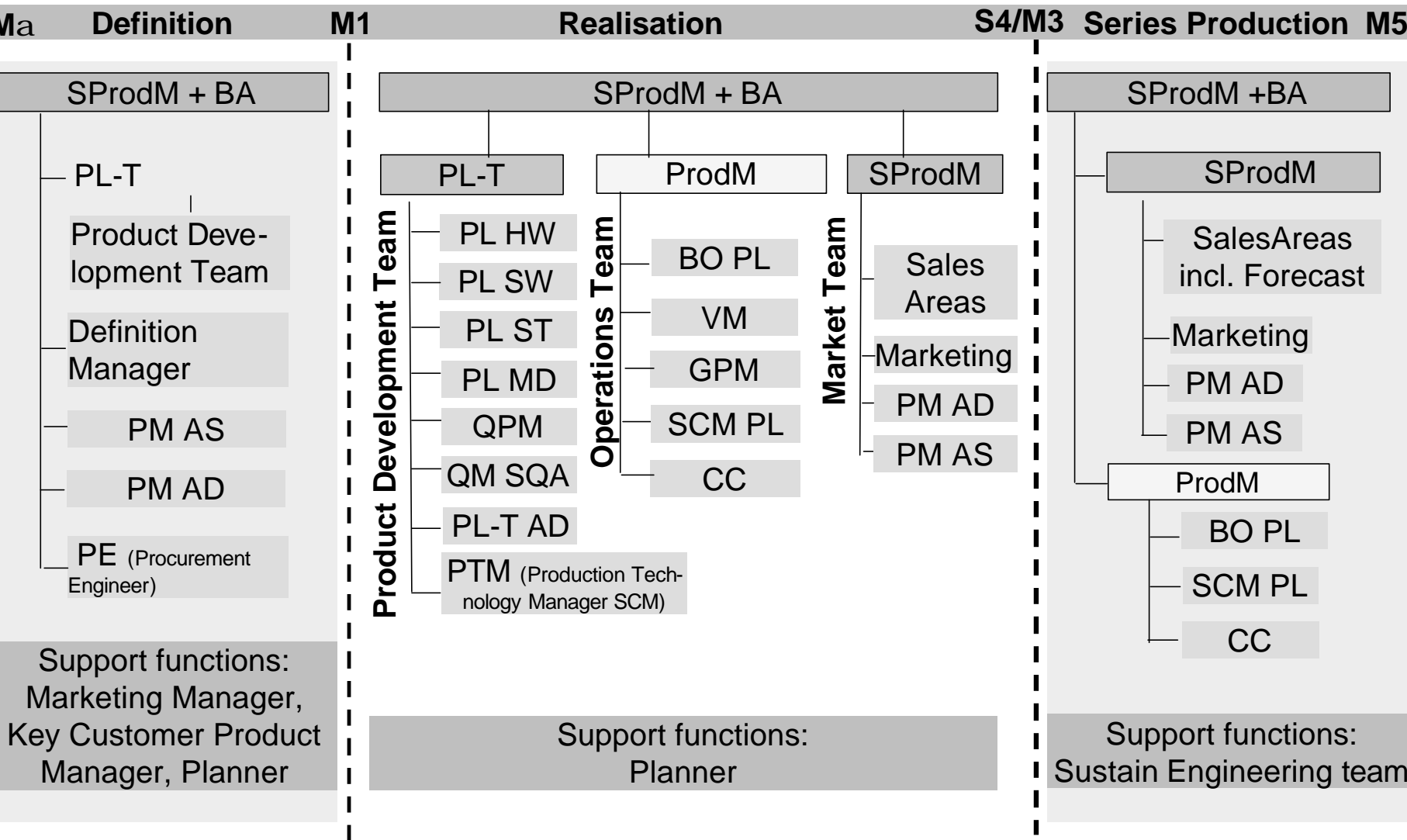
# 5.2 Product Project Organisation PG85 (1/3)

Between M1 and S4/M3

Project  
Management

Swift

Source: Evangelista/Aubauer



# 5.3 Project Organization (2/3)

## PD Team

Swift

### PD-Team (Product Development)

#### Project Management

Kockmann, Jürgen      PLT      (Interface PBM, Project Planning, Mechanics-Production-Material)  
 Hohenleitner, Markus      Co-PLT      (Interface 85er Platform, Hardware, Software, Systemtest)

#### R&D

##### HW

##### RF

Ebbinghaus, Ralph  
*Michael Steppacher*

##### BB

Bachl, Christian  
*Foth, Ronald*  
 Display  
 Hässel, Uwe  
 Battery  
 Liebenow, Cornelius  
 Camera  
 Langner, Werner  
 Audio  
 Lorenz, Christian  
 PMU  
 Winkler, Gerhard

##### EA

Schreiber, Michael  
*N.N.*

##### LPD

Bartenschlager, Siegfried  
*Sielaff, Roland*  
 Flexes  
 Sielaff, Roland

##### MD

##### MD Swift

Berchtenbreiter, Andreas  
*Faust, Bernhard*

##### SW

Hien, Thomas  
*Peter Müller*  
 Primavera SW  
 Uwe Roth  
 Signal Processing  
 Ralf Zoll

##### ST

##### ST 1

Alkämper, Thomas  
*N.N.*

##### ST 2

Kohl, Erik  
*Waigel, Leonhard*

#### Production / Material

##### SD TLM MD LCM

Schroeter, Dirk  
*Alexander Macura*  
 PT1 SMD / Reflow  
 Lars Mittelstaedt  
 Mike Hessel  
 PT2.1 FBG-Test  
 Georg Rosskothén  
 Pagenberg, M (Rohde07)  
 PT2.2 Device-Test  
 Spitz, Joachim  
 Barth, Michael (Rohde05)  
 PT3 Assembly&Packaging  
 Kolauch, Volker - Swift  
 Rath, Dominik - Ibis  
 PT4 Prototype Shop  
 Bonau, Hans-Georg

##### SD QM

Csizmadia, Robert  
*N.N.*

#### Qualitiy Management

##### QM HW

Bitsch, Nicole  
*Kühling, Heiko*

##### QM SW

Hohmann, Ulrich  
*Titz, Heiko*

#### Procurement

Dunzel, Jörg  
*A. Wipper*

#### Planning

Wolff, Michael  
*Steinbach, Holger*

#### Accessories

Knapmeyer, Jens

#### Sevice

Schroeder, Nadine

## 5.3 Project Organization (3/3)

### Realisation Team Jour Fixe Members

Swift

Department	Name	Department	Participation	Telephone number
PMM (ater M1)	Andrianakis Dimitris	MD SM MC PMM1	mand	+49 89 722 56214
Quality	Anzinger Bitsch Nicole	MD QM PL AC	mand	+49 89 722 56533
Service	Blind Thomas	MD CC SLI	mand	+49 89 722 23867
GPM	Brandl Wolfgang	MD PBM PM BO GPM	mand	+49 89 722 54952
VM Swift	Dernbach Michael	MD PBM BO VM	mand	+49 89 722 47459
APE	Dunzel, Jörg	SP D PE MD	mand	+49 30 386 30223
SPM	Evangelista, Heike	MD PBM PM 2GE	mand	+49 89 722 46636
APM Americas	Ferraz Ricardo	MD RM AM OP	opt	+49 89 722 54943
Accessories	Fischer, Klaus	MD AD PM	mand	+49 89 722 24680
Co-SPM	Frey, Hans-Jörg	MD PBM PM 2GE	mand	+49 89 722 35065
APM AMEA	Kittaneh Izzat		opt	+971 4 3660392
PL-T	Kockmann, J.	MD PD PGG	mand	+49 89 722 27613
LCM	Macura, Alexander	SD FK MM LCM	mand	+49 2842 95 5456
APM WE	Nolf, Thibaud	MD RM WE PM	opt	+49 89 722 31307
BO PL	Shen Bojing	MD PBM BO	mand	+49 89 722 22561
Applications	Srugies Guido	MD PBM AS	mand	+49 89 722 27705
BA	Teistler Thomas	MD PBM BA PG55	mand	+49 89 722 29036
APM EE	Wilhelm Petra	MD RM EE PM	opt	+49 89 722 49836

# 5.5 Risk Assessment

## PD-team

Project  
Management

Swift



Microsoft Excel  
Worksheet



Microsoft Excel  
Worksheet

## Flagging Right – right to escalate to CEO/CFO

SPM

\_\_\_\_\_  
[A. Hauenstein]

PM

\_\_\_\_\_  
[H. Evangelista]

BA

\_\_\_\_\_  
[T. Teistler]

Sales

\_\_\_\_\_  
[WE/EE/LAM]

MM

\_\_\_\_\_  
[K. Schmal]

UI

\_\_\_\_\_  
[R. Grudszus]

PLT\*

\_\_\_\_\_  
[J. Kockmann]

Design

\_\_\_\_\_  
[W. Matuschek]

\*PLT representing the entire PPM PD Team, including MD, HW, SW, ST

## Decision – Right:

PDM

\_\_\_\_\_  
[R. Lara]

## Contribution – confirmation for dedicated content, no right to block

LCM

\_\_\_\_\_  
[A. Macura]

AD

\_\_\_\_\_  
[K. Fischer]

CC

\_\_\_\_\_  
[Th. Blind]

AS

\_\_\_\_\_  
[G. Srugies]

GS

\_\_\_\_\_  
[J. Dunzel]

QM

\_\_\_\_\_  
[N. Anzinger-Bitsch]

## Legend:

**U:** Milestone unconditionally declared

**C:** Milestone conditionally declared