



Minos - The mobile music connector

M1 Document, Version 1.0

ICM MP PBM PG75: Jan Hombeck, +49 89 722 21746, 03.12.2004

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A.2 Action Items until M1 summary from Minos round table

Minos

Minos - M1 Action Items, Nov. 23, 2004

| # | Action Item Description | Responsible | Due date | Status |
|----|--|-------------|-----------------|--------|
| 1 | PM input for PL-T as stated in mail | Javier | Nov 24th | done |
| 2 | Clarify (reference) sample planning w/ GPM | Hombeck | Nov 25th | done |
| 3 | Clarify w/ M. Weigang late S4 for SW | Hombeck | Nov 24th, 12.00 | done |
| 4 | Clarify w/ Real8 codec can be updated w/ SWUOTA | Miehling | Nov 25th | done |
| 5 | Calculate return rates based on SW S4 date | Friedmann | Nov 24th | done |
| 6 | Evaluate risk for HW changes due to production w/o S4 | Feldhoff | Nov 24th | done |
| 7 | Stock risk estimation | Hombeck | Nov 24th | done |
| 8 | Review M1 document | Hombeck | Nov 26th, 12.00 | done |
| 9 | Performance description Minos | Feldhoff | Nov 26th, 12.00 | done |
| 10 | Clarify preconditions for AD signing M1 declaration (esp. Gamepad), define next steps | Determann | Nov 26th | done |
| 11 | Definition of quality of SW deliverables for "MKA" and "AS"-Milestone | Srugies | Nov 23rd | done |
| 12 | Timeline aquire samples w/ CHN SW, clarify timeline SW availability | Hombeck | Nov 26th | done |
| 13 | Deliver BoM input needed for service cost calculation | Rappl | Nov 24th | done |
| 14 | Deliver service cost update | Bernhard | Nov 26th | done |
| 15 | Deliver SWUOTA concept update for M1 document | Bernhard | Nov 26th | done |
| 16 | Define timeschedule and estimate impact for missing MarCom MEP M1 checkpoints, involve Jan Hombeck and Michael Liehr | Schmal | Nov 26th | done |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |

A.2 Action Items until S2

Minos

TTM:

- **Jürgen Schmitz until 31.12.04** Define process & setup concerning operator approval samples (“reference samples”) as jointly committed by NPI3 and ST2
- **SM until end of december** Product naming has to be finalized and agreed upon
- **PMM until end of december** Launch event, trade fair time schedule and overall MARCOM time schedule have to be defined
- **SPM until end of december** When MMI spec is available violation of registered brands has to be checked in detail
- **Top Mgmt until approval start (AS)** Management support to secure tight timeline for Openwave SW delivery (based on top management contacts to Openwave management)
- **Jürgen Schmitz until 10.12.04** Second PLT for Minos to be committed

Profit:

- **SPM until S2** License cost evaluation of MP3 has to be updated if new input has been confirmed in written

RED Als: out of scope of project team, portfolio relevance

B. Minos M1 document

Project Folders & Documents

Status
<<date>>

Minos

M1 Document

1. Product Profile
2. Strategy & Positioning:
 - 2.1 Target Group & Product Story
 - 2.2 Argumentation
 - 2.3 Performance Profile
 - 2.4 Competition & SWOT
 - 2.5 Lifecycle Management
 - 2.6 Differentiation within Roadmap
 - 2.7 Accessories
 - 2.8 Applications
 - 2.9 Sales Strategy (op/retail, bundles etc.)
 - 2.10 M
3. Specification:
 - 3.1 Design & Mechanics
 - 3.2 Featuring
 - 3.3 Platform Concept
 - 3.4 HW & SW components
 - 3.5 User Interface
 - 3.6 Customization Concept
 - 3.7 UM/Pack
 - 3.8 Variants
 - 3.9 Production
 - 3.10 Quality
 - 3.11 Service
 - 3.12 Patents
4. Financials:
 - 4.1 Market Potential/Top-Down Estimate
 - 4.2 Volume and Priceline at M0 (incl. reg. split)
 - 4.3 HK overview: BOM, CC and Licence Cost
 - 4.4 Financial Performance during Lifecycle
 - 4.5 Business Case at M0 comp. Malpha
 - 4.6 Contingency Plan: risk & opp. incl. AI list
5. ODM Supplier n.a.
 - 5.1 Make or Buy / ODM Strategy
 - 5.2 Supplier Evaluation
 - 5.3 Lol
6. Timeline and Project Organisation:
 - 6.1 Project Schedules
 - 6.2 Ressources
 - 6.3 Rea Team and PD Team
 - 6.4 Signatures

Accompanying documentation

Design Documents

Design Renderings and Mockups
Design Decision Matrix
Design Acceptance Test Results

HW architecture

Platform Overview and Site Strategy

SW feature list

Detailed PD SW feature list

User Interface

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

Business Case

See M1 4.1 to 4.6

Milestones & Ressources

Milestones and ressources until M1 namely in PMC database („LinderDB“)

Project controlling

PSR before M1

Product Profile
Product Status Sheet
Corrective actions

PSR M1 Declaration

Design
Product Profile
Product Status Sheet
Business Case at M1 and M0
Risk & opportunities incl. AI-list
Open Activities at M1
Signatures
M1 Declaration
Backup: Differentiation within Roadmap
Backup: Volume and Priceline at M0, regions

M1 deliverables

Checklist part I
Checklist part II

Decision Right Matrix

Foundation for signature sheet

PD internal documents

C. Responsibilities for Minos (1)

Status
<<date>>

Minos

| Chapter | Name | Owner -- Proposal | Date | Status |
|---------|-----------------------------------|----------------------------|-------------------|--------|
| | M1 Document Management | Jan Hombeck | | |
| 1) | Product Profile | Jan Hombeck | 25.11.2004 | final |
| 2) | Strategy & Positioning | K. Schmal | | |
| 2.1) | Target Group and Product Story | K. Schmal | 25.11.2004 | Final |
| 2.2) | Key Product Arguments | K. Schmal | 30.11.2004 | Final |
| 2.3) | Performance Profile | K. Schmal | 25.11.2004 | Final |
| 2.4) | Competition & SWOT | K. Schmal | 25.11.2004 | Final |
| 2.5) | Lifecycle Management | K. Schmal | 26.11.2004 | final |
| 2.6) | Differentiation within Roadmap | K. Schmal | 25.11.2004 | Final |
| 2.7) | Accessories | K. Schmal (D. Determann) | 25.11.2004 | Final |
| 2.8) | Applications | K. Schmal (G. Srugies) | 25.11.2004 | Final |
| 2.9) | Sales Strategy | K. Schmal (H. Evangelista) | 25.11.2004 | Final |
| 2.10) | Market Communication | K. Schmal | 29.11.2004 | Final |

C. Responsibilities for Minos (2)

Status
<<date>>

Minos

| | | | | |
|-----------|--|-------------------------|-------------------|--------------|
| 3) | Specification | J. Hombeck | | |
| 3.1) | Design & Mechanics | J. Hombeck | 25.11.2004 | final |
| 3.2) | Featuring | J. Hombeck | 25.11.2004 | final |
| 3.3) | Platform Concept | J. Hombeck | 25.11.2004 | final |
| 3.4) | Applications | G. Srugies | 25.11.2004 | final |
| 3.5) | User Interface | R. Grudszus | 26.11.2004 | final |
| 3.6) | Customisation Concept | J. Hombeck | 25.11.2004 | final |
| 3.7) | Variants | J. Hombeck | 25.11.2004 | final |
| 3.8) | User Manual & Packaging | A. Dankesreither | 25.11.2004 | final |
| 3.9) | Production | A. Jakob | 30.11.2004 | Final |
| 3.10) | Quality | H. Friedmann | 25.11.2004 | final |
| 3.11) | Service | A. Bernhard | 25.11.2004 | final |
| 3.12) | Patents | J. Hombeck | 25.11.2004 | final |
| 4) | Financials | T. Teistler | 30.11.2004 | Final |
| 5) | ODM Supplier | N/A | | |
| 6) | Timeline and Project Organisation | J. Hombeck | | |
| 6.1) | Project Schedules | J. Hombeck | 26.11.2004 | Final |
| 6.2) | PD Team and Ressources | U. Barner / M. Feldhoff | 25.11.2004 | final |
| 6.3) | Risk Assessment | J. Hombeck | 02.12.2004 | final |
| 6.4) | Rea Team | J. Hombeck | 25.11.2004 | final |
| 6.5) | Signatures | J. Hombeck | 25.11.2004 | final |
| | | | | |

1. Introduction & Product Profile

2. Strategy & Positioning:

- 2.1 Target Group & Product Story
- 2.2 Argumentation
- 2.3 Performance Profile
- 2.4 Competition & SWOT
- 2.5 Lifecycle Management / LE
- 2.6 Differentiation within Roadmap
- 2.7 Accessories
- 2.8 Applications
- 2.9 Sales Strategy
- 2.10 Market Communication

3. Specification:

- | | |
|---------------------------|----------------|
| 3.1 Design & Mechanics | 3.7 UM/Pack |
| 3.2 Featuring | 3.8 Variants |
| 3.3 Platform Concept | 3.9 Production |
| 3.4 Applications | 3.10 Quality |
| 3.5 User Interface | 3.11 Service |
| 3.6 Customization Concept | 3.12 Patents |

4. Financials:

5. ODM Supplier (for ODMs):

N/A

6. Timeline and Project Organisation:

- 6.1 Project Schedule
- 6.2 Resources
- 6.3 Risk Assessment
- 6.4 Rea Team and PD Team
- 6.5 Signatures

1.1 Product Profile

Minos – the mobile music connector

Minos

Positioning / Brand:

Product Segment : Emotion Class

Target Group: Unisex, age 20-45,
(low) - mid income, community centric,
mix of private and business usage

Business:

Lifecycle, Volume: 09/05-09/06,
3.475 units

Price , ASP, EBIT: removed for
confidentiality reasons

Consumer Highlights:

- Relaxation and enjoyment on the move via a surprising multimedia feature set (music player*, Mpix camera, video,...)
- Easy life organization via efficient management functions (ext. PIM, phone book presence enh.,...)
- Well accepted design via valuable material finishing

Against Competition:

- Above average feature set & performance for planned price point (music player, Mpix camera, full video, Bluetooth®, RS-MultiMediaCard slot, PIM functions,...)
- Customized to operator demands

Operator Benefits:

- Advanced operator customization
- Above average feature set & performance for planned price point
- Variety of ARPU & content download generating functions

Differentiation within MP:

- First EDGE-Product
- Advanced UI customization
- Phoenix: no EDGE, no video & audio streaming, less UI customization
- Virgo: clam shell, more design oriented

*without RS-MultiMediaCard bundled

Mobile music connector

Minos



***Product picture
removed for
confidentiality
reasons!***

***Please contact Jan
Hombeck***



Mobile music connector

Minos

The Minos is a **Edge phone** equipped with technology for the **ultimate multi-media experience** in the mass market. It offers **all relevant music & other entertainment features** and above-average **daily life management functions** for an efficient connection of business & private life, generating personal time outs for **relaxation and enjoyment**.



EDGE



Music

MP3, AAC(+), AAC++, video
Real Audio 8, OTA download



1.3 mega pixel camera
plus integrated camera light &
full video function



Mobile music connector

Minos

Key user benefits

- **Enjoyment** and spontaneous **relaxation on the move**
- Generation of **personal timeouts** via **smooth networking**
- Sophisticated **design** and convenient **size**

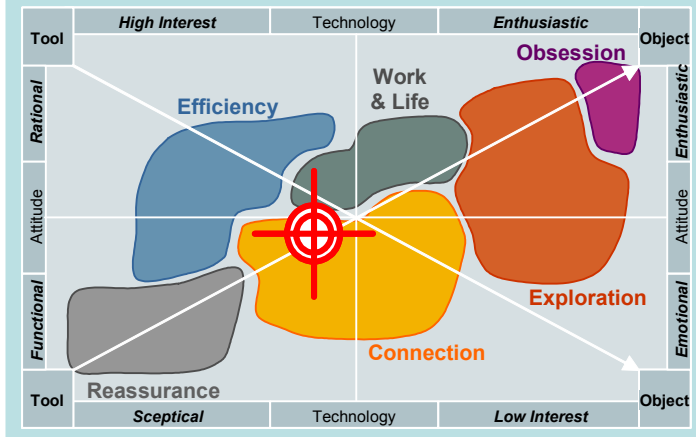
Key selling points

- Advanced **operator customization**
- Full **multimedia capabilities** (e.g. music player w. download capability)
- Complete range of quick & easy **daily life management functions**
- **High value material finishing**

Key features

- **EDGE Class 10**
- **Music player** (multi-standards) *
- **MP3/AAC (+)(++)**, **audio streaming**
- **1.3 Mpix camera**, int. LED flash
- **Video** recording, play, streaming
- **20MB** free user memory
- **RS-MultiMediaCard slot & headset**
- **PIM** function, **Bluetooth**

Key Consumer Segment



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2.5 Lifecycle Management / LE

2.6 Differentiation within Roadmap

2.7 Accessories

2.8 Applications

2.9 Sales Strategy

2.10 Market Communication

3. Specification:

3.1 Design & Mechanics

3.2 Featuring

3.3 Platform Concept

3.4 Applications

3.5 User Interface

3.6 Customization Concept

3.7 UM/Pack

3.8 Variants

3.9 Production

3.10 Quality

3.11 Service

3.12 Patents

4. Financials:

5. ODM Supplier (for ODMs):

N/A

6. Timeline and Project Organisation:

6.1 Project Schedule

6.2 Resources

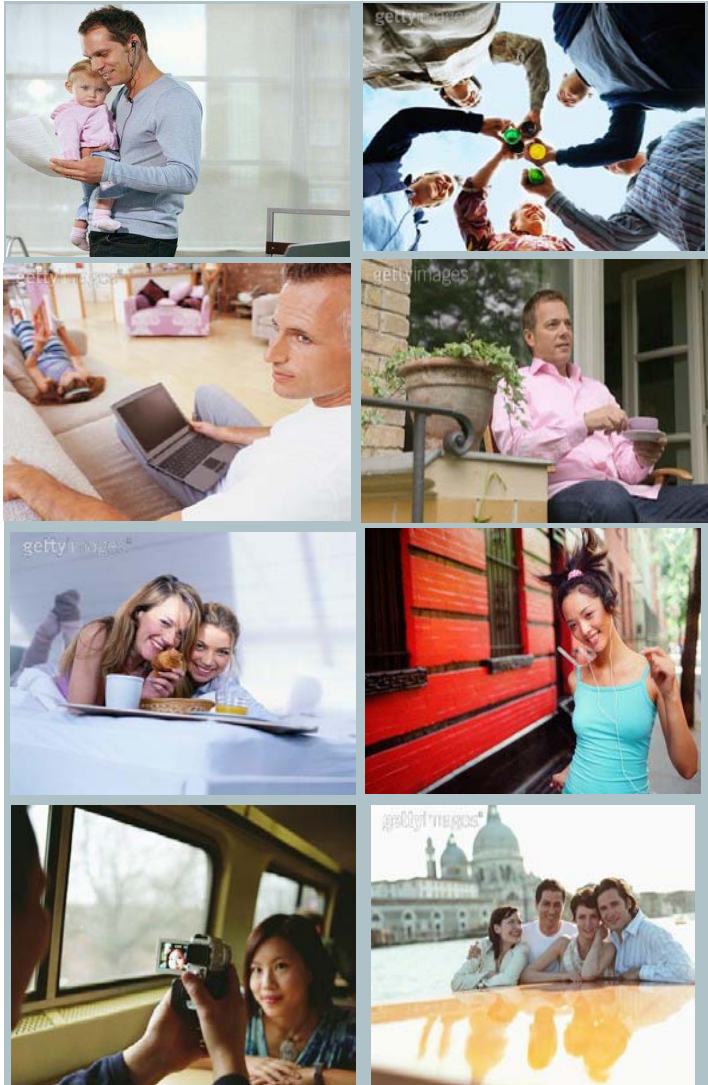
6.3 Risk Assessment

6.4 Rea Team and PD Team

6.5 Signatures

2.1 Target Group and *Product Story* (1)

Minos



Minos is positioned at the high end of the **emotion class**. It is addressing a **unisex, emotional and community centric** target group, leading a **busy and multi-faceted life** with many friends, tasks & appointments at the same time.

Relaxing, enjoying life, and close networking with friends are their key needs. Therefore they are looking for **features supporting spontaneous relaxation, enjoyment and socializing**. They are also highly interested in **intelligent technologies** that enable **smooth networking of business and private life** and help them to **balance their turbulent lifestyle** in an engaging & warm way. **Valuable & innovative design** is expected.

Therefore Minos offers at the same time enjoyment on the move via state-of-the-art music capability and entertainment functions in combination with efficient life management functionalities for generating personal time slots for joyful leisure activities.

“A daily companion for daily entertainment if needed and daily life management if necessary.”

Source: Katja Schmal, Com MD PBM PM M PCM

2.1 Target Group and Product Story (2)

Minos

Demographics

Unisex,
age : 20-45,
(low) / mid income,
community centric,
Private & business usage

Lifestyle

They focus on **friends & family** and want to **enjoy life**. They are **always on the run**, leading a **busy and multi-facetted life** between **many activities & appointments** in private and business life.

They are very **sociable** and want to **enjoy life in a more intensive way**. **Professional career** is also very important for them, but they are **not willing to let work take over their life**. **Relaxation and joyful leisure activities** are always key.

Products they own have to be **surprising and intelligent**. Their attitude is **not to buy the cheapest one**. Image, status & design also have a certain importance.



Source: Katja Schmal, Com MD PBM PM M PCM

2.1 Target Group and Product Story (3)

Minos

Technology

They are **open towards technology** if it offers a **clear benefit**.

As they focus on meeting friends and enjoying life, they are highly interested in **surprising features supporting fun, entertainment and socializing**.



Moreover they are searching for efficient **organising functions**, which simplify life management and enable smooth networking of business and private life and therefore help to save time for the pleasant concerns of life.

Intuitive usability and ease of use are always key.



Decision-making

Consists of a **mixture of design, features and economic considerations**.



Source: Katja Schmal, Com MD PBM PM M PCM

2.1 Target Group and Product Story (4)

Minos

Design & Style

They prefer a **timeless, classic styled design**, a bit **exclusive** with an **emotional** and **innovative touch** – **unique but not outstanding**.

The design has to create an **impression of convenient usability** and **reliability**.

Main issues:

- **Keypad:** usability on focus
- **Balanced proportions** between keypad and display
- **Finishing:** high value
- **Dimensions:** small and ergonomic, as thin as possible



Differentiation

Phoenix: no EDGE, no video & audio streaming, no music focus

Virgo: different form factor, more fashion oriented



Source: Katja Schmal, Com MD PBM PM M PCM

2.2 Key Product Arguments (1)

Consumer Value

Minos

Enhanced music capabilities

(market communication focus)

- Music player* (MP3, AAC, AAC+, AAC++, Real)
- Stereo headset
- RS-MultiMediaCard slot, 20 MB user memory
- Easy & fast OTA download possibility (music portal)
- Audio streaming
- Real audio speaker
- Backgrounding (e.g. simult. SMS writing & music playback)
- Bluetooth® Media Link as accessory (→ hi-fi system)

State of the art entertainment feature set

- 1,3 Mpix camera with integrated LED Flash
- Video playing, recording and streaming
- Large colour display / high colour depth
- RS-MultiMediaCard slot, 20 MB user memory
- 3D, multiplayer & augmented reality games (tbc)
- Bluetooth® Media Gateway as accessory (→ TV)
- MMS, PaT, IMPS

Efficient life management functions

- Full featured Personal Information Management (PIM)
- Presence enhanced (horizontal) phone book
- Enhanced data transfer via EDGE/GPRS (class 10)
- Bluetooth®, IrDA, USB, RS-MultiMediaCard slot
- Phone pilot (Download assistant, reminder ...)
- Easy PC synchronization MS Outlook, Lotus Notes and SyncML support (OTA sync)

Relax by listening to your music

Have fun and capture the best moments with an exciting feature set

Organize your professional & private life in an easy

*Without RS-MultiMediaCard bundled

Source: Katja Schmal

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2.2 Key Product Arguments (2)

Operator Value

Minos

Top Supporting Phone Features

- Music player*, ring tones (MP3, AAC(+)(+), Real)
- 1.3 Mpix camera / integrated LED flash
- Video playing, capturing and streaming
- Large colour display / high display resolution
- Bluetooth®, RS-MultiMediaCard-slot
- 3D Java Games / Multiplayer Games via BT
- Audio streaming & audio progressive download

ARPU Generating Features

- Music download (eg. Music2you)
- Video download
- Integrated camera and high quality display – send or receive images and videos via MMS, E-mail
- IMPS, PaT over side key, E-mail – multimedia enhanced messaging

Customization Generating Operator Specific Look & Feel

- Advanced UI customization – operator services fully integrated into MMI – specific menu tree
- Dedicated operator hard key – quick and easy access to relevant and compelling operator services
- Push of portal services / content

User Experience

- High resolution display
- Presence enhanced smart phonebook
- Bluetooth Media Gateway to display pictures in large size

Surprising feature set

ARPU through state of the art technology

Operator look & feel

Ease of use

*Without RS-MultiMediaCard bundled

2.2 Key Product Arguments (3)

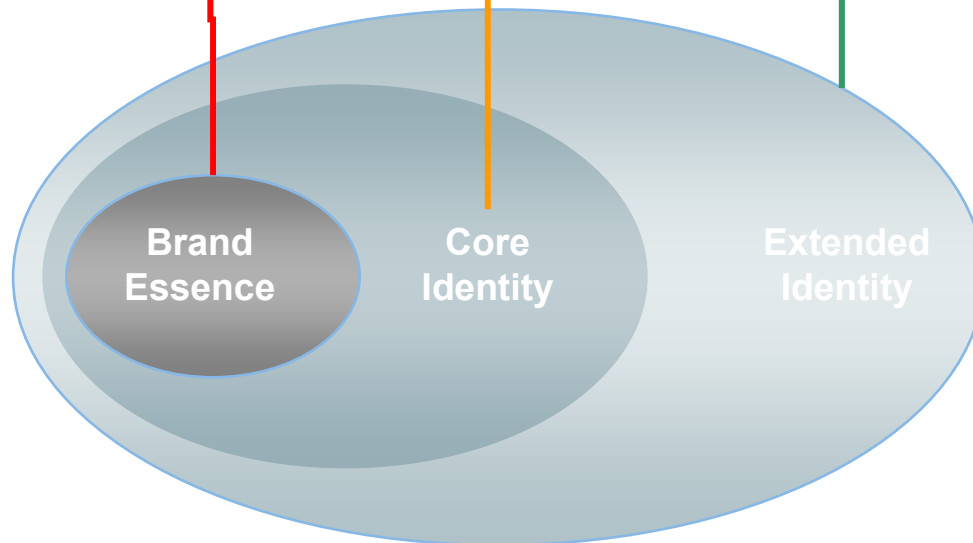
Brand Contribution

Minos

Minos is a high-value bar phone with an above average feature set. The multi-media phone is equipped with intelligent technology to fulfill the communication and organization needs of the target group.

Minos is an **EDGE phone** equipped with technology for the **ultimate multi-media experience** in the mass market. It offers **music & other entertainment features** and above-average **daily life management functions** for an efficient connection of business & private life, generating personal time outs for **relaxation and enjoyment**.

Minos is in the upper segment of the C class portfolio. It stands for latest technology with relevant consumer benefits. It's a bar phone with a classic design building up on the Siemens heritage. As a multi-media phone it's equipped with a broad range of features based on proven Siemens quality.



Source: Nina Mittendorf

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2.2. Key Product Arguments (4) Design

Minos

Formfactor

- Mid-tier bar phone with a focus on improved perceived and technical value.

Colours

- The chosen colour-ways consist of 2 Variants for Siemens 'Nautic Blue' and 'Zirconia Silver' as well as the variants 'Stone Black' for TMO, 'Moonlight silver' for VF and 'Titan blue' for Imode consortia.
 - Siemens standard: Nautic Blue
 - Second Siemens colour: Zirconia Silver
 - VF (tbc) : Moonlight Silver
 - TMO: Black Stone
 - Imode (tbc): Titan Blue

Corporate Design Elements

- Key Siemens Brand-Design elements include the standard 5-way navigation ring as well as the 'framing' of the front-housing. Other CI elements consist of the Siemens-'Zero' font, one of three typographic fonts used on low to mid tier products.

2.2 Key Product Arguments (5)

Design Acceptance Test

Minos

Removed for confidentiality reasons!
Please contact K. Schmal!

2.3 Performance Profile

Minos

Design

Bar phone with high value material & color finishing, e.g. galvanized plastic

Weight & Volume

90g; 103x47,5x18,5 mm

Standby/ Talktime

300 min talktime / 250 h standby

Messaging

SMS, MMS, IMPS, PaT over side key, E-mail

Data/ Internet

Triband 900 / 1800 / 1900, EDGE/GPRS Class 10, Bluetooth®, IrDA, RS-MultiMediaCard slot, WAP 2.0, Wireless Java MIDP 2.0

Camera

1.3 Mpix camera with integrated LED flash

Display

132x176, 262K color, TFT, 1.8 inch

Accessories

Bluetooth® Media Gateway, Mobile Music Set, Bluetooth® Stereo Headset, Car Kit SIM Access, Car Kit Bluetooth Portable






Source: Ricardo Ferraz

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2.4 Competition and SWOT (1)

Competitor Overview

Minos

| | Siemens Minos | SE K700i | Motorola E398 | Nokia 6170 | Motorola V555 | Nokia 6230 |
|-----------------------|--------------------------------------|---|---|---|---|---|
| | |  |  |  |  |  |
| Network | Tri | Tri | Tri | Tri | Quad | Tri |
| Launch time/price € | 07 2005 / tbd. | Q2 2004 / 400 | Q3 2004 / 350 | Q4 2004 / 250 | Q4 2004 / na. | Q2 2004 / 500 |
| CRP, € (Q3 04) | tbd. | 260 | 160 | na. | na. | na. |
| Dimension, mm | 103x47,5x18,5 | 99x46,5x19,5 | 108x46x20,6 | 88x46x22 | 89x49x25 | 103x44x20 |
| Weight, g | tbd. | 93 | 110 | 121 | 120 | 97 |
| Display | 262k / 132x176 / 1.8" | 65k / 176x220 | 65k / 176x220 | 65k / 128x160 | 65k / 176x220 | 65k / 128x128 |
| MMS / E-Mail | ✓ / ✓ | ✓ / ✓ | ✓ / ✓ | ✓ / ✓ | ✓ / ✓ | ✓ / ✓ |
| Camera / Light | 1.3 Mpix / ✓ | VGA / tbc. | VGA / ✓ | VGA / tbc. | VGA / – | VGA / Night mode |
| Video play/rec/stream | ✓ / ✓ / ✓ | ✓ / ✓ / ✓ | ✓ / ✓ / – | ✓ / ✓ / ✓ | ✓ / ✓ / – | ✓ / ✓ / ✓ |
| Internal Memory MB | 20 | 32 | 5 | tbc. | 5,5 | 6 |
| External Memory | RS-MultiMediaC. slot | – | Trans flash | – | – | MMC-Slot + 32 MB MMC-Card |
| Audio / FM Radio | AAC(+) ringt., music player** / – | MP3 / ✓ | MP3 player / – | 40 Polyph. / – | MP3 ringt. / – | MP3, AAC / ✓ |
| BT / IrDA | ✓ / ✓ | ✓ / ✓ | ✓ / – | – / ✓ | ✓ / – | ✓ / ✓ |
| PaT / IM / IMPS | ✓ / ✓ / ✓ | – / ✓ / ✓ | – / ✓ / ✓ | ✓ / ✓ / ✓ | – / ✓ / ✓ | – / ✓ / ✓ |
| Battery, mAh | 750 | 780 | 700 | 760 | na. | 780 |
| Standby time, h | 250 | 300 | 270 | 270 | 225 | 300 |
| Talk time, min | 300 | 420 | 590 | 240 | 210 | 300 |
| Others | EDGE, audio streaming | No EDGE, no audio streaming | No EDGE, no audio streaming | EDGE, audio streaming | EDGE, no audio stream., SyncML | EDGE, no audio streaming |

2.4 Competition and SWOT (2)

SWOT

Minos

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> Advanced UI customization and fulfillment of all relevant operator requirements Very high compliance to key customer requirements Above average feature set and performance for planned price point Supports a wide range of ARPU and 'content download' generating features | <ul style="list-style-type: none"> Display size (1,8") and resolution (132x176) No Radio No bundle with RS-MultiMediaCard |
| Opportunities | Threats |
| <ul style="list-style-type: none"> Gain market share by fulfillment of operator requirements Easier listing in operator programs (VF live, ...) due to main ARPU enabling features (music download, ...) Bring EDGE, music, video streaming and mega pixel camera down to the mass market | <ul style="list-style-type: none"> Try to fulfill all operator requirements implies the need for enormous SW efforts Short term changes of operator requirements due to new business models Growing competition in EDGE phones, also in lower segments |

Source: Katja Schmal,

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2.5 Lifecycle Management (1)

Refresh

Minos

No refresh planned!

2.5 Lifecycle Management (2)

Limited Edition - Variant

Minos

| | |
|-----------------------|---|
| Timeframe: | 10/05 |
| Positioning: | <p>Positioning as designed Life Companion.</p> <p>Extend the positioning as full featured Life Companion.</p> <p>Emphase the combination of entertainment (music, 1.3MPix, video) and office features.</p> |
| Marcom: | |
| Concept ideas: | <ul style="list-style-type: none">- Classic: Premium material, painting and finishing (dark leather, chrome, black)- Style Premium color & material concept, packaging and “extras” (colored leather or textil, effect laquering, design pattern). <p>Potential for Co-Brand with</p> <ul style="list-style-type: none">- Artist concert tour- Music Show (Viva, MTV, etc) <p>Bundling of BlueTooth Mobile Sound Set – also designed as Limited Edition</p> |
| Teaser Topics: | The designed music phone |

Source: Kühnlein Alexander

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2.5 Lifecycle Management (2)

Limited Edition

Minos

| | | |
|-------------------|---|-------|
| Schedule*: | Partner- / brand evaluation | 02/05 |
| | Sales story / concept (CeBit???) | 02/05 |
| | Technical evaluation (materials, etc.) | 04/05 |
| | Product definition LE1 (-> M1 of LE) | 04/05 |
| | Marketing/Marcom concept | 04/05 |
| | Bundling / packaging concept | 04/05 |
| | Sales feedback / forecast (after CeBit) | 06/05 |
| | Sample production / qualification | 07/05 |
| | Agreement reached / contract signed | 07/05 |
| | First production | 09/05 |
| | First shipment | 10/05 |

* (roughly – strongly dependent on Taurus standard phone progress)

Requirements: The plastic parts and eventually some masks and fixtures would be needed; additional assembling and production capacity should be considered as we intend to launch at the same time as standard.

-> get more money for the „first small shipments“ in ramp-up (LE add-on) and get a interesting story to tell (talk of the town).

The potential brand partner would have to be evaluated and should support the idea and the concept.







Source: Kühnlein Alexander

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***Removed for confidentiality reasons!
For access to roadmap contact C. Kopecky!***

2.7 Accessories (1) – Portfolio Region: EMEA, APAC, LAM

Minos

| Fashion & Carry  | Energy  | Handsfree Portable  | Car Solutions  | Multi-tainment  | Office  |
|---|--|--|---|--|--|
| Tour Case FCT-650 | Li-Ion Battery 750 mAh EBA-660 | Headset Bluetooth® HHB-600 / 610 | Car Kit Bluetooth® Portable HKW-700 | Gamepad * | Data Cable DCA-500 |
| Belt Case FCL-600 | Travel Charger ETC-500/510 | Charger Adapter ECA-500 | Car Kit Bluetooth® HKW-710** | Biker-o-meter II IBS-700 | Data Cable USB DCA-510 |
| | Car Charger Plus ECC-600 | Headset Purestyle HHS-610 | Car Kit Bluetooth® SIM HKW-720** | Media Gateway Bluetooth® | Data Cable USB DCA-540 |
| | Desk Top Stand EDC-500 | Headset HHS-510 | Car Kit Comfort Basic HKC-700 | Mobile Music Set IMS-700 | SyncStation DSC-600 |
| | Car Charger ECC-500 | Headset Basic HHS-500 | Mobile Holder HMH-765 | Flash IFL-600 | |
| | | Headset Stereo HHS-700 (bundled) | Mobile Holder Antenna HMH-760 | | |
| | | Headset Bluetooth® Stereo HHB-750* | Car Kit Easy HKP-700 | | |
| | | | Car Kit Easy Upgrade HK0-700 | | |
| | | Car Data Adapter HK0-690 | Car Kit Portable HKP-500 | | |



Supports Phone Story



Products compatible with 65 series



Products compatible with 75 series



Phone only



For bulk only

* backwards compatible

** launch with phone

Source: Dirk Determann

2.7 Accessories (2)

Bluetooth® Media Gateway

Minos

Media Link with Bluetooth® wireless technology™

Via the Media Gateway, content like pictures, video or sound from a mobile phone with Bluetooth® wireless technology can be transferred to a television set or video projector, and stereo sound to a hi-fi system.

Basic features (all mobile phones supporting Bluetooth®)

- View photos, send pictures to common slideshow
- Listen to sound files via streaming
- Basic MMI on the Media Link to control slideshow

Advanced features (all compatible 75Gen mobile phones) in addition to the basic features

- Create personal slideshow
- Show slideshow and stream sound in parallel
- Remote control MMI on your mobile to control the slideshow and the sound played on the hi-fi system



(design study)

2.7 Accessories (3)

Mobile Music Set

Minos

Main features:

- Active speakers:
 - easy to connect to the mobile phone to listen to music (MP3 and AAC (+)(+))
 - excellent sound quality
 - with line-in input for external source (e.g. PC or MP3/disc player)
- real mobile usage with exchangeable batteries
- exclusive design
- portable, small and foldable
- functions and settings operated via mobile phone

USP's

- sharing high quality sound experience with others
- being able to hear loud stereo music everywhere
- access to Mobile Music (Download OTA)



Source: Dirk Determann

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mobile

2.7 Accessories (4)

Headset Bluetooth® Stereo HHB-750

Minos

Main features and benefits:

- Wireless Stereo Headset for hands free talking and music listening in one device through audio streaming
- Remote control of phone functions and music player
- Headset combines Stereo and Bluetooth benefits
- Excellent wearing comfort (necklace, clip, fixation of earpieces at control unit)
- Hands-free stereo sound for excellent audio quality
- Display information of MP3/AAC titles, song details and caller names and lists)
- Small and stylish design



Source: Dirk Determann

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mobile

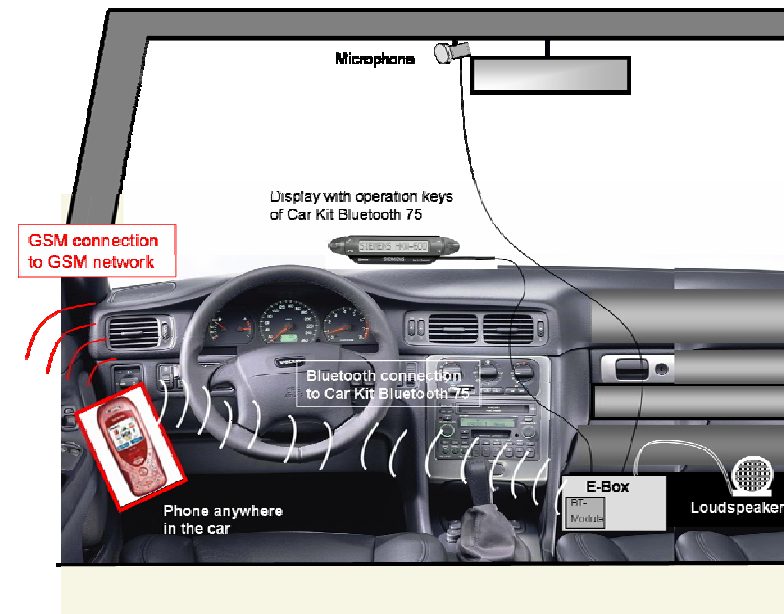
2.7 Accessories (5)

Car Kit Bluetooth® HKW-710

Minos

Main features and benefits:

- Car Kit Bluetooth 75 combines all advantages of current CK Bluetooth with noise reduction, echo cancellation and PaT (PoC).
- Compatibility to nearly all Bluetooth phones (with Handsfree Profile)
- Availability of phone address book via CK Display
- Display with fewer reflections and better usability (buttons)
- PaT (when supported from phone)
- Voice control (when supported from phone)
- Number dialing via phone keypad
- Number dialing via CK Display



Source: Dirk Determann

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mobile

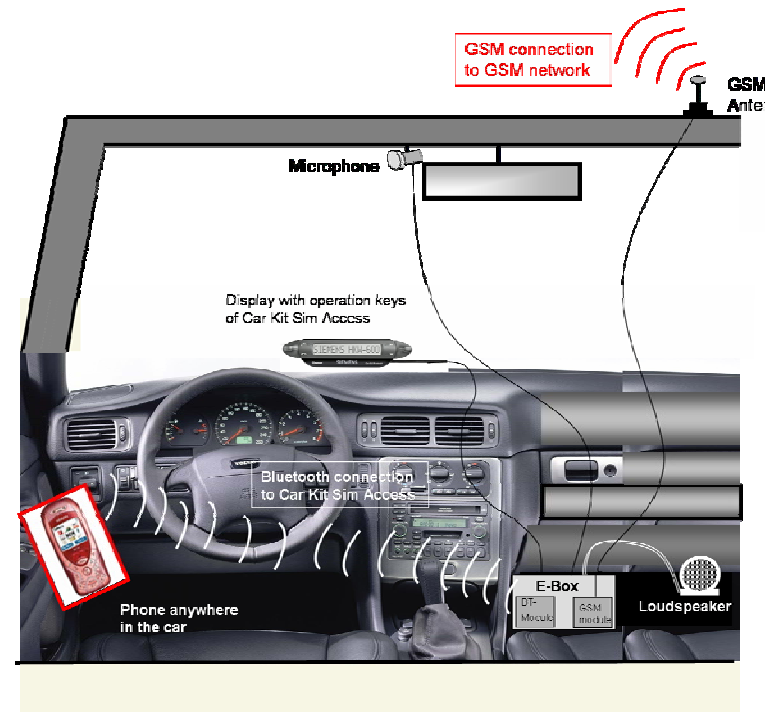
2.7 Accessories (6)

Car Kit Bluetooth® SIM HKW-720

Minos

Main features and benefits:

- Compatibility to nearly all Bluetooth phones (with and without SA Profile)
- Phone loses nearly no standby and talking time
- Antenna connector for external antenna connection (no radiation in car)
- Availability of phone address book via CK Display
- Number dialing via CK Display
- Display with fewer reflections and better usability (buttons)
- PaT (when supported from phone)
- Voice control (when supported from phone)
- Number dialing via phone keypad
- Number dialing via CK Display



Source: Dirk Determann

SIEMENS
mobile

2.8 Applications (1)

Overview ★

Minos

Entertainment

- **Augmented Reality Game**
- Soccer World Cup 3D Game
- Marble Madness 3D
- Platform multiplayer games



Multimedia

- Photo Editor
- My-photos online



Community

- Instant Messaging
- Blogging Service



AD supported applications

- Bike-O-Meter
- Media Link Client
- Game Pad Client



Personalisation

- MMS Pictures, Sounds, Videos, etc.
- A set of themes / Download
- Download Assistant (optional)



★ Please see the Minos risk assessment document. The on-time delivery of the planned applications depends on the phone-sw quality and fast & positive decision of open CRs.

Source: Guido Srugies

- **Regional Focus**

- Mostly EMEA, less quantities in APAC,

- Around 5% each in LAM and APAC

- No quantities NAM (no 850 variant)

- **Channel Focus**

- Operator Programs (Vodafone-Life! Product, T-Zones and Orange signature, later I-mode device)

- Other Operators in EMEA and APAC (CMCC)

Global and Regional Volumes

Removed for confidentiality reasons!

Please contact Jan Hombeck for information

Minos Sales Strategy (M1)

HQ Sales Support Measures

Minos

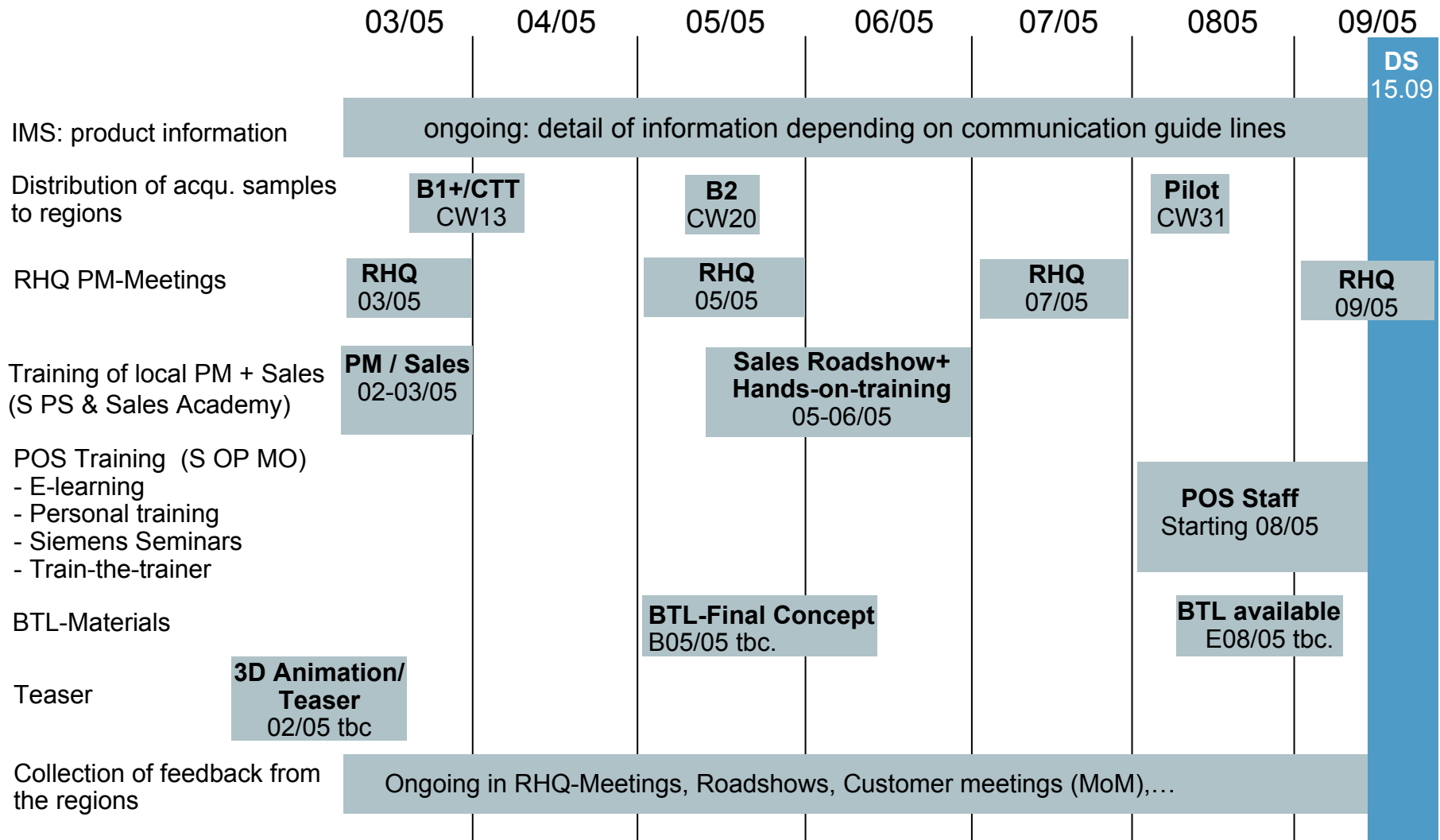
- **Support regions with sales materials:**
 - Mock-ups/working samples
 - Product compendium: incl. all sales relevant issues
 - Product information (B2B communication package)
 - Sales argumentation (B2B communication package)
 - Technical Specification (GPM)
 - BTL-Marketing campaign (standard toolbox) from Marketing
- **RHQ Sales PM Meeting:**
 - Bimonthly
 - Presentation of the latest product information
 - Feedback from the regions
- **Product training for local PM and Sales through Internal Product Promotion (Pre-Sales)**
- **Sales training concept (S OP MO)**
 - Web-based trainings
 - Computer-based trainings
 - Face to Face training for important customers

} Retail extranet

Minos Sales Strategy (M1)

Timing for HQ Sales Support Measures

Minos



DS
15.09

2.10 Market Communication (1)

Communication Strategy and Objective

Minos

Communicative strategy:

- The communication strategy will be fixed after M1
- The final communicative positioning is still under evaluation
- Status:
 - positioning as mobile music connector
 - support with a standard BTL toolbox and
 - promotional support (tbc.)

Communicative objectives:

- To communicate the USP of the product
 - combination of entertainment and life management features; highlight the music story
 - main features: MP3, AAC (+), AAC ++, Video recording, playing & streaming, audio streaming, OTA download, 1.3 mega pixel camera with integrated light
 - create awareness within target group via promotional idea & PR
 - support POS awareness in order to achieve sales targets

Source: Nina Mittendorf

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mobile

2.10 Market Communication (2)

Communication Strategy and Objective

Minos

Flanking promotional support:

- Based on sales story – linked to PR (tbc.)

PR:

- Launch event tbc.

AtL:

- No ATL

BtL:

- B2C: developing a standard BTL toolbox (leaflets, poster, displays, expander tbc.)
including Coop-tools for NO-variants
- Detailed concept will derive out of the positioning and communication worksheet.

2.10 Market Communication (2)

Communication Strategy and Objective

Minos

Vehicle Allocation:

- Push budget: 3 € per piece. (tbc)
- Pull budget: at the moment no ATL (tbc)
- HQ budget: tbc.
- Strategic funds: tbc.

*For detailed information
please contact PMM2*

1. Introduction & Product Profile

2. Strategy & Positioning:

2.1 Target Group & Product Story

2.2 Argumentation

2.3 Performance Profile

2.4 Competition & SWOT

2.5 Lifecycle Management / LE

2.6 Differentiation within Roadmap

2.7 Accessories

2.8 Applications

2.9 Sales Strategy

2.10 Market Communication

3. Specification:

3.1 Design & Mechanics

3.2 Featuring

3.3 Platform Concept

3.4 Applications

3.5 User Interface

3.6 Customization Concept

3.7 UM/Pack

3.8 Variants

3.9 Production

3.10 Quality

3.11 Service

3.12 Patents

4. Financials:

5. ODM Supplier (for ODMs):

N/A

6. Timeline and Project Organisation:

6.1 Project Schedule

6.2 Resources

6.3 Risk Assessment

6.4 Rea Team and PD Team

6.5 Signatures

3.1 Design & Mechanics (1)

Design

Minos

- Design

Source: Hombeck

The design Minos design is based on the so-called Waist design study. The design consists of front cover, uppercase, rear cover & battery cover and a specific lower case. Uppercase and frontcover are assembled in the factory (NoID body), the other parts are assembled in the configuration center. This concept implements that operator colour exclusivity can be offered based on a specific colour of the front cover. For confidentiality reasons, the design can be studied on request at MCH G. Please contact Jan Hombeck, ICM MP SM, email address jan.hombeck@siemens.com

- Materials

Materials/technologies used include PC-ABS for the upper case, rear cover & battery lid (1K, lacquered, clear-coated with metallic effect, galvanized for upper case) and lower case frame (not lacquered); fullsize IMD front window (one colour, with Siemens logo in silver, space for OP logo) and IMD back application (mirror for camera) in a glossy appearance; bridged keypad with IMF hardcaps (glossy), speaker mesh in stainless steel

- Colors

The Waist design will be ramped-up with 3 colours (Nautic blue, Moonlight Silver and Black Stone). A further operator specific colour will be introduced 4 weeks after production start (titan blue). A 2nd lifecycle colour (zirconia silver) for the Siemens variant will be introduced 8 weeks after production start

3.1 Design & Mechanics (2)

Mechanics

Status
<<date>>

Minos

Details:

Source: Hombeck

Waist (Siemens standard and operator colour variants):

- upper case is 1 K galvanized PC-ABS. Contains fullsize display window, which will be IMD (high gloss) with transparent display glass (display coating)
- Rear cover (1K plastic, lacquered) with IMD application on Back
- Battery lid (1K plastic, lacquered) with IMD application on Back
- Upper case (1K plastic, not lacquered)
- bridged keypad with 5 way Navy key, 2 Soft keys, Send & End key, Media player key, operator key and numeric keys
- 4 sidekeys: camera, PaT, volume up/down

3.2 Featuring (1)

List of Features - Software

Status
<<date>>

Minos

Source: Hombeck

| | |
|--------------------------|--|
| Video | resolution: QCIF, subQCIF; decoding (15fps): H263, MPEG4, Real Video 8 (available within 2nd SW release) ; encoding (15 fps): H263; streaming: Real Video 8 (available within 2nd SW release), 3GPP (H.263, MPEG4) |
| Audio / Music | decoding: MP3 (ringtones and music player), Real Audio 8 (available within 2nd SW release), MPEG4 AAC/AAC+/AAC++ (ring tones and music player), AMR-NB, encoding: AMR-NB, streaming: AMR-NB, AAC, AAC++, Real Audio 8 (available within 2nd SW release,); 64 chords polyphonic ringtones |
| Voice / Speech functions | Speaker Dependant (SD) Voice Name Dialling (available within 2nd SW release); Speaker Dependant (SD) Voice Control (available within 2nd SW release); |
| Messaging&Presence | SMS, MMS, IMPS (Wireless Village), PoC, e-mail, i-messaging |
| Browser | OMA browsing 2.2, XHTML-MP, wCSS, wTCP /IP , wml 1.3, cHTML, iHTML; ECMAscriptMP, XHTML DOM; dual stack(whhttp, WSP 1.x); Push; OMA download OTA; OMA WAP EFI; SSL 3.0/ TLS 1.0, WTLS |
| Java | MIDP 2.x; CLDC 1.1, JSRs as in latest JTWI release (>=2.0), DOJA 1.5, VSCL |
| Games | 3D Java multiplayer games |
| PIM&business | presence enhanced smart phonebook, organizer |
| OS | proprietary, SG2 based |
| UI concept | 5-way Navi, media key, operator key |
| Synchronisation | Sync ML 1.1.1 or higher via OBEX and OTA |
| DRM | OMA DRM phase 2 (if available, otherwise phase 1) for all content types |
| Device Management | Full Sync ML DM, OMA provisioning |
| Protocol Stack | IPv4 / IPv6 dual stack |
| User Memory | 20 MB, RS-MultiMediaCard slot |
| Operator Customisation | advanced operator customisation |
| Others | Mobile Wallet (for PIN and secure information storage) |

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mobile

3.2 Featuring (2)

List of Features - Hardware

Status
<<date>>

Minos

Source: Hombeck

| HW Features | |
|------------------------------|---|
| Frequencies* | 900, 1800, 1900 |
| Transmission Mode* | GPRS/EDGE class 10 |
| Primary Display | 132x176, 262k color, TFT, 1.8 inch |
| Secondary Display | none |
| Touch Screen | none |
| Camera | 1.3 Mpixl |
| Flash (light) | LED |
| WLAN | none |
| IrDA | SIR |
| Bluetooth | yes |
| Wireless Sensor Connectivity | none |
| Built-in Sensor | none |
| A-GPS | none |
| Audio Broadcast | AAC/AAC+/AAC++/MP3, stereoheadset bundled |
| Multicolor LED (Keypad) | none |
| EL foil illumination | none |
| Battery | 750 mAh R65 battery pack |
| 2nd Audio Jack | none |
| Side keys | 2+2 |
| Hearing Aid Compatibility | yes |

3.2 Featuring (3)

Check vs. Requirements

Status
<<date>>

Minos

Changes against Operator Requirements:

Source: Hombeck

SW feature list for Minos is attached



X75 SW feature
list

Minos will have two SW releases, first release for launch and second SW release with an enhanced featureset in January 2006. Details for the second release will be finalized after Minos M1.



Second SW
release

3.3 Platform Concept

Status
<<date>>

Minos

Minos is lead project for X75 SG2-platform

Following platform products are Taurus Clam, Virgo, Hydra

HW details on Minos are attached



Source: Hombeck

Minos architecture

| Platform Technology | |
|------------------------------|-----------------------------------|
| Platform | S-Gold 2 |
| Platform Product Family | Mid Bar Family |
| Base Band | S-Gold 2 |
| Co-Processor | none |
| 1st RF-Solution | Bright 5 PL |
| 2nd RF-Solution | none available |
| PMU Baseband | Mozart, Twigo4 |
| Portpin Extender/Enhanced | none |
| Flash (Memory) | 512 Mbit NOR, 128MBit SDRAM |
| Ext. Appl., Gimmik | Audio and Video accelerator (ATI) |
| Inhouse or Outsource | Inhouse product |

3.4 Applications & Services

Overview ★

Minos

Entertainment

- **Augmented Reality Game**
- Soccer World Cup 3D Game
- Marble Madness 3D
- Platform multiplayer games



Multimedia

- Photo Editor
- My-photos online



Community

- Instant Messaging
- Blogging Service



AD supported applications

- Bike-O-Meter
- Media Link Client
- Game Pad Client



Personalisation

- MMS Pictures, Sounds, Videos, etc.
- A set of themes / Download
- Download Assistant (optional)



★ Please see the Minos risk assessment document. The on-time delivery of the planned applications depends on the phone-sw quality and fast & positive decision of open CRs.

3.4 Applications & Services

Application Development Requirements

Minos

Phone-Software

The phone-sw has to be stable and nearly bug-free at the „Approval-Start“ `AS` milestone. That means that there should not exist any Java bug which endangers the approval of applications at this point of time.

The on-time delivery of applications to phone production will be strongly endangered if the phone-sw won't reach this described quality.

For more details see the Minos risk assessment document.

SMTK, Phone Samples

AS requires at least 4 months for development and test starting from the date of device and SMTK availability. If there is no phone specific SMTK, the implementation likeliness is dramatically lowered. AS then requires as mandatory minimum at an earliest stage stable and Java capable phone samples (stable and java enabled B1+ devices for example).

Java

CLDC1.1 (JSR-139), MIDP2.0 (JSR-118), JSR's as in latest JTWI (JSR-185) release and as requested by AS: JSR-120, JSR-135, JSR-184, JSR-75, JSR-179, JSR-82, JSR-177, JSR-226, JSR-205 (Release 2).



3.4 Applications & Services

Application Profile: Personalisation

Minos

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.

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.



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mobile

3.4 Applications & Services

Multimedia

Minos

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



My-photos online

My-photos online is a client/server application which allows you to send snapshots taken with the built-in camera to a server via GPRS. You can view, upload and download photos between the phone and a server and even invite friends to do the same. The photos can also be ordered as printouts.



3.4 Applications & Services Community

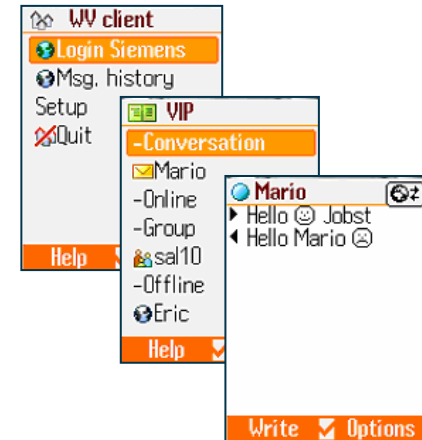
Minos

Instant Messaging Client (*Wireless Village 1.1 standard*)

IM client allows the user to maintain a list of people (buddies) to enable immediate interaction. The user can chat with of the people in his buddy list, as well as monitor their mood and availability. In addition to basic “chat” IM client also supports group chat, presence information and multimedia file transfer. Individual features are operator-dependant.

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.



3.4 Applications & Services

AD Applications

Minos

Bike-o-Meter II

Used in conjunction with the Bike-o-Meter accessory this application acts as both a powerful Cycle Computer & Tour & Log Manager. Standard functions such as speed, average speed, trip distance are complemented with a Speed profile graph. This allows users to track & log their average speed in segments over a ride.



Media Link Client

Send your pictures to the AD Media Link box. Media-Link is a device, which can store images and videos to be rendered to TV as single pictures or in form of a slideshow.

The BT (bluetooth) Media Link Control Client will be used to remote control the BT Media-Link slideshow and to manage the media objects stored in the BT Media Link Memory. With the Media Link Control Client the user can start/stop/pause/resume a slideshow, delete single or all images from BT Media Link, rotate and zoom images.

Game Pad Client

Configure your AD game pad with this Java client application.

3.4 Applications & Services

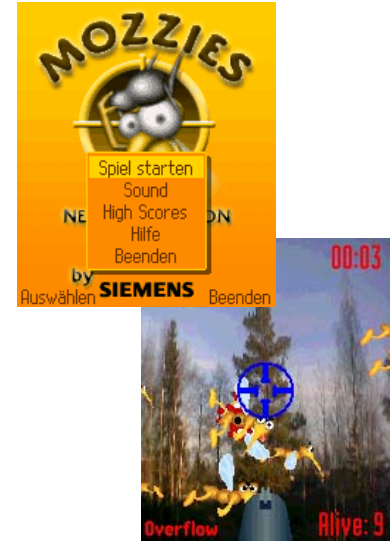
Entertainment (Part I): Augmented Reality Game

Minos

1. “Mozzies II – New Generation”★

Mozzies New Generation is a new, enhanced version of the SX1 augmented reality game „Mozzies“. New features include:

- New, improved Mozzies designs
- Better sound effects
- Missing shots leave holes in the environment
- „Paranoia“: Mozzies flee from the crosshair, missing shots increase paranoia
- Mozzies can lay eggs
- New gaming modes, e.g. „Sniper“, „Eliminate“



2. Augmented Reality Game “N.N.”★

As a completion to the AR game story for e.g. Minos Refresh and for Portal download offering.



The development of augmented reality games depends on the decision of the CR123 and the phone-sw development timeline and quality.

In any case only one augmented reality game will be delivered for product launch.

3.4 Applications & Services

Entertainment (Part II): 3D Applications

Minos

1. Soccer World Cup 3D

The right game for the actual soccer world cup 2006 in Germany.

Play the tournament with the country of your choice and become the soccer world champion!

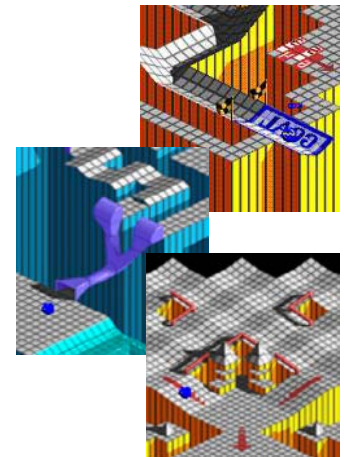


2. Marble Madness 3D

Marble Madness is one of the most successful and widely-known arcade games in the world. Still played in arcades everywhere.

+ 2 BILLION QUARTERS collected at the arcades = £500 million dollars just in the US arcades

This is the FIRST TIME this game will be available for mobile phones.



3.4 Applications & Services

Entertainment (Part III): Examples for Platform Multiplayer Games

Minos

Stack Attack

Push boxes into rows when they fall from the crane and pick up points. Move the crates around and jump on top of them. Break falling crates!

Find those special crates that give you the goodies. Fill a line with crates and earn points – but be aware: new crane is activated! Use collected points to activate “special” characters.



Marble Crossing

Steer the marbles of one colour through the lanes to the outlets of the same colour by switching the junctions on the way to the right position.

You get a positive score for each correctly sorted marble and a negative score for each wrongly sorted marble.



Bomberman

The object of this action game is to eliminate all the enemies in the field, uncover the hidden door underneath the level's blocks, and exit the level.

Bomberman is equipped with bombs that explode after a certain amount of time. Use those bombs to blow away enemies, destroy destructible blocks, and uncover the stage-clear door and special items.



3.5 User Interface

Keypad Improvements

Minos

Source: Grudszus

► Additional keys

- **Media Player key**

- dedicated hardkey for easy access to music & videos

- **Joker Key**

- dedicated customizable hardkey for portal access, special application, embedded link or others

► Side keys

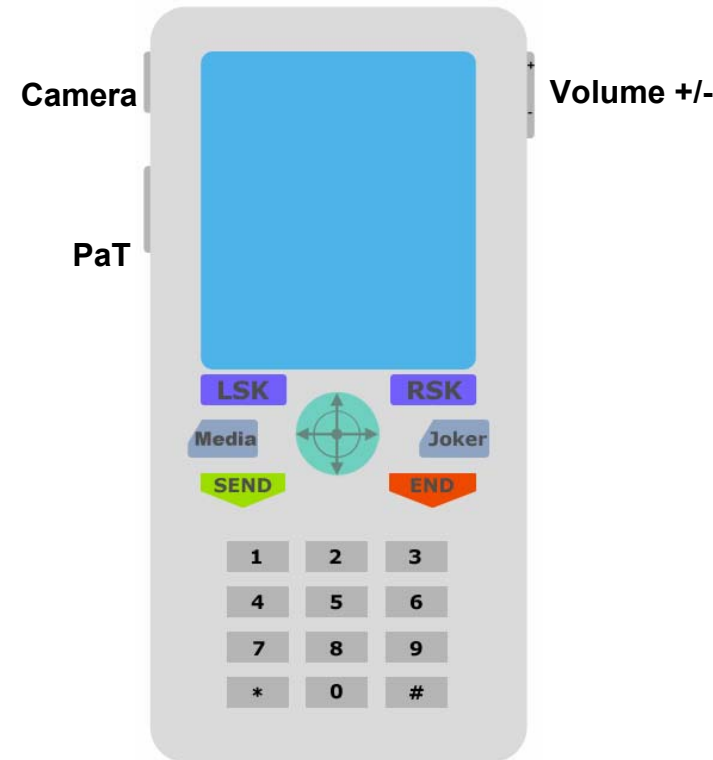
- **Push-and-Talk (PaT)-Side Key**

- available for all PaT-enabled phones

- **Camera Side Key**

- available for all camera phones

- **Volume Side Keys** for all phones



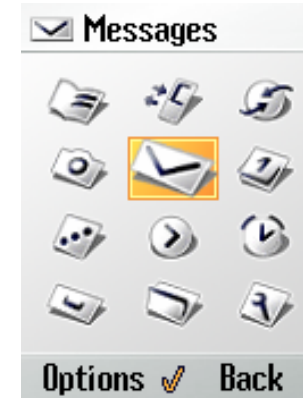
3.5 User Interface

Improvement of Main menu & Graphics resources

Minos

Source: Grudszus

- ▶ The number of main menu entries in the icon grid was raised from 9 to 12 icons
- ▶ Usability optimization of icons with focus on clear metaphors and straight style
- ▶ Alarm clock as wildcard for product specific adaption
- ▶ Icon style refresh reflecting the brand identity “real, timeless, coherent”



3.5 User Interface

New 'Back' strategy

Minos

Source: Grudszus

► Old Siemens "Back" concept

- One step back: Press „End“ key
- Back to idle: Press and hold „End“ key

Improvement

► New "Back" soft key concept

- One step back: Press right softkey
- Back to idle: Press „End“ key

► Motivation

- **Labeled navigation** is easier to understand
- Consistent **throughout UI**
- **Acknowledge** market conventions



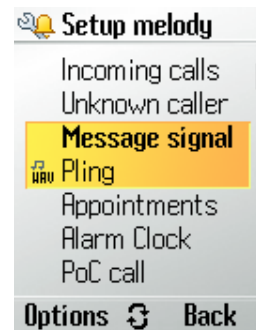
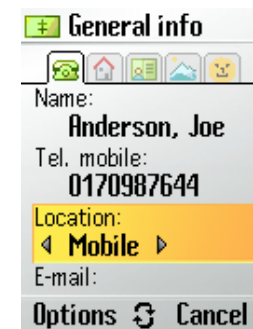
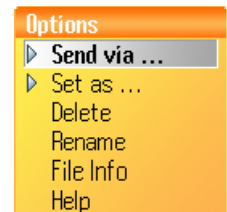
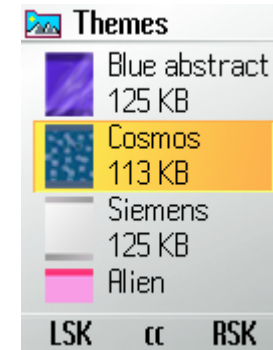
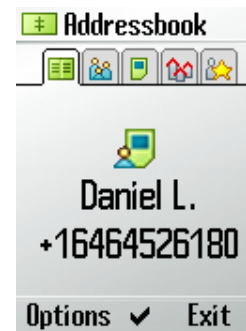
3.5 User Interface

Enhanced themes & detailed UI improvements

Minos

Source: Grudszus

- ▶ Additional resources in the themes package, e.g. main menu icons
- ▶ Thumbnail preview for themes in media folder
- ▶ Image based backgrounds also for popups and selections (replacing plain colored elements)
- ▶ Extended large font view
- ▶ Improvement of multifield editor layout
- ▶ Setup lists with preview line for selected entry
- ▶ Improved center-click handling & visualization



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3.5 User Interface

General UI improvements

Minos

Source: Grudszus

Applications in background

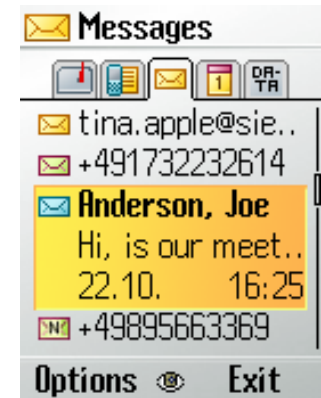
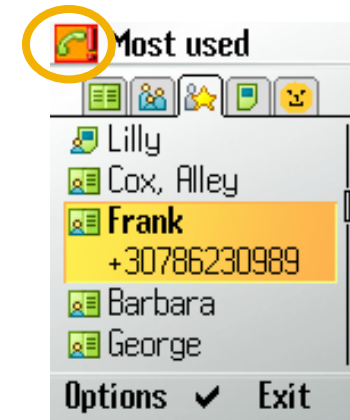
- Some features are able to run in background: playing music, sending messages, downloading data via the browser, IMPS and PaT
- Visualization of active call or download in headline
- Easy access to Media player by dedicated key
- Background applications continue in idle

Usage of tabs

- Improved usability and accessibility for complex and data rich applications
- Candidates: **Unified address book (list view, view and edit mode of contact, Unified inbox, Message inbox, my stuff folder**

Fully flexible menu tree

- Ensure customized menus for operator adaptation on all menu levels



3.5 User Interface

Unified addressbook

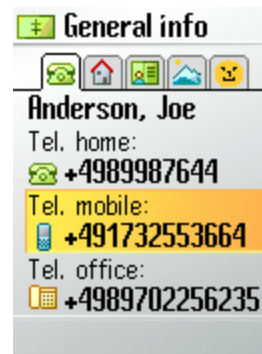
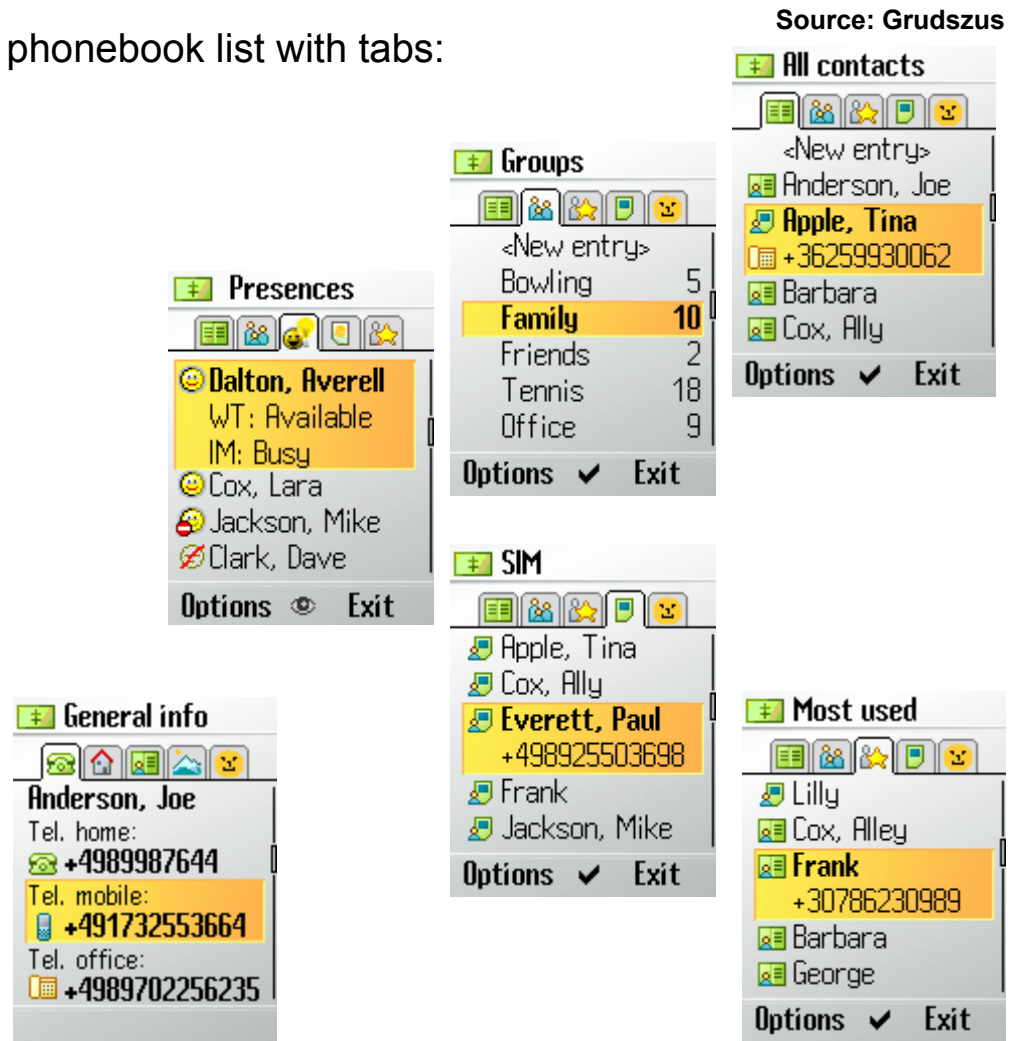
Minos

► Offer combined and integrated address- and phonebook list with tabs:

- All contacts (phone and SIM storage)
- Groups
- Presence
- SIM stored entries
- Filter, default: Most used contacts

► Contact view & edit mode with tabs

- General information
- Private address
- Business address
- Person
- Presence / wireless village



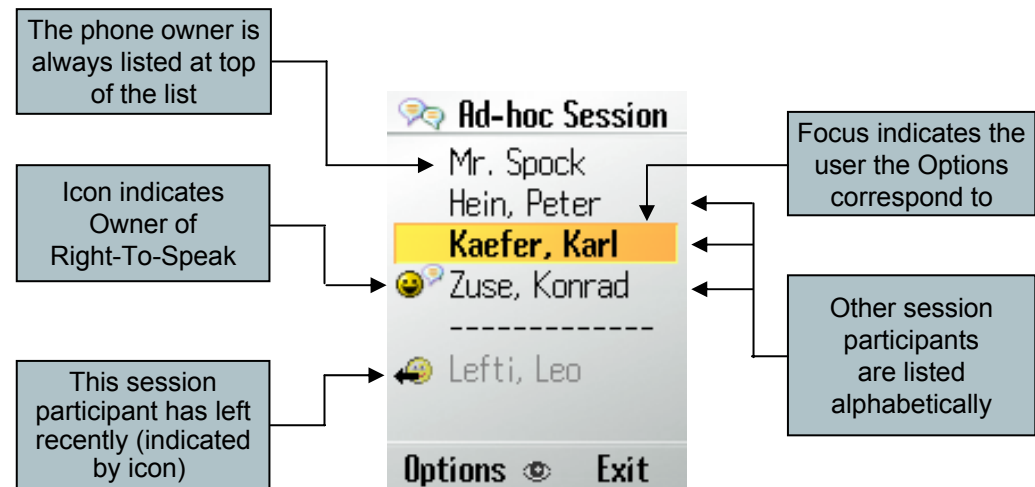
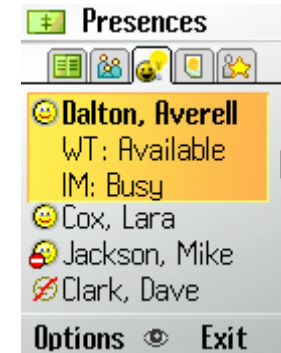
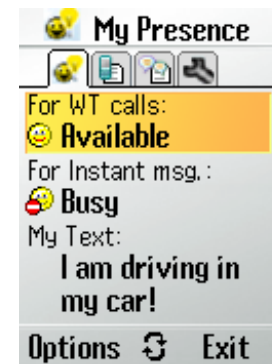
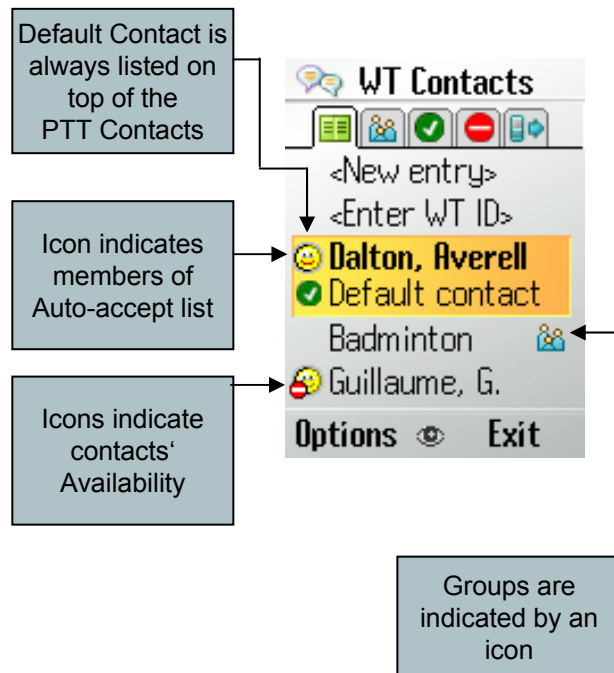
3.5 User Interface

Presence and PaT services

Minos

Source: Grudszus

- ▶ Presence information included in unified addressbook on a separate tab
- ▶ Presence Manager UI application offers a consistent UI for setting the user's own (published) Presence data
- ▶ Deeply improved Push-and-Talk UI



3.5 User Interface

UI improvements for special applications

Minos

► Media Player:

complete redesign with new features

- allows viewing/playing music files/playlists, pictures and videos
- Supports audio- and videostreaming
- Music can be played while application is set to background
- Easy access to Media player by dedicated hardkey

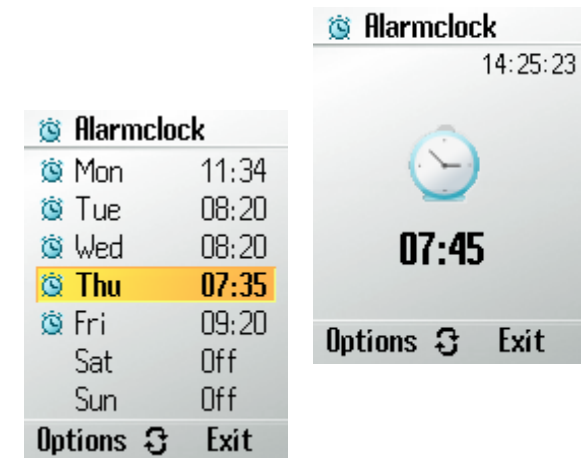


► Alarmclock

Support of 2 different modes: Simple mode and Weekday mode

Key features / UI-Improvements:

- User can set different alarm times for each weekday
- User can set a new alarm melody within the alarm clock
- User can access the mobile's clock setting to adapt current time



SW customization

Premium customization will be offered to the lead customers Vodafone, T-Mobile, Orange, Imode, CMCC. It means compliance to their RFIs to the highest degree of feasibility. Furthermore, there will be advanced customization (few selected customers) and standard customization (for all customers).

Premium SW customization contains

- Operator specific UI (flexible menu tree, replaceable icons etc) and operator specific features (Vf postcard service etc.). Framework defining level of customization in detail according to RFIs has to be finalized within compliance agreement
- Operator specific content and translations. Framework for operator specific content (LG groups, TG groups, operator-specific wordings, Java Apps...)

Advanced SW customization contains

- Operator specific UI (replaceable and re-arrangeable main menu icons)

Standard SW customization will be offered by Mobicon

HW customization

Customization will be possible according to the customization guide, which has to be detailed after M1 (Packaging, user guide covers, etc.)

For further details see attached document



SW
customization

3.7 Variants (1)

Status
<<date>>

Minos

Standard

EMEA

Standard

LAM

Standard

APAC

Source: Hombeck

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Siemens branded design • Colours: Nautic blue & zirconia silver • 900/1800/1900 • Media player & OP key • Signs of keys: Latin/Arabic/Greek Cyrillic/Hebrew • Cobranding possible on battery cover only | <ul style="list-style-type: none"> • Siemens branded design • Colours: Nautic blue & Moonlight silver • 900/1800/1900 • Media player & OP/messaging key • Signs of keys: Latin • Cobranding possible on battery cover only | <ul style="list-style-type: none"> • Siemens branded Waist design • Colours: Nautic blue & zirconia silver • 900/1800/1900 • Media player & OP key • Signs of keys: Stroke, Thai • BoPoMoFo • Cobranding possible on battery cover only |
|--|--|--|

Hardware

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • basic Siemens SW • Siemens int. MMI | <ul style="list-style-type: none"> • basic Siemens SW • Siemens int. MMI | <ul style="list-style-type: none"> • APAC SW • Chinese MMI |
|--|--|--|

SW

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • EU std. or UK std. Charger • Standard Manual (uni and bilingual) • Stereo headset | <ul style="list-style-type: none"> • US trv. or std. or EU std Charger • Standard Manual (uni and bilingual) • Stereo headset | <ul style="list-style-type: none"> • China trv. or EU trv or US trv or Australia trv Charger • APAC Manual • Stereo headset |
|---|--|--|

Bundling

3.7 Variants (2)

Status
<<date>>

Minos

Operators:

Source: Hombeck

Vodafone

TMO

Orange

IMODE

CMCC

- | Vodafone | TMO | Orange | IMODE | CMCC |
|---|---|--|--|---|
| <ul style="list-style-type: none"> • VF branded x2: w and wo logo. Colour: black* Moonlight silver* • 900/1800/1900 • Media player key & OP (messaging) key • Signs of keys: Latin, Arabic, Greek | <ul style="list-style-type: none"> • excl colour: Stone • 900/1800/1900 • Media player & OP key (cobranded) • Signs of keys Latin | <ul style="list-style-type: none"> • Orange branded (Nautic Blue) • 900/1800/1900 • Media player & OP key • Signs of keys: Latin, Thai • basic Siemens SW | <ul style="list-style-type: none"> • excl colour: titan blue • 900/1800/1900 • Media Player & OP key • Either Softkeys or front cover cobranded • Signs of keys: Latin, Greek | <ul style="list-style-type: none"> • No colour exclusivity (Nautic Blue) • 900/1800/1900 • Media Player & OP key (cobranded): • Signs of keys: Stroke |

Hardware

- | Vodafone | TMO | Orange | IMODE | CMCC |
|--|--|--|---|---|
| <ul style="list-style-type: none"> • basic Siemens SW • Operator MMI • Full customization | <ul style="list-style-type: none"> • basic Siemens SW • Operator MMI • Full customization | <ul style="list-style-type: none"> • Operator MMI • Full customization • UK & EU std. | <ul style="list-style-type: none"> • Operator SW • Operator MMI • Full customization | <ul style="list-style-type: none"> • APAC SW • Operator MMI • Full customization |

SW

- | Vodafone | TMO | Orange | IMODE | CMCC |
|---|---|--|---|---|
| <ul style="list-style-type: none"> • Uk std & EU std. & Australia trv charger • VF Manual • VF packaging • Stereo headset | <ul style="list-style-type: none"> • UK trv.& EU trv. Charger • TMO Manual • TMO packaging • Stereo headset | <ul style="list-style-type: none"> • Charger • Orange Manual and Packaging • Stereo headset | <ul style="list-style-type: none"> • EU std. Charger • KPN Manual & packaging • Stereo headset | <ul style="list-style-type: none"> • China trv. Charger • CMCC Manual and Packaging • Stereo headset |

Bundling

3.7 Variants (3)

Approval concept

Status
<<date>>

Minos

Source: Hombeck

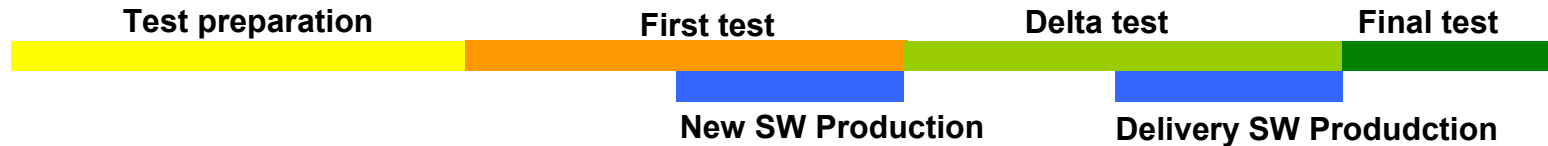
| | Minos (first launch 15.09.2005) | Hydra (first launch 22.09.2005) | Virgo (first launch 04.10.2005) | Taurus (first launch 17.10.2005) |
|--|------------------------------------|------------------------------------|------------------------------------|-------------------------------------|
| TMO (D, AT, UK, NL, HU, PL, CZ) | 15.09.2005 | 22.09.2005 | 04.10.2005 | 17.10.2005 |
| O2 D | 15.09.2005 | 22.09.2005 | 04.10.2005 | 17.10.2005 |
| Retail (Iberia/France Retail, FIN/SWE Retail, DAN/NOR Retail, NDL Retail, IRL Retail, Ukraine Retail, Russia Retail, Czech Retail, Slovenia Mobitel; BUL/ROM Retail...; all countries where local PM approvals are sufficient) | 15.09.2005 | 22.09.2005 | 04.10.2005 | 17.10.2005 |
| E-Plus | 15.09.2005 | 22.09.2005 | 04.10.2005 | 17.10.2005 |
| BRD-Handel variant | 15.09.2005 | 22.09.2005 | 04.10.2005 | 17.10.2005 |
| VF D2 | 04.10.2005 | 04.10.2005 | 04.10.2005 | 17.10.2005 |
| TIM | 04.10.2005 | 04.10.2005 | 04.10.2005 | 17.10.2005 |
| Telenor | 04.10.2005 | 04.10.2005 | 04.10.2005 | 17.10.2005 |
| VF Global (AT, AU, BE, Swisscom, EG, ES, SFR, GR, VIP (HU), IE, IT, NL, NZ, PT, Simobil, UK...) | 17.10.2005 | 17.10.2005 | 17.10.2005 | 17.10.2005 |
| Orange (France Telecom, CH, NL, SK, UK...) | 17.10.2005 | 17.10.2005 | 17.10.2005 | 17.10.2005 |
| I-mode (KPN, Bouygues, Cosmote Mobile Telecommunications, BASE) | 17.10.2005 | 17.10.2005 | 17.10.2005 | 17.10.2005 |
| Amena, Optimus | 17.10.2005 | 17.10.2005 | 17.10.2005 | 17.10.2005 |
| O2 UK, UK retail | 17.10.2005 | 17.10.2005 | 17.10.2005 | 17.10.2005 |
| Telefonica | 14.11.2005 | 14.11.2005 | 14.11.2005 | 14.11.2005 |
| Wind | 14.11.2005 | 14.11.2005 | 14.11.2005 | 14.11.2005 |
| TMN | 14.11.2005 | 14.11.2005 | 14.11.2005 | 14.11.2005 |
| Cellcom | 14.11.2005 | 14.11.2005 | 14.11.2005 | 14.11.2005 |

3.7 Variants (4) Approval concept

Status
<<date>>

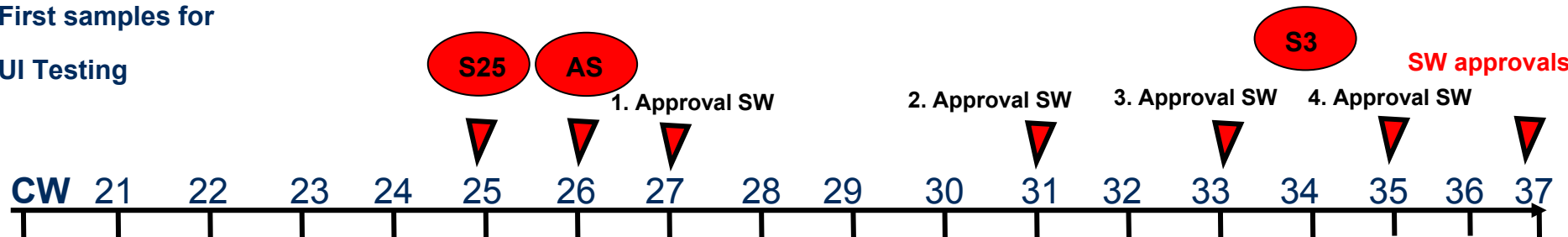
Minos

Source: Hombeck



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



Mobicon available
end of April 2005

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

1. OP UI-Feedback (08.07.05)

1. OP Testreports (08.08.05)

2. OP Testreports (05.09.05)

SIEMENS
mobile

3.7 Variants (4)

Prototypes

Minos

Prototypes (International) including operator approval samples (“reference samples”) as jointly committed by NPI3 and ST2 (email Mo 29.11.2004 11:25) - process & setup tbd. until 31.12.04



Minos prototype
planning

Specific restrictions for local type approval in APAC



APAC type
approval restriction

Source: A. Dankesreiter, MP PBM BO PL

Packaging, User Guides, CD, Dummies

1.1 Packaging Content

1.2 Retail Box

2.1 UG Variant

2.2 UG Design / Layout

2.3 UG Timeline

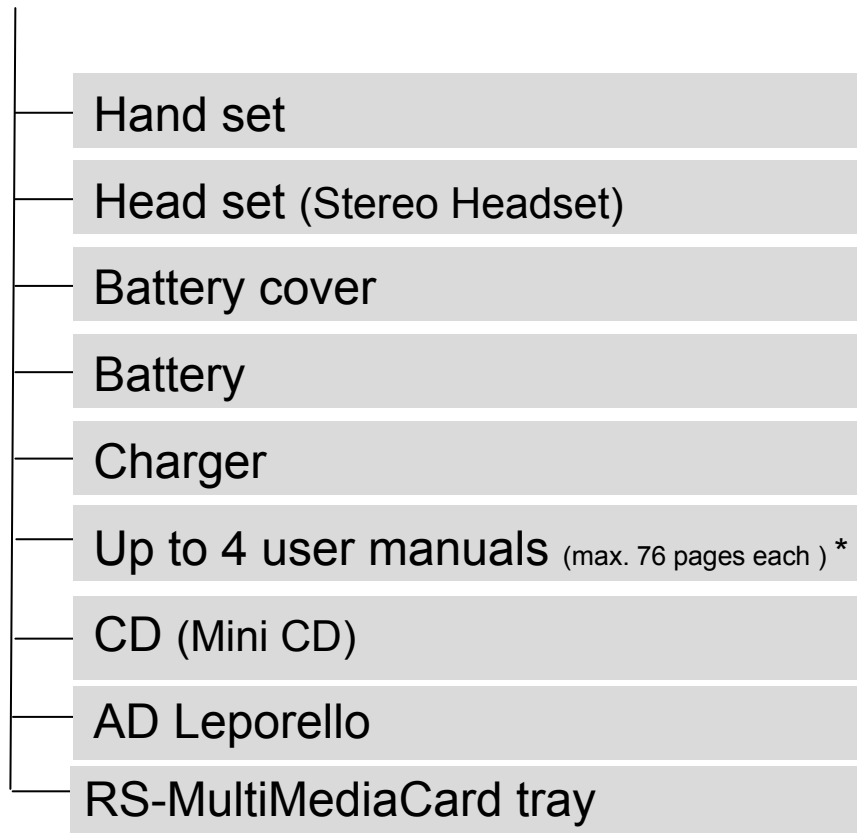
3 CD

4 Dummies

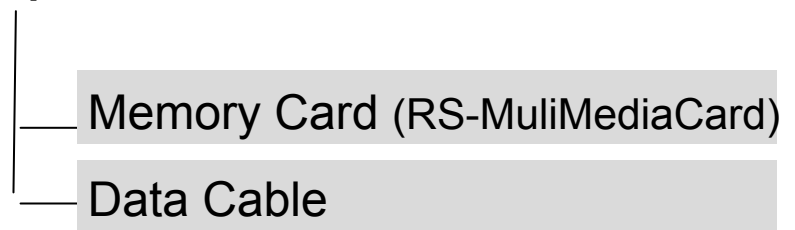
1. Minos Packaging

1.1. Packaging Content

1.1.1 Minos Standard Packaging content



Optional:



- Additional to the Minos standard content
Region or operator specific attachments as
Warrenty Cards, Leaflets, Flyer... can be part
of the packaging content
- Some variants with pair wise combination of
languages into 1 manual to reduce costs

3.8 User Manual & Packaging etc.

Minos

1.1.2 Minos Packaging Content key operator specific

| Standard Content | VF | TMO | Orange | IMODE | Chinese Mobile (CCMC) |
|-------------------------------|--|-----------------------------|----------------------------|-------------------------------|-------------------------|
| Hand set | X | X | X | X | X |
| | VF customized: | TMO customized: | Orange custom.: | IMODE custom.: | CCMC customized: |
| | * Logo Display Lens | | *Logo on Display Lens tbc. | | * Logo (tbc.) |
| | * Operator key | * Operator key (cobranded) | * Operator key | * Softkeys cobranding | * Operator key tbc. |
| | * VF color | * TMO color | | * IMODE Color | |
| Headset (Stereo Headset) | X | X | X | X | X |
| Battery cover | X VF customized: * Logo on battery cover | X | X | X | X Logo Tbc. |
| Battery | X | X | X | X | X |
| Charger/Travel charger | X | Travel charger | X | X | Travel charger |
| Up to 4 standard user manuals | up to 2 VF custom. manuals | up to 4 TMO custom. manuals | ORANGE custom. manuals | up to 4 IMODE custom. manuals | CCMC customized manuals |
| | 1 VF Quick Start | | Getting started tbc. | | |
| CD (Mini CD) | X (VF specific) | X (TMO specific) | X (Orange specific) | X (IMODE spec.) | X (CCMC specific) |
| AD Leporello | X | X | X | X (tbc.) | NO |

1.2. Retailbox

The Minos Retail box is part of the delivery content and has to be available 2 weeks prior to production. We differentiate the standard retail box and operator customized retail boxes.

1.2.1 Retail Standard Box

(will be used for all Retail variants and those operators which don't customize the box)

1.2.1.1 Design / Layout:

- Keep of size “A1 (with Standardflasche)” for the conventional standard packaging box for Minos
- Keep of the conventional „open“ standard Inlay
- Layout & design for Minos packaging will be designed within the CI packaging guidelines. Layout has to be provided by Marketing.
- HQ will support a proposal for APAC. The regions are responsible to adapt to the local needs.
- Area on box for Operator Logos are defined

1.2.1.2 Timeline

- Pilot: The Retail standard box is already required for Pilot run.
Therefore the Standard Retail boxes have to be released & available in Klf. till **11.07.05**

1.2. Retailbox

1.2.2 Key Operator customized boxes

1.2.1.1 Design / Layout:

- VF:
use of Standard Box Size „A1“ & standard Inlay (as retail standard box)
but VF customized layout design for box and inlay, layouts will be provided by VF
- TMO:
use of standard Box Size „A1“ & standard Inlay (as retail standard box)
but TMO customized layout design for the box, the layout will be provided by TMO
- ORANGE:
use of Box size “C10”
ORANGE customized layout design for box and inlay, layouts will be provided by ORANGE
- IMODE:
use of standard Box Size „A10“ (as retail standard box)
- CCMC (Chinese Mobile)
use of standard Box Size „A1 → tbc. APAC PM
CCMC customization has to be managed by responsible APAC PM (on base standard box)

1.2.2.2 Timeline

- The operator specific boxes have to be released & available till 25.07.05 in Klf. (Series start)

2. User Guide

User Manuals are part of the delivery content and have to be available 2 weeks prior to Pilot / PS.
In general the User Manual variants are monolingual.
Some variants are with pair wise combination of languages into 1 manual to reduce costs

2.1 UG Variants

- * UG standard variants for EMEA
- * UG standard variants for APAC
- * in addition key operator specific UG variants for VF / TMO / Orange / IMODE & Chinese Mobile

2.2 UG Design/Layout

- * UG Standard variant:
Format: DIN 6 less 5mm (143 x 105 mm)
Cover: design as packaging / 4 colored / varnish (drive diamant 135g/qm)
max. 76 pages (incl. 4 cover pages)
- * UG Operator specific variants (operator release needed) :
 - VF: format as standard manual
but VF specific cover design & content, provided by VF on base standard manual
 - TMO: format as standard manual
but TMO specific cover design & content, provided by TMO on base standard manual
 - ORANGE: specific format, cover design & content, provided by Orange on base standard manual
 - IMODE: format & content as standard manual incl. IMODE-features
 - CCMC: * managed by APAC PM

2.3 UG Timeline

| | |
|--|---|
| Master | till 15.03.05 |
| UG Pilot | in Klf. till 11.07.05 at the latest (languages German / English / French / Italian) |
| UG Series | in Klf. till 25.07.05 at the latest (languages according to Ramp up plan) |
| Assumption: VF & TMO specific UG's already needed till Start Ramp up | |
| IMODE specific UG needed till Sept. 2005 | |

The detailed Minos User Guide concept can be found on IMS:
Filenames are:

3. Minos CD

The CD is part of the Minos delivery content. The first version has to be available 1 week prior Pilot Run (leadtime 1 week, due to SW related content).

3.1 Minos CD content:

- Acrobat Reader
- FFS content, as Themes (but no applications)
- User Manuals (long version)
- MPM (Mobile Phone Manager)
- Music & Video Player e.g. Packet Video (as S65) with a 30 days license

3.2 Design:

- Mini-CD (200 MB)
- MMI standard (as M65 Service CD) , no 3D-Animations

3.3 Variants:

- Standard CD for EMEA (21 languages)
- Standard CD APAC (3 languages)
- due to key operator specific MPM's in addition to standard CD's also operator specific CD's for VF, TMO, IMODE, ORANGE & CMCC (Chinese Mobile)

3.4 Timeline:

- Pilot Master: 24.06.05
- Pilot CD: Standard CD EMEA available in Klf. till 18.07.05 at the latest
languages: German / English / French / Italian
- Goldmaster: 01.08.05
- Release: Mid 08/05
- Series CD: available in Klf. till Beginning 29.08.05 at the latest (1 week prior Reboot, due to MPM)
languages according to Ramp up plan
assumption: Standard CD EMEA (all languages) and also VF &TMO

The detailed Minos CD concept can be found on IMS:
Filenames are:

4. Dummies

- Dummies have to be available 4 weeks prior to Delivery start at the latest (POS material)
- Minos Dummies will be manufactured by an independent manufacturer in China
-> Winner Sun or Asahi (to be verified by GS/PM after M1)
- A rough quantity estimation is (EMEA/APAC/LAM):
till DS: 30k
over life cycle: 100k -130k
The quantity will be verified with Sales after M1
- APAC Dummies will be handled by APAC PM (on base standard Dummy)
- Dummy variants
 - standard Dummy
 - key operator customized Dummies for TMO, VF, Orange & Chinese Mobile (on base standard Dummy)
Differences: display image, operator logo imprint, colour
- Timeline:

| | |
|-------------|--|
| Early 12/04 | Dummy specification / request for quotation(s) (RFQ) by APE / PM |
| End 12/04 | Dummy supplier decided (APE / PM) |
| Early 01/05 | detailed product information to supplier (required to create 1st samples) (Ramp up Color/ color samples, 3D Data, samples of plastic parts) |
| End 02/05 | First Samples available Start creation customized dummies (on base standard dummy) |
| Mid 05/05 | Golden Samples |
| End 06/05 | Samples available in VKL |

SD Product Profile “ Minos”

Minos

Hardware Profile

- Bar phone
- tri band (900 / 1800 / 1900)
- 5 color variants (dark blue and tbd.)
- 8 keypad-languages
- 1,3 mega pixel camera
- 132x176 pixel, 256k colours, TFT, 1.8 inch
- GPRS / EDGE Cl.10
- Integrated LED Flashlight
- 2 +2 Side keys
- Bluetooth
- USB

Sales-Volume

| | |
|-------------|-------|
| Life-Cycle | 3,48' |
| Peak Nov 05 | 420 k |
| Share: EMEA | 91% |
| APAC | 4,5% |
| LAM | 4,5% |

Ramp Up production locations

| | Production | Config. |
|-------------------|------------|-----------|
| First Ramp Up KLF | cw32 | cw 36 KLF |
| SSMC (transfer) | cw44 | |
| Manaus (transfer) | cw48 | |

Milestones

| | Plan M0 | Status / current plan. |
|----|----------|------------------------|
| M0 | 30.06.04 | 20.08.04 |
| S0 | 20.08.04 | 15.09.09 30.11.04 |
| M1 | 18.10.04 | 30.11.04 |
| S3 | 13.05.05 | 08.07.05 |
| PS | 13.05.05 | 05.08.05 |
| DS | 11.07.05 | 15.09.05 |
| S4 | 29.07.05 | 14.08.05 27.01.06 |
| M3 | 31.08.05 | 28.02.06 |

Current SCM
hot topics

M1 declaration scheduled for 29.11.04

Ramp Up Plan “Minos”

Minos

| month in 2005 | | | Jul | Jul | Jul | Jul | Aug | Aug | Aug | Aug | Aug | Sep | Sep | Sep | Sep | Sep | Sep | Sep | Sep |
|---|--------|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| calender-week in 2005 | | | CW 27 | CW 28 | CW 29 | CW 30 | CW 31 | CW 32 | CW 33 | CW 34 | CW 35 | CW 36 | CW 37 | CW 38 | CW 39 | CW 40 | CW 41 | CW 42 | CW 43 |
| | | | 04.Jul | 11.Jul | 18.Jul | 25.Jul | 01.Aug | 08.Aug | 15.Aug | 22.Aug | 29.Aug | 05.Sep | 12.Sep | 19.Sep | 26.Sep | 03.Okt | 10.Okt | 17.Okt | 24.Okt |
| milestones | | | S3/HW | | | Pilot | Pilot | PS | | | CS | | DS | | | | SD S4 | | |
| disposition plan for new / critical parts | Global | | | 5 | 11 | 10 | 23 | 39 | 40 | 43 | 52 | 66 | 72 | 70 | 75 | 79 | 80 | 82 | 85 |
| production plan variants | Global | | | | | 3 | 7 | | | | | | | 50 | 65 | 70 | 75 | 79 | 80 |
| phones ready for delivery on stock total | Global | | | | | | | | | | | | 41 | 45 | 50 | 65 | 111 | 122 | 79 |
| monthly delivery | Global | | | | | | | | | | | | | | 136 | | | | 376 |
| production plan | KLF | | | | | 3 | 7 | 8 | 18 | 30 | 33 | 36 | 47 | 60 | 65 | 70 | 75 | 79 | 80 |

Ramp up conditions “Minos”

Minos

- 20 sec. cycletime/ 18 shifts per week
- Production lines: 7 KLF, 1 SSMC, 1 Manaus
- No tampon print within the first 6 weeks of ramp up (target)
- Tampon print capacity 15% over lifecycle (40k/ month)
- Number of new HW/ SW variants per week: 10
- Number of colours during ramp up: 3 within the first 3 weeks, 4 in total during ramp up
- Minimum order quantity: 3k per variant
- First working assumption key customer share (LC values):
10-15% VF, 10-15% TMO, 10% Imode, 10-12% Orange, 0-5% CMCC
- No bundeling variants within the first 2 weeks of ramp up
- Ramp production week = approval date + 1 week
- Rules for ramp up (frozen zone, plan release procedere ...) tbd. until Feb.05
- dispo planning in SAP 16 weeks beforehand
- variant planning in SAP 12 weeks beforehand
- **Ramp Up timeframe is from delivery start until end of October**

Industrial Design's

| | |
|--|---------------|
| No. of Industrial Designs | one |
| No of colours during life cycle | max. 5 |

Variant split point concerning:

| | |
|-----------------|-----------------------------|
| Housing | Production/ Supplier |
| Color | Production/ Supplier |
| Keypad | Config. Center |
| Branding | Config. Center |
| SW | Config. Center |

Configuration Concept:

| |
|--|
| Design owns NoID concept. |
| Housing parts are assembled together with keypad by using 2 screws. |

Production costs

| | |
|---------|------|
| over LC | 90 € |
|---------|------|

Risks:

| | |
|---|----------------------|
| Phones built up before DS | 172 k |
| Phones built up before S4 HW | 442 k |
| Phones to be rebooted until DS (15.09.04) | 90 k x 5 € = 0' 45 € |
| Phones on stock until 30.09.05 | 60 k |
| NoIDs on stock until 30.09.05 | 93 k |
| Stock risks (No IDs) for 30.9.05 in case of SW available only in Oct 05 | 300 k |
| Resulting total max. stock risk estimation for 30.9.05 | 32'4 € |

Conversion cost @ M1 (provided by SCM BA)

Minos

| Minos | | | | |
|--|--------------|-------------|---------------|---|
| 25.11.04 (M1) | | | | |
| Minos | KLf | SSMC | MANAUS | Average |
| share: | 92% | 4% | 4% | 100% |
| volume [k]: | 3.195 | 138 | 142 | 3.475 |
| <u>Σ Production Costs</u> | 89,75 | | | |
| <u>BOM</u> | 80,00 | | | |
| <u>Σ Value add</u> | 9,75 | 5,29 | 12,41 | 9,68 |
| in % von BOM | 12,19% | | | |
| CRA | | | | |
| Material Overhead (1,28% of BOM) | 1,02 | | | |
| EOL (0,6% of BOM) | 0,48 | | | |
| <u>Σ Manufacturing Costs</u> | 5,36 | | | |
| | | | | 1,63 SMD 1,73 Testing 1,08 Assembly 0,91 Packaging |
| add. Ramp-Up-Cost (according to Budget IX/04) | 0,34 | | | RU in KLF |
| General Overhead (10,43% of Σ Manufacturing costs) | 0,56 | | | |
| Tooling Costs | 0,55 | | | |
| Licences | 1,45 | | | Budget IX/04 |
| <u>Σ Value add w/o licences</u> | 8,30 | 5,29 | 12,41 | 8,35 |

3.10 Quality Aspects (1)

Minos

Tests according to “General Quality Requirements” V3.1:

Source: Friedmann

- 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

Agreed Quality Characteristics (User-Friendliness)

Housing: Distortion-resistant, housing shells have no mechanical play, “optically closed”.

Keypad: Clear mechanical pressure point & click, evenly illuminated

Display: Optimised for contrast and angle of reading. Even illumination.

SIM: Insertable and removable without any twisting or catching

Plug System: Easy access, Definite click in of plug-in system, self-releasing click

Design: Easy to grip housing surface, resistance to dirt, oil and finger marks No undue heating up

Battery Pack: Easy handling, not come loose on its own when put under a minimal pressure

Operation: “Self-explanatory” controls

User Manual: Easy to understand, Technical data of the radio part described, important safety measures

3.10 Quality Aspects (2)

Minos

Unpacking Quality

Agreed will be an unpacking quality for mobile of better than 99,9%

Agreed will be an unpacking quality for delivery content of better than 99,8%

Required Product Quality in the Field

The drop out rate is related to the technical issues.

Return Rate to be defined until M1 latest

Usability period 5 years/Individual part availability 7 years after supply of phone.

Required Quality in Production:

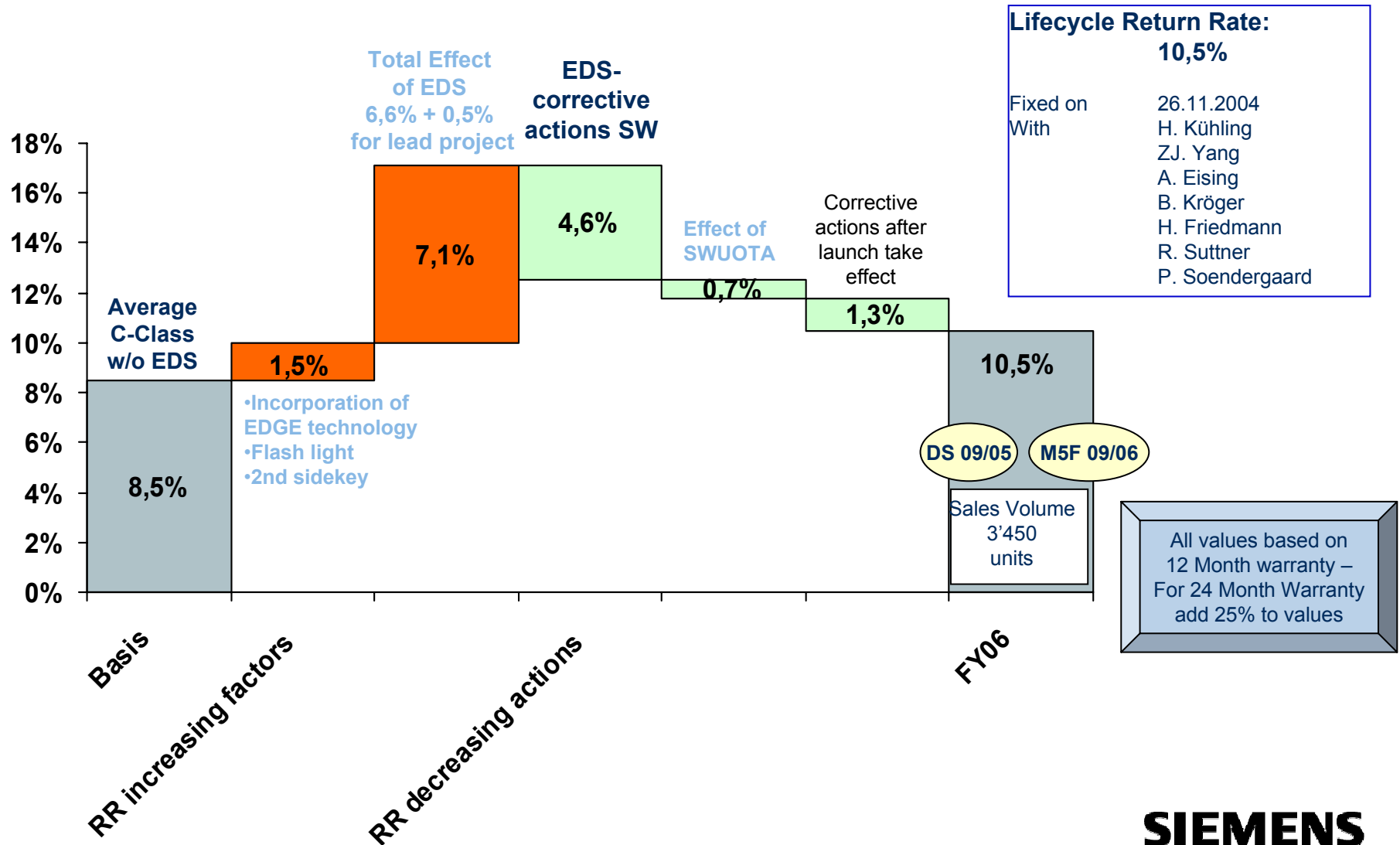
| Quality key figures A/C/M/S | unit | FY 01/02 | FY 02/03 | FY 03/04 | target 04/05 |
|--|------------|-------------|--------------|--------------|-----------------|
| Test process | | | | | |
| first pass yield board test | [%] | ** | ** | ** | ≥ 96,0 |
| (performance board test | [%] | 91,0 | 92,1 | 93,2 | ≥ 94,0) |
| first pass yield system test | [%] | ** | ** | ** | ≥ 98,5 |
| (performance system test | [%] | 96,8 | 97,0 | 97,8 | ≥ 98,0) |
| first pass yield customer test | [%] | ** | ** | ** | ≥ 96,0 |
| (performance customer test | [%] | 92,1 | 94,7 | 95,2 | ≥ 95,5) |
| first pass yield customer init | [%] | ** | ** | ** | ≥ 99,0 |
| Delivery process | | | | | |
| Outgoing inspection/mobile | [%] | ** | 99,88 | 99,96 | ≥ 99,95 |
| Outgoing inspection/delivery center | [%] | ** | 99,74 | 99,92 | ≥ 99,90 |
| * key figure results all products all plants | | | | | |
| ** key figures not existing | | | | | |

Source: Friedmann

3.10 Quality Aspects (3)

Return rate estimation

Minos



3.10 Quality Aspects (4)

Minos

Tests according to “**General Quality Requirements**” V3.1:

Source: Friedmann

- 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 to be defined until M1
- Operative life time > 5 years (tbd)
- 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.

Product Quality:

- Target for return rate target Minos is as agreed as 7,5% (goal) for FY 05/06
- Target includes SW-return rate (for EDS: 5,5% and for S4: 3,0%)

3.10 Quality Aspects (5)

Minos

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.

Source: Friedmann

Mechanical Test Plan:

All test sequences for environmental test (shock, drop, ageing, etc) and test of life cycles for moving parts, for 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.

D. Customer Care

1. Customer Care Strategy
2. Frontline Optimisation
3. SWUOTA Strategy
4. Service Objectives
5. Roll Out Plan For The Service Concept
6. Service Parts
7. Global Repair Requirements
8. Hotline Concept
9. Repair Concept

3.11 Technical Service Requirements

1. Customer Care Strategy

Minos

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

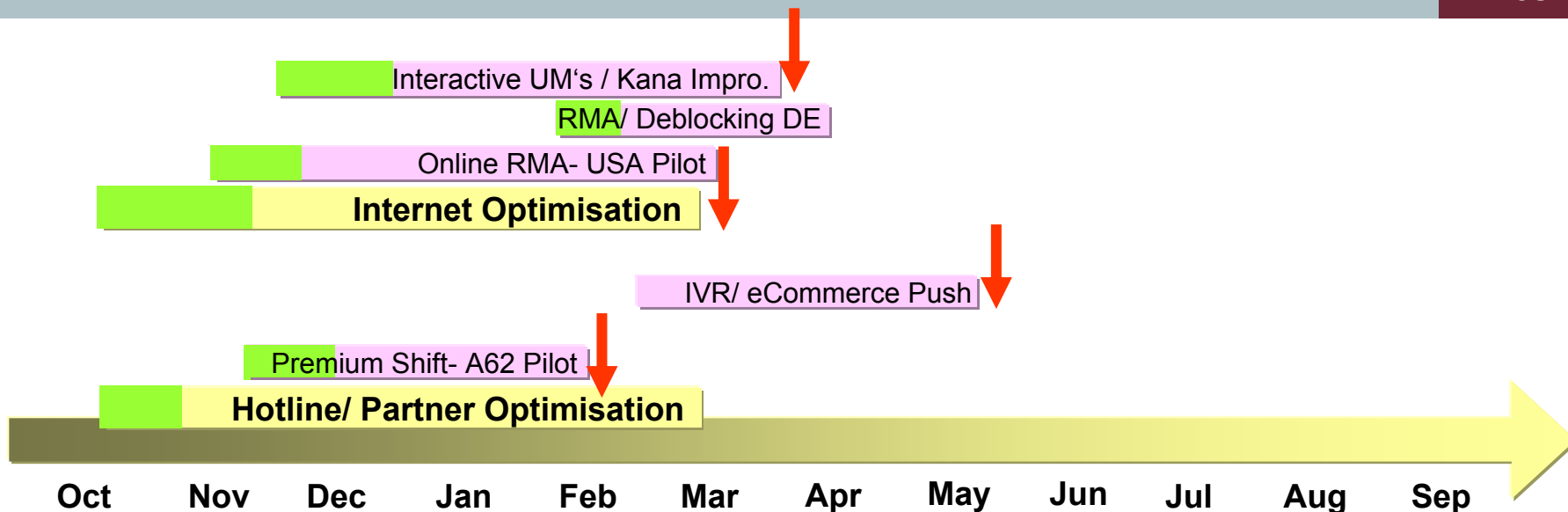
- Over-the-Air (OTA)-Services: Provide high speed and cost efficient Customer Services
- IT-based Service-Processes (e.g. Internet, IVR)
- Strategic partnering (Front-end, Repair, Logistics) for complexity reduction
- Definition of Customer Care offerings together with PM and Sales aiming at maximizing 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.

3.11 Technical Service Requirements

2. Frontline Optimization (as one example of CC top+ projects)

Minos



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

3.11 Technical Service Requirements

3. SWUOTA (Software Update over the Air) Strategy

Minos

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 CCQ
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 are 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 do 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.

3.11 Technical Service Requirements

4. Service Objectives

Minos

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

3.11 Technical Service Requirements

5. Roll Out Plan for Service Concept

Minos

- Service quantities for spare parts, swap boards and swap units will be estimated at M1, based on sales planning.
- Acceptable care standard and additional service packages 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.

3.11 Technical Service Requirements

6. Service Parts

Minos

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

In principle the following parts will be defined:

Swap:

- mobile phone without battery and covers 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
- lower case frame
- vibra motor
- microphone
- upper case shell (cover)
- lower case shell (battery cover)
- shielding covers
- keypad
- camera module
- joystick cap
- SAR Frame incl. MMI board
- accoustic sealing
- accessory components

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

3.11 Technical Service Requirements

7. Global Repair Requirements

Minos

This is only a short overview. The complete 'Global Repair Requirements' are written down in the M0 Document (and Feature List) and available in the appropriate project folder to the 2 documents:

“Global Repair Requirements A0 – V3.12 2004 07 30.doc” and

“Global Repair Requirements A1 – V3.12 2004 07 30.doc”.

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.

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.

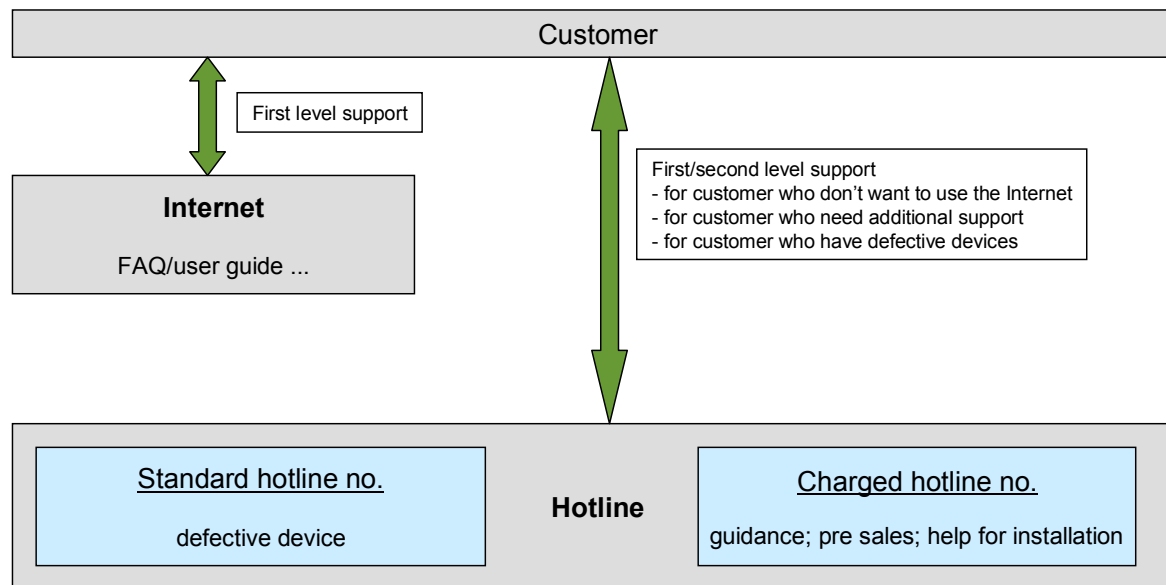
3.11 Technical Service Requirements

8. Hotline Concept

Minos

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Concept for customer support *



* May vary dependent on country or product range
ICM MP CCQ SLI

1

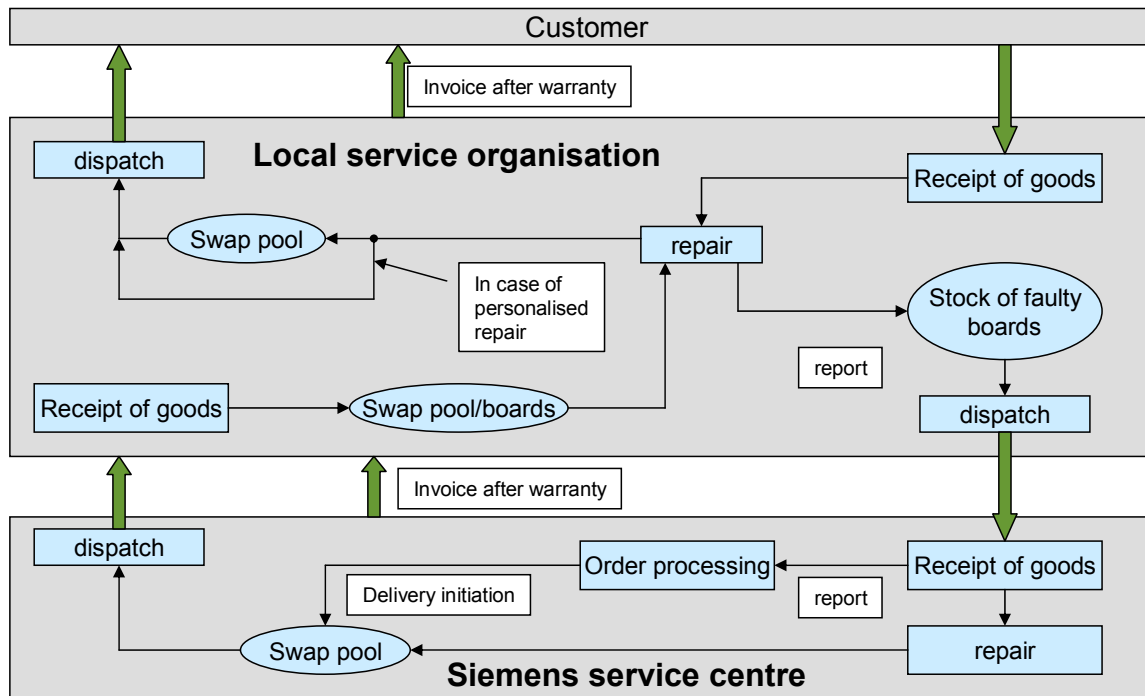
3.11 Technical Service Requirements

9. Repair Concept

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SIEMENS

Service/repair concept



ICM MP CCQ GRM

1

3.12 Patent Analysis

Status
<<date>>

Minos

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

Source: Purschke

Intellectual Property Rights Evaluation IPRs

| | | | |
|-----------------------|---------------------|---|----------------------|
| JPEG | Working assumption: | \$1 /device by 10% probability | 0,05 €/device |
| MP3 decoding | Working assumption: | \$0,75/device by 100% probability | 0,58€/device |
| MPEG 4 VSP (dec.) | Working assumption: | \$3 mio cap if > 4' units: 0,04 \$/device | 0,03 €/device |
| Video copyright Levis | Working assumption: | €9,27 /device by 33% probability (3,07 €/device) (EU without UK only: 75%) | 2,30 €/device |
| Audio copyright Levis | not needed | €1,28 /device by 50% probability (0,64 €/device) (EU without UK only: 75%) | 0,48 €/device |
| AAC+ decoder | Working assumption: | \$0,55 /device by 100% probability | 0,19 €/device |
| Sum | | | €3,67 |

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

Summary

- Entire license / patent cost analysis attached
- Evaluation regarding MP3 license costs ongoing (reduction potential of 50%)



patent and
license analysis

SIEMENS
mobile

1. Introduction & Product Profile

2. Strategy & Positioning:

2.1 Target Group & Product Story

2.2 Argumentation

2.3 Performance Profile

2.4 Competition & SWOT

2.5 Lifecycle Management / LE

2.6 Differentiation within Roadmap

2.7 Accessories

2.8 Applications

2.9 Sales Strategy

2.10 Market Communication

3. Specification:

3.1 Design & Mechanics

3.2 Featuring

3.3 Platform Concept

3.4 Applications

3.5 User Interface

3.6 Customization Concept

3.7 UM/Pack

3.8 Variants

3.9 Production

3.10 Quality

3.11 Service

3.12 Patents

4. Financials:

5. ODM Supplier (for ODMs):

N/A

6. Timeline and Project Organisation:

6.1 Project Schedule

6.2 Resources

6.3 Risk Assessment

6.4 Rea Team and PD Team

6.5 Signatures

***Removed for confidentiality reasons!
Contact T. Teistler or J. Hombeck!***

1. Introduction & Product Profile

2. Strategy & Positioning:

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2.2 Argumentation

2.3 Performance Profile

2.4 Competition & SWOT

2.5 Lifecycle Management / LE

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6.5 Signatures

6.1 Project Schedule

Milestones and Synchronization Points

Status
<<date>>

Minos

| <u>EMEA Variant</u> | | <u>APAC Variant</u> | | <u>LAM Variant</u> | |
|---------------------|------------|---------------------|------------|--------------------|------------|
| M0 | 30.06.2004 | M0 | 30.06.2004 | M0 | 30.06.2004 |
| S0 HW | 15.09.2004 | S0 HW | 15.09.2004 | S0 HW | 15.09.2004 |
| S0 SW | 30.11.2004 | S0 SW | 30.11.2004 | S0 SW | 30.11.2004 |
| M1 | 30.11.2004 | M1 | 30.11.2004 | M1 | 30.11.2004 |
| S15 | 03.12.2004 | S15 | 03.12.2004 | S15 | 03.12.2004 |
| S2 | 02.03.2005 | S2 | 02.03.2005 | S2 | 02.03.2005 |
| S25 | 24.06.2005 | S25 | 22.07.2005 | S25 | 24.06.2005 |
| M2 | 07.07.2005 | M2 | 07.07.2005 | M2 | 07.07.2005 |
| S3 HW | 08.07.2005 | S3 HW | 08.07.2005 | S3 HW | 08.07.2005 |
| S3 SW | 26.08.2005 | S3 SW | 23.09.2005 | S3 SW | 26.08.2005 |
| DS | 15.09.2005 | DS | 13.10.2005 | DS | 28.10.2005 |
| S4 HW | 28.10.2005 | S4 HW | 28.10.2005 | S4 HW | 28.10.2005 |
| S4 SW | 27.01.2006 | S4 SW | 27.01.2006 | S4 SW | 27.01.2006 |
| M3 | 28.02.2006 | M3 | 28.02.2006 | M3 | 28.02.2006 |

Detailed planning available in Primavera

Overview of project schedule (PD and REA part):



REA project
schedule



PD project
schedule

SIEMENS
mobile

Resources are committed from M1 to M3 and confirmed with Primavera planning (PMC database closed and confirmed at status 30.11.2004)

6.2 MTA at M1

Status
<<date>>

Minos

SIEMENS

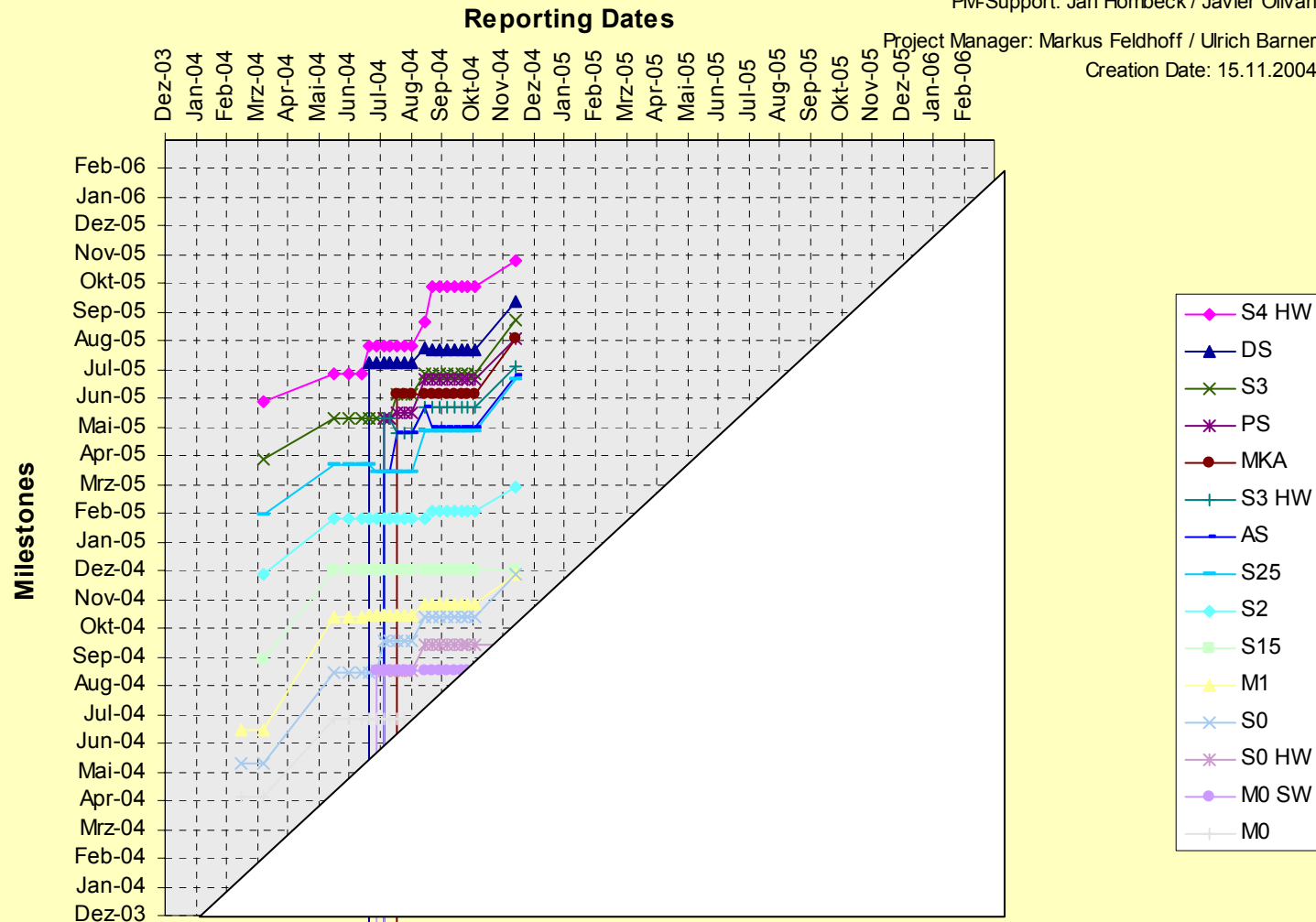
Project: X75 Minos

Milestone Trend Analysis

PM-Support: Jan Hombeck / Javier Olivan

Project Manager: Markus Feldhoff / Ulrich Barner

Creation Date: 15.11.2004



6.3 Risk Assessment (1)

Contingency Plan

Status
<<date>>

Minos

Rea Team



Risk Assesment
REA Team

PD Team



Risk Assesment -
PD Team 1

Software



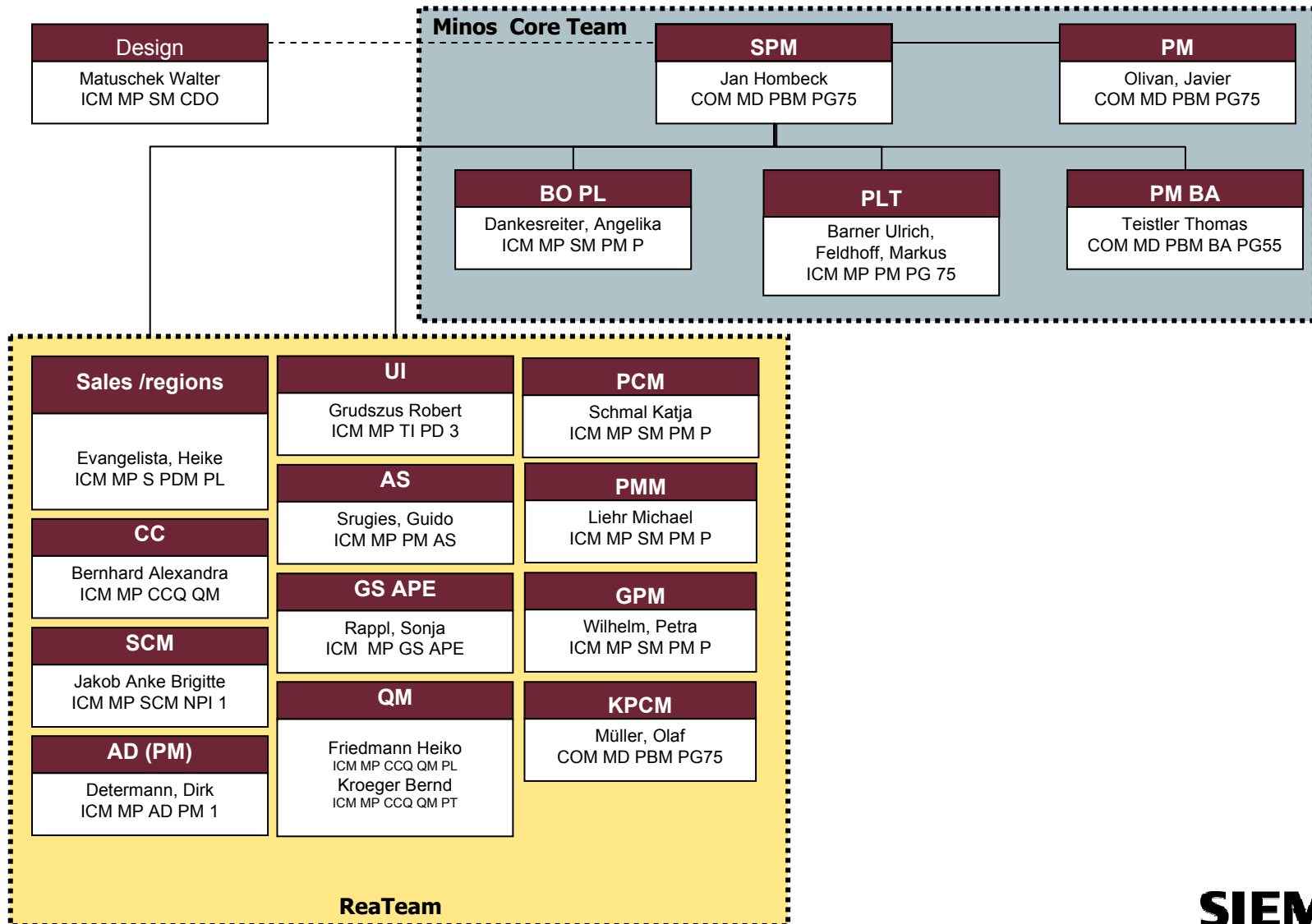
Risk Assesment PD
Team 2

6.4 Project Organization (1)

Core Team and Rea Team

Status
<<date>>

Minos



6.4 Project Organization (2)

PD Team

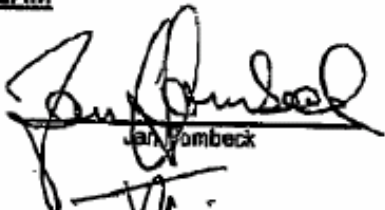










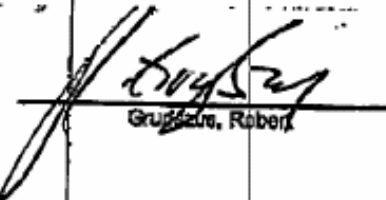
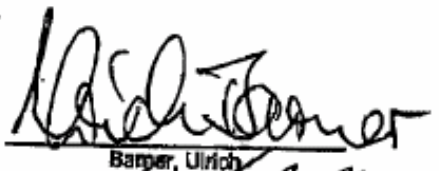



Status
<<date>>

Minos

| PD-Team (Product Development) | | | |
|--|--|--|---------------------------------------|
| Technical Projectmanager (PL-T) | | | |
| Barner, Ulrich / Feldhoff, Markus | | | |
| R&D | | Production / Material | CCQ |
| HW | SW | SCM | QM HW |
| RF Vieth, Markus Bredenbröker, Stefan | Miehling, Stefan Buys, Jeroen Ingenbleek, Jan-Willem | Jakob, Anke Brigitte <i>N.N.</i> | Friedmann, Heiko Hentges, Britta |
| BB Haensel, Dirk Wiechert, Reiner | | NPI 2 Görig, Thomas <i>N.N.</i> | QM SW |
| EA Alpaslan, Abbas Sütthoff, Dieter | | NPI 31 Zimmer, Alois Manser, Detlev | Kroeger, Bernd Salem, Fouad |
| LPD Lange, Michael Stroeher, Thorsten | ST | NPI 32 Schröter, Dirk Zimmer, Alois | Service |
| MD | ST 1 Schmitz, Michael Hennig, Peter | NPI 33 Nagel, Paul Zimmer, Alois | Planning |
| Schrage, Ortwin Eicker, Frank | ST 2 Abratis, Holger Jakobi, Thomas | Procurement | Accessories |
| | | Rappl, Sonja <i>N.N.</i> | Nussbächer, Hans-Klaus <i>N.N.</i> |

6.5 Signatures

Minos

| CORE TEAM | | REA TEAM | | | |
|-----------|--|----------|--|---------|--|
| SPM |  Jan Hombeck | AD |  Dehmann, Dirk | Sales |  Evangelista, Heike |
| PM |  Olvan, Javier | AS |  Snuges, Guido | SCM |  Jakob, Anke |
| BA |  Teisler, Thomas 10.11.2004 | GP |  Rapp, Sonja | Service |  Bernhard, Alexandra |
| BO |  Dankesreiter, Angelika 29.11.2004 | GPM |  Wilhelm, Petra | UT |  Grupp, Robert |
| PD TEAM | | KCPM | | | |
| PL-T |  Barner, Ulrich | PCM |  Schmal, Katja | | |
| PL-T |  Feldhoff, Markus | PQA |  Friedmann, Heiko | | |