



**SIEMENS**

**Minos**

**M0 Document, Version 1.0**

ICM MP SM PM, PDM: Christian Kopecky, +49 89 722 55 666, 07.07.04

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**SIEMENS**  
**Mobile**

# A.1 Action Items until M0

Status  
<<date>>

Minos

#	Action Item Description	Responsible	Timeslot	Status
1	Design synchronization meeting	Hombeck	23.06.	
2	AD to deliver detailed accessory requirements, also to be included in SW feature list : gamepad, mobile sound set, car kit SIM access	Rauber	24.06.	
3	Finalize Minos AD portfolio : mobile sound set, gamepad, bike-o-meter II	Fischer / Rauber	24.06.	
4	Clarify compliance with VFX, phase 1 requirements	Kreitmair	24.06.	
5	RealEyes 3D to be clarified SW integration	Hombeck	25.06.	
6	Dirk Sancken to ensure the translation of AS requirements from MRS into SW feature list	Kopecky	25.06.	
7	Clarify until when feasibility of UI design principles in JAVA applets can be agreed	Harke	28.06.	
8	Ensure that flash light support in device check is required in SW feature list (check with D. Sancken)	Friedmann	23.06.	
9	All M0 declarations from PD team available until 28.06. 12:00	Weigang	28.06.	
10	All Rea Team members to declare M0 until latest 28.06. 12:00	Kopecky	28.06.	
11	Final M0 BOM values from GS to Thomas Teistler	Geiling	23.06.	
12	Feedback on R&D budget from PLT to Thomas Teistler	Weigang	23.06.	
13	Confirmation from GS on Gimmick chip supplier	Geiling	23.06.	
14	Check if license cost are already included in the cost of gimmick chip	Geiling	24.06.	
15	Clarify if production site in Brasil is really necessary and clarify with J. Hombeck, D. Geiling and T. Teistler	Meedt	24.06.	
16	Ramp-up plan from SCM available	Meedt	25.06.	
17	Update of conversion cost	Meedt	24.06.	
18	Confirmation that current No-ID concept is accepted by SCM	Meedt	24.06.	
19	Update of SCM part in M0 document, supplied to J. Hombeck	Meedt	25.06.	
20	Confirm date for Primavera planning, incl. Staffing (target 28.06. 12:00)	Weigang	23.06.	
21	Confirm date for SW feature list (target 23.06.)	Hoeckenreiner	22.06.	
22	Check consequences of late SW S0 (20.09) in overall project timeline	Weigang	25.06.	
23	Clarify new project schedule, aligned with SW and ST	Weigang	25.06.	
24	SW to deliver : C0 (target all except 1 available) status, CS0 status, timeline towards M0 and S4)	Harke	28.06.	
25	Feature list is reviewed (Sancken, Lefevre, Ingenbleek, Leiner, Hombeck, Troester, Huebler, Kopecky, Huebner) to be organized by Dirk Sancken on Friday 25.06.	Kopecky	22.06.	
26	Feature list frozen by participants of review meeting - lead D. Sancken	Kopecky	28.06.	
27	Clarify VF requirements regarding MMI flows for all applications	Remerie	25.06.	
28	Risk analysis for key features (named by J. Hombeck - until 22.06.)	Harke	25.06.	

### TTM:

- **H. Hoeckenreiner 07.07.** **Gimmick chip decision to be confirmed (current timeline can till only be kept if decision from Roadmap re-planning to use Gimmick chip is confirmed for SG2 products)**
- **MD till 26.07.** **MEP6 requirements for M0 to be fulfilled to secure PS and DS in current timeline**
- **SW till 20.08.** **MEP6 requirements for M0 and especially feature feasibility analysis to be fulfilled**
- **SW till M1** **Reach M1 product milestone synchronized with Project timeline**
- **PD till M1** **M1 shall be declared acc. to MEP6 for all project functions**
- **SPM till M1** **Type approval has to be started with B1+ samples and S25 software maturity**

### Profit:

- **SPM till S0 (20.08.)** **Strategy for 1 or 2 ID's to be clarified with key customers to improve profitability**

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

# B. Taurus

## Project Folders & Documents

Status  
<<date>>

Minos

### M0 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.)
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

#### MRS

Market Requirement Specification

#### 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 M0 4.1 to 4.6

#### Milestones & Ressources

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

### Project controlling

#### PSR before M0

Product Profile  
Product Status Sheet  
Corrective actions

#### PSR M0 Declaration

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

#### M0 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
	M0 Document Management	Sebastian Grethe		
1)	<b>Product Profile</b>	<b>C. Kopecky</b>	<b>28.06.2004</b>	<b>final</b>
2)	<b>Strategy &amp; Positioning</b>	<b>K. Schmal</b>		
2.1)	Target Group and Product Story	K. Schmal	21.06.2004	final
2.2)	Key Product Arguments	K. Schmal	28.06.2004	final
2.3)	Performance Profile	K. Schmal	21.06.2004	final
2.4)	Competition & SWOT	K. Schmal	21.06.2004	final
2.5)	Lifecycle Management	K. Schmal	21.06.2004	final
2.6)	Differentiation within Roadmap	K. Schmal	21.06.2004	final
2.7)	Accessories	K. Schmal (A. Rauber)	24.06.2004	final
2.8)	Applications	K. Schmal (M. Kreitmair)	21.06.2004	final
2.9)	Sales Strategy	K. Schmal (O. Nam)	21.06.2004	final

# C. Responsibilities for Minos (2)

Status  
<<date>>

Minos

<b>3)</b>	<b>Specification</b>	<b>J. Hombeck</b>		
3.1)	Design & Mechanics	J. Hombeck	24.06.2004	final
3.2)	Featuring	J. Hombeck	24.06.2004	final
3.3)	Platform Concept	J. Hombeck	21.06.2004	final
3.4)	Applications	J. Hombeck	21.06.2004	final
3.5)	User Interface	J. Hombeck	21.06.2004	final
3.6)	Customisation Concept	J. Hombeck	21.06.2004	final
3.7)	Variants	J. Hombeck	24.06.2004	final
3.8)	User Manual & Packaging	J. Hombeck	21.06.2004	final
3.9)	Production	J. Hombeck	21.06.2004	open
3.10)	Quality	J. Hombeck	29.06.2004	final
3.11)	Service	J. Hombeck	24.06.2004	final
3.12)	Patents	J. Hombeck	29.06.2004	final
<b>4)</b>	<b>Financials</b>	<b>T. Teistler</b>		<b>final</b>
<b>5)</b>	<b>ODM Supplier</b>	<b>N/A</b>		
<b>6)</b>	<b>Timeline and Project Organisation</b>	<b>C. Kopecky</b>		
6.1)	Project Schedules	C. Kopecky	29.06.2004	final
6.2)	PD Team and Ressources	M. Weigang	21.06.2004	final
6.3)	Risk Assessment	C. Kopecky	02.07.2004	final
6.4)	Rea Team	C. Kopecky	25.06.2004	final
6.5)	Signatures	C. Kopecky	29.06.2004	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

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## 3. Specification:

### 3.1 Design & Mechanics

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### 3.4 Applications

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## 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

## Positioning / Brand:

**Product Segment :** Emotion Class,  
CX-Segment

**Target Group:** unisex, age 20-45,  
(low) - mid income, community centric,  
focus on private use

## Consumer Highlights:

- Keep in touch and share emotions with a full range of messaging functionalities
- Have Fun and catch the best moments with an amusing feature set
- Manage your daily life with efficient and easy to use life management features

## Operator Benefits:

- Advanced operator customization
- High-class feature set in C segment
- Variety of ARPU generating features
- AAC / AAC+ ring tones, AAC++ (tbc) / audio & video streaming

## Business:

**Lifecycle, Volume:** 07/05-06/06,  
3'450 units

**Price , ASP, EBIT:** removed for  
confidentiality reasons

## Against Competition:

- High-class feature set at competitive price level (EDGE, full video function, 1,3 Mpix camera w. photo light, BT, RS-MMC slot, AAC / AAC+ ring tones, AAC++ ring tones (tbc), audio streaming, music player\* (MP3, AAC / AAC+ / (AAC++ tbd.))
- Customized to operator demands

## Differentiation within MP:

- First EDGE-Product
- Advanced UI customization
- Differentiation to Phoenix:  
EDGE, video / audio streaming,  
advanced UI customization

\*without stereo headset and RS MMC-card bundled

## 1. Introduction & Product Profile

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## 5. ODM Supplier (for ODMs):

N/A

## 6. Timeline and Project Organisation:

### 6.1 Project Schedule

### 6.2 Resources

### 6.3 Risk Assessment

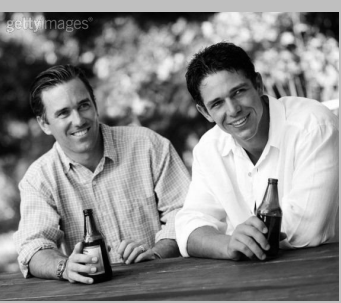
### 6.4 Rea Team and PD Team

### 6.5 Signatures

# 2.1 Target Group and *Product Story* (1)

## Social Life Manager

Minos



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

**Staying in close contact with friends, sharing emotions and enjoying life** is very important for them. Therefore they are looking for **features supporting socializing and entertainment** and are highly interested in **intelligent technologies that help them to keep in control of things and balance their turbulent life** in an engaging and warm way. **Valuable & emotional design, convenience and good quality** are expected.

The easy to use **Minos** combines intelligent life management features with harmonizing leisure functionalities and offers a wide range of communication and messaging functions.

***“Have fun, handle your life and share the best moments with the multi-flexible media-assistant.”***

Source: Katja Schmal, ICM MP SM PM M PCM

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**Mobil**

# 2.1 Target Group and Product Story (2)

## Social Life Manager

Minos

### Demographics

Unisex,  
age : 20-45,  
(low) / mid income,  
community centric,  
focus on private usage

### Lifestyle

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

**Staying in touch, belonging together, and sharing interests and feelings** are very important for them.

**Having Fun and finding a certain balance** are key needs.

Products they own have to be **surprising** and with a **human touch**. Their attitude is **not to buy the cheapest one**. Image & Design are also of a certain importance.



Source: Katja Schmal, ICM MP SM PM M PCM

# 2.1 Target Group and Product Story (3)

## Social Life Manager

Minos

### Technology

As they focus on meeting friends and enjoying life, they are highly interested in **intelligent features supporting socialising & fun** and **functionalities simplifying** their life.



**YAHOO! Mail**

**Communication and messaging functions** are highly appreciated for sharing insights and emotions.

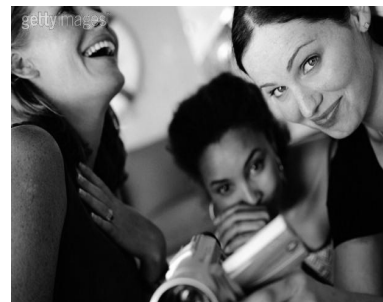
Moreover they are searching for **organising** and **surprising** **leisure functionalities**, balancing their hectic lifestyle and offering fun.



**Intuitive usability** and **ease of use** are always key.

### Decision-making

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



Source: Katja Schmal, ICM MP SM PM M PCM



# 2.1 Target Group and Product Story (4)

## Social Life Manager

Minos

### Design & Style

As they own their objects not only for a short time, they prefer **timeless, classic styled fashion, a bit exclusive** with an **emotional (C)** and **innovative touch (X)** – **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

#### Brands:

IKEA, VW Golf, Esprit, Walmart, Jade, Fossil

### Differentiation

**Phoenix:** no EDGE, no audio and video streaming



Source: Katja Schmal, ICM MP SM PM M PCM

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# 2.2 Key Product Arguments (1)

## Consumer Value

Minos

### Full range of communication and messaging functionalities

- PoC over side key
- IMPS
- MMS
- SMS
- i-messaging
- Headset Purestyle

### High value entertainment feature set

- 1,3 Mpix camera with integrated camera light
- Large colour display / high display resolution
- Video playing, recording and streaming
- BT, 20 MB user memory, RS-MMC slot
- AAC / AAC + ring tones, AAC ++ ring tones (tbd)
- Music player\* (MP3 / AAC / AAC +/- (AAC ++ tbd))
- 3D Java Games / Multiplayer Games
- Bluetooth TV Link as accessory

### Efficient life management features

- Organizer
- BT, RS-MMC slot
- Presence enhanced (horizontal) phone book
- 3D Avatar (Download assistant, reminder ...)
- Memo Board as an Accessory

**Stay in contact and share emotions in many different ways**

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

**Manage your daily life in an easy way**

\*without stereo headset and RS MMC-card bundled

Source: Katja Schmal, ICM MP SM PM M PCM

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# 2.2 Key Product Arguments (2)

## Operator Value

Minos

**Surprising  
Feature Set**

**ARPU through state of  
the art technology**

**Operator look & feel**

**Ease of use**

### ARPU Generating Features

- 1.3 Mpix camera / integrated camera light
- Video playing, capturing and streaming
- Large colour display / high display resolution
- BT, RS-MMC-slot
- AAC / AAC+ ring tones (music portals) / AAC++ (tbd)
- Music-Player\* (MP3 / AAC / AAC+ / (AAC ++ tbd))
- 3D Java Games / Multiplayer Games
- Audio streaming
- Integrated camera and high quality display – send or receive images and videos via MMS, E-mail
- IMPS, PoC over side key, E-mail – multimedia enhanced messaging
- Memo board pushes MMS traffic
- Advanced Car Kits generate air time while driving

### 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
- Memo Board as an Accessory
- Bluetooth TV Link to display pictures in large size

\*without stereo headset and RS MMC-card bundled

Source: Katja Schmal, ICM MP SM PM M PCM

# 2.2 Key Product Arguments (4) Design

Minos

## Formfactor

- Bar phone with hand-centric back and a large 'sliced'-off front surface, bringing the product focus to the front and integrating all interfaces into one to make the product look more intelligent.

## Colours

- <Rational for Colour Decision> (probably not before M1)

## Corporate Design Elements

- Characteristic 'waist' Design. SIEMENS typical form, size, position and detailing of earpiece. SIEMENS typical 'ring' Design for the Navigation key

Source: Rudolf Voigt

## 2.3 Performance Profile

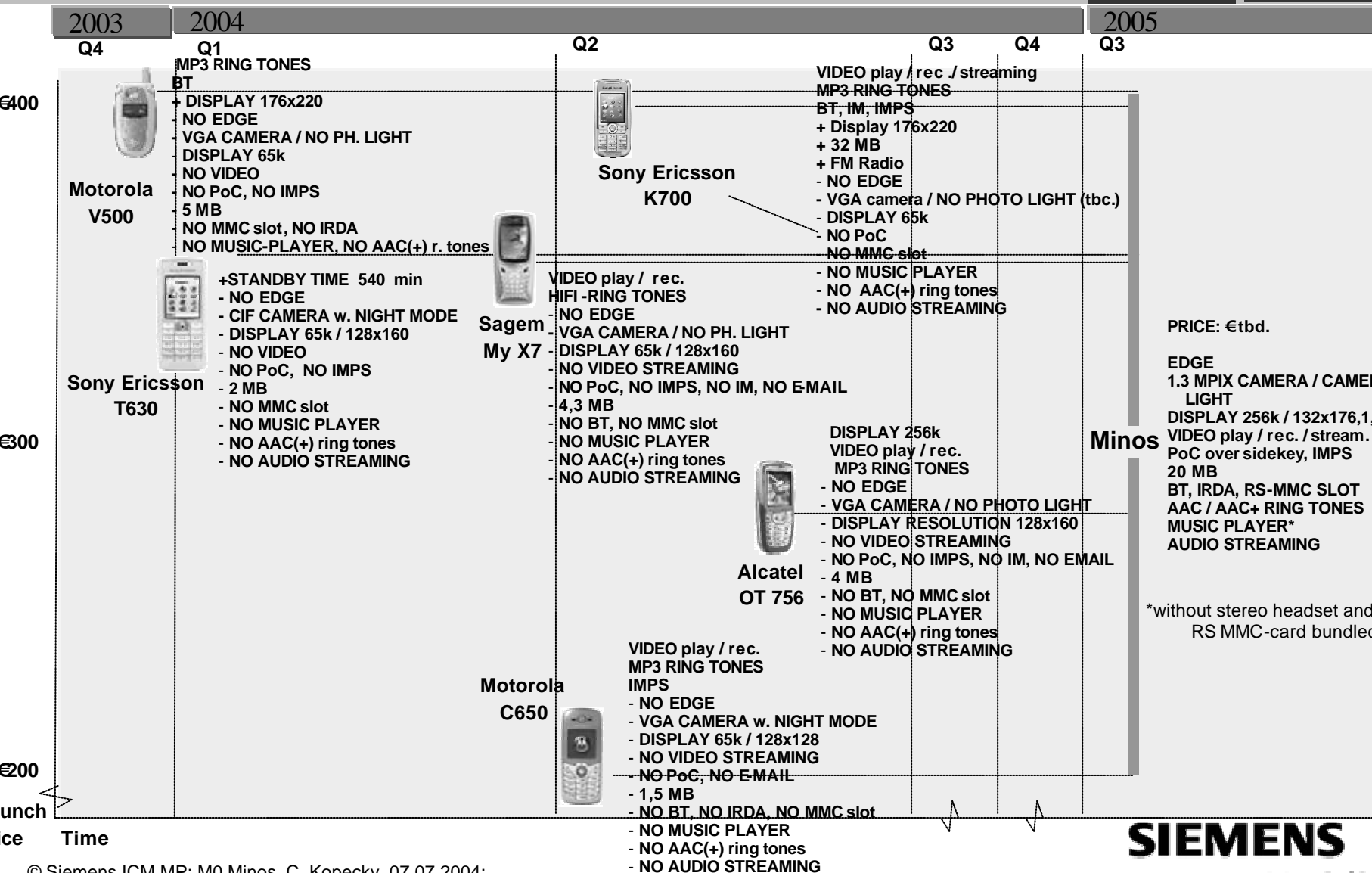
Minos

<b>Design</b>	Bar phone design with valuable material, design & color finishing
<b>Weight &amp; Volume</b>	tbc.; 108x48x19
<b>Standby/ Talktime</b>	tbd.
<b>Messaging</b>	SMS, MMS, IMPS, PoC over side key, E-mail, i-messaging
<b>Data/ Internet</b>	Triband 850 or 900 / 1800 / 1900, EDGE/GPRS Class 10, BT, IrDa, RS-MMC slot, WAP 2.0, Wireless Jaya MIDP 2.0
<b>Camera</b>	1.3 Mpix camera with integrated LED camera light
<b>Display</b>	132x176, 256K color, TFT, 1.8 inch
<b>Accessories</b>	Memo Board, BT TV Link, Car Kit SIM Access, Car Kit Bluetooth Portable, Headset Purestyle, Attachable Flash

# 2.4 Competition and SWOT (1)

## Competitor Overview

Minos








\*without stereo headset and RS MMC-card bundled

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# 2.4 Competition and SWOT (2)

## Competitor Overview

Minos

	Siemens Minos	SE T630	Motorola V500	SE K700	Sagem My X7	Motorola C650
						
Network	Tri	Tri	Quad	Tri	Tri	Tri
Launch time/price €	07 2005 / tbd.	02 2004 / 350	Q4 2003 / 400	Q2 2004 / 400	Q1 2004 / 350	Q2 2004 / 200
CRP, € (Q3 04)	tbd.	190	178	260	175	110
Dimension, mm	< 109x48x18	102x43x17	89x49x24,8	99x46,5x19,5	110x46x22	103x44x20
Weight, g	90	92,5	123	93	106	85
Display	256k / 132x176 / 1.8"	65k / 128x160	65k / 176x220	65k / 176x220	65k / 128x160	65k / 128x128
MMS / E-Mail	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / –	✓ / –
Camera / Light	1.3 Mpix / ✓	CIF / night mode	VGA / –	VGA / tbc.	VGA / –	VGA / night mode
Video play/rec/stream	✓ / ✓ / ✓	– / – / –	– / – / –	✓ / ✓ / ✓	✓ / ✓ / –	✓ / ? / –
Internal Memory MB	20	2	5	32	4	1,5
External Memory	RS- MMC slot (tbd)	–	–	–	–	–
Audio / FM Radio	AAC(+) ringt., music player** / –	32 Polyph. / –	MP3 Ringt. / –	MP3 / ✓	Polyph. / –	MP3 Ringt / –
BT / IrDA	✓ / ✓	✓ / ✓	✓ / –	✓ / ✓	– / ✓	– / –
PoC / IM / IMPS	✓ / ✓ / ✓	– / ? / –	– / ✓ / –	– / ✓ / ✓	– / – / –	– / ✓ / ✓ (tbc.)
Battery, mAh	Lilon 750	Li-Po 750	Lilon 700	tbc.	Lilon 1050	Lilon 800
Standby time, h	tbd.	315	210	360	310	215
Talk time, min	tbd.	540	390	420	270	360
Others	EDGE, audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming

Source: ICM MP S PDM, Apr. 2004

\*\*without stereo headset and RS MMC-card bundled





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# 2.4 Competition and SWOT (3)

## Competitor Overview

Minos

	Siemens Minos	Alcatel OT756	Sharp GX15	Samsung X600	Samsung E715
					
Network	Tri	Tri	Tri	Dual	Dual
Launch time/price €	07 2005 / tbd.	06 2004 / 275	2004 / na.	Q4 2003 / 450	Q4 2003 / na.
CRP, € (Q3 04)	tbd.	na.	na.	170	na.
Dimension, mm	< 109x48x18	106x46x19	105x45x17	102x43x20	90x45x24
Weight, g	90	89	95	80	95
Display	256k / 132x176 / 1.8"	256k / 128x160	65k / 120x160	65k / 128x128	65k / 128x160
MMS / E-Mail	✓ / ✓	✓ / –	✓ / ✓ tbc.	✓ / –	✓ / –
Camera / Light	1.3 Mpix / ✓	VGA / –	VGA / –	VGA / ✓	VGA / ✓
Video play/rec/stream	✓ / ✓ / ✓	✓ / ✓ / –	– / – / –	– / – / –	– / – / –
Internal Memory MB	20	4	tbc.	9	9
External Memory	RS- MMC slot (tbd)	–	–	–	–
Audio / FM Radio	AAC(+) ringt., music player** / –	MP3 Ringt. / –	40 Polyph. / –	40 Polyph. / ?	40 Polyph. / –
BT / IrDA	✓ / ✓	– / ✓	– / ✓	– / ✓	– / ✓
PoC / IM / IMPS	✓ / ✓ / ✓	– / – / –	– / – / –	– / – / –	– / – / –
Battery, mAh	Lilon 750	Lilon 785	tbc.	Lilon 900	800
Standby time, h	tbd.	300	250 (tbc.)	330	230
Talk time, min	tbd.	480	210 (tbc.)	360	180
Others	EDGE, audio streaming	No EDGE no audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming	No EDGE, no audio streaming

Source: ICM MP S PDM, Apr. 2004

\*\*without stereo headset and RS MMC-card bundled

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# 2.4 Competition and SWOT (4)

## SWOT

Minos

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Advanced UI customization</li> <li>• High value feature set at a competitive price level</li> <li>• Meeting all relevant operator requirements</li> <li>• EDGE</li> <li>• AAC / AAC+ ring tones (music portals), AAC++ ring tones (tbd)</li> <li>• Video and audio streaming</li> </ul>	<ul style="list-style-type: none"> <li>• No FM radio</li> <li>• Music player only usable after additional investment in stereo headset and RS-MMC card</li> <li>• Limitations on achievable size</li> <li>• Customization versus negotiable minimum price</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Brings EDGE, video and mega pixel camera down to the mass market</li> <li>• Gain market share by fulfilment of operator requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Growing competition in EDGE phones, also in lower segments</li> <li>• Short term changes of operator requirements due to new business models</li> </ul>

Source:  
Katja Schmal,

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***No refresh planned!***

# 2.5 Lifecycle Management (2)

## Limited Edition

Minos

**Limited Edition planned:** no

**Timeframe:** ... / ...

**Prioritisation:** (within LE RM) no

**Argumentation:** due to resources constrains and focussing on other more “flagship” products in MP Roadmap is a Limited Edition not planned

**Concept ideas:** ... / ...







**Teaser Topics:** ... / ...

Source: Carsten Nuss

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


# 2.7 Accessories

Minos

Fashion & Carry	Energy	Handsfree Portable	Car Solutions	Multi-tainment	Office
					
case tbd 1)	Desk Top Stand (DTS)	Headset Basic HHS-500	Car Kit Portable HKP-500	Memo Board 3)	Data Cable DCA-500
	Travel Charger ETC-500/510	Headset HHS-510	Car Kit Easy (universal bar) 3)	Gamepad 9)	Data Cable USB - serial DCA-510
	Car Charger Plus ECC-600	Headset Purestyle HHS-610	Car Kit Comfort Voice	Biker Set II 5)	Data Cable USB DCA-540
	Car Charger	Headset Bluetooth HHS-600/610	Mobile Holder	Bluetooth TV Link 7)	SyncStation DSC-600 (DTS + DCA-540)
	Li-Ion Battery tbd 2)	Headset Stereo HHS-550	Mobile Holder Antenna	Flash IFL-600	
		Bluetooth Stereo Headset 4)	Car Kit Bluetooth Portable 3)	Mobile Sound Set 5)	
			Car Kit Bluetooth 75 6)		
			Car Kit Bluetooth SIM Access 8)	Car Data Adapter HKO-690	

## Remarks:

- 1) Standard case to be selected according to form factor
- 2) Battery as selected for phone
- 3) New 75 product, launch with PHONIX in 03/05
- 4) New 75 product, launch with ORION in 05/05
- 5) New 75 product, launch with SIRIUS in 04/05
- 6) successor of CK BT HKW-600
- 7) **New 75 product, launch with MINOS in 07/05**
- 8) New 75 product, launch with SCORPIO in 07/05, might not work with 1st Minos Software
- 9) New 75 product, launch with TAURUS CLAM in 09/05

-  Supports Phone Story
-  Existing product
-  New Platform product (75)
-  New Platform product, backward compatible
-  Phone only
-  For bulk only

Source: Arnulf Rauber

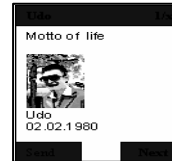
## 3D & Multiplayer Java Games:

Breathtaking 3D effects and multiplayer functionality  
No Brand Games planned, ARPU stimulating features  
(MMS,SMS,GPRS,voice call)



## Multimedia Diary and Friendship Album

Record your audio-visual experiences and share them with your community



## Photo Editor

Take pictures and edit them before you send via MMS. More than 10 effects and a lot of cliparts are available to get perfect or funny images.



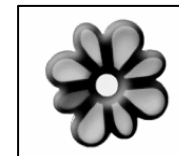
## Download Assistant:

- IM & P
- Text sensitive messaging applications
- Multimedia Signature



## Instant Messaging:

- Wireless Village, Presence Enhanced Phonebook
- Multiple IM providers incl. operator branding



## Electronic Postcard (tbd):

The user will be able to take a picture, add text (but extracting text / pictures from handwritten message / drawing with a camera) and send a pre-formatted message, similar to a real post card.

***Specific Applications  
t.b.d. until M1***

Source:

Markus Kreitmair

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Mobil

## **Regional Focus**

- Worldwide launch

## **Channel Focus**

- Operator programs (esp. T-Zones & Orange signature Device)
- Operators in North America
- Operators in LAM
- Retail in Asia and Rest of APAC as well as CMCC and Optus in APAC

## **Market share target worldwide in Segment**

- 15% market share in segment

## **Attack/Defend**

- Attack Nokia worldwide (expected competitors: 32xx & 36xx or successors)
- Attack Motorola in APAC, Latin America & US (expected competitor: V300 successor)
- Defend against Samsung worldwide (expected competitor: successor of E700 series & Xxxx series)
- Attack SonyEricsson in US (expected competitor: Successor of T610)

Source: Oliver Nam

## 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

## 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

Source: Hombro

- Design

The design is evaluated in 2 directions, Waist and Circle. Each design has a specific uppercase, a specific lower case & battery cover and a specific mounting frame. This concept implements that the operator design although it is based on the same PCB as the Siemens standard design can have a totally different look as the standard design. For confidentiality reasons, the design can be studied on request at MCH G. Please contact Walter Matuschek, ICM MP SM, email address [walter.matuschek@siemens.com](mailto:walter.matuschek@siemens.com)

- Materials

Materials/technologies used include PC-ABS for the upper case, lower case & battery lid (1K, painted, clear-coated with metallic effect, galvanized for upper case tbd) and mounting frame (partly metallic lacquer); IMD/IMF/plastic (tbd) 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) or painted hardcaps, speaker mesh in stainless steel

- Colors

The standard design will be ramped-up with 2 colors (Siemens std and VF), the operator design will be ramped-up with 1 color at the same time. A 2<sup>nd</sup> color for the standard design will be introduced 8 weeks after production start

- **Focus Group & Usability test results are expected until end of July**

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Mobil

# 3.1 Design & Mechanics (2)

## Mechanics

Status  
<<date>>

Minos

Source: Hombee

### Details:

Waist (Siemens standard and VF design):

- upper case is 1 K galvanized PC-ABS. Contains display window & keypad grid element, which will be IMD / IMF / lacquered plastic (dull or high gloss) with transparent display glass (tbd)
- Lower case (1K plastic, lacquered) with IMD application on Back
- Battery lid (1K plastic, lacquered)
- Mounting frame (1K plastic, lacquered)
- bridged keypad with 5 way Navy key, 2 Soft keys, Send & End key, Multitasking key, operator key and numeric keys
- 4 sidekeys: camera, PoC, volume up/down

Circle (feasible operator design):

- Above mentioned details for waist apply also for circle
- No galvanized upper case (other galvanized parts tbd)
- Additional caps on mounting frame tbd

# 3.2 Featuring (1)

## List of Features - Software

Status  
<<date>>

Minos

Video	resolution: QCIF; decoding (15fps): H263, MPEG4, Real Video 8; encoding (15 fps): H263, streaming: Real Video 8, 3GPP	Source: Hombee
Audio / Music	decoding: MP3 (ringtones, music player), Real Audio 8, MPEG4 AAC (ringtones, music player), MPEG4 AAC+ (ringtones, music player), AMR -NB, MPEG4 AAC++ (ringtones & music player under evaluation if supported by gimmick chip) encoding: AMR -NB, streaming: AMR -NB, AAC, Real Audio 8 64 chords polyphonic ringtones	
Voice / Speech functions	Speaker dependent (SD) Voice Name Dialling, Speaker independent (SI) Name Dialling, Digit Dialing and Application Access and control (not available for launch, maybe in later SW refresh), text to speech: caller name announcement, menu items, help texts& numbers,	
Messaging&Presence	SMS, MMS, IMPS (Wireless Village); Push2Talk, e-mail, Imessaging, PoC extensions under evaluation	
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 (with R2.1 09/2005)	
Games	3D Java games	
PIM&business	presence enhanced smart phonebook, organizer	
OS	proprietary, SG2 based	
UI concept	5-way Navi, multitasking incl task 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, IMS/ SIP tbc.	
User Memory	20 MB, RS-MMC card slot	
Operator Customisation	advanced operator customisation	
Others	Mobile Wallet (for PIN and secure information storage)	

## 3.2 Featuring (2)

### List of Features - Hardware

Status  
<<date>>

Minos

HW Features	
Frequencies*	900, 1800, 1900 and 850, 1800, 1900
Transmission Mode*	GPRS/EDGE class 10
Primary Display	132x176, 256k color, TFT, 1.8 inch
Secondary Display	none
Touch Screen	none
Camera	1.3 Mpixl
Flash (light)	LED
WLAN	none
IrDA	SIR
Bluetooth	yes (low cost solution)
Wireless Sensor Connectivity	none
Built-in Sensor	none
A-GPS	none
Audio Broadcast	AAC/MP3
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

Source: Hombee

## 3.2 Featuring (3)

### Check vs. Requirements

Status  
<<date>>

Minos

**Changes against Operator Requirements:**

Source: Hombeck

**Feature requirement specification existing, feasibility check from SW side missing  
(refer to conditional SW M0 declaration)**

**MRS for Minos is attached**



Minos MRS input

# 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
<b>Inhouse or Outsource</b>	Inhouse product

# 3.4 Applications (1)

Status  
<<date>>

Minos

## 3D & Multiplayer Java Games:

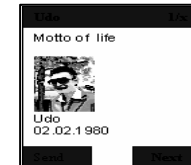
Breathtaking 3D effects and multiplayer functionality  
No Brand Games planned, ARPU stimulating features  
(MMS,SMS,GPRS,voice call)



Source: Kreitmair

## Multimedia Diary and Friendship Album

Record your audio-visual experiences and share them with your community



## Photo Editor

Take pictures and edit them before you send via MMS. More than 10 effects and a lot of cliparts are available to get perfect or funny images.



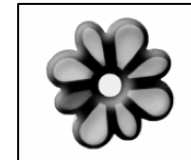
## Download Assistant:

- IM & P
- Text sensitive messaging applications
- Multimedia Signature



## Instant Messaging:

- Wireless Village, Presence Enhanced Phonebook
- Multiple IM providers incl. operator branding



## Electronic Postcard (tbd):

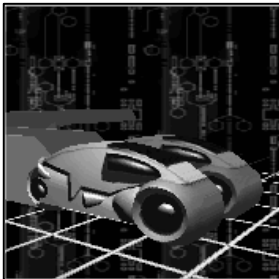
The user will be able to take a picture, add text (but extracting text / pictures from handwritten message / drawing with a camera) and send a pre-formatted message, similar to a real post card.

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Mobil

## 3.2 Applications (2): 3D Multiplayer Games

Minos

### Contest Arena Pro



### Game description

Source: Kreitmair

- Breathtaking 3D effects and multiplayer functionality
- Multitplayer feature with Bluetooth (fast) and GPRS
- No Brand Games planned
- ARPU stimulating features (MMS,SMS,GPRS,voice call)

### Operator benefits

- Additional GPRS/SMS/MMS traffic
- SMS Highscore feature
- Customers are motivated to send SMS from Java applications
- Over the Air Update/Reinstall enabled

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Mobil



## 3.2 Applications (3): 3D Multiplayer Games

Minos

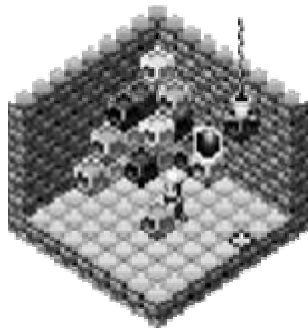
### Game description

Source: Kreitmair

New Stack Attack 3D comes with real 3D effects. Define different camera positions (e.g. stacker view). See how the boxes directly fall in front off the player. Uses JSR184 for fast 3D processing.

### Operator benefits

- Additional GPRS/SMS/MMS traffic
- SMS Highscore feature
- MMS Screenshot sending
- Customers are motivated to send SMS/MMS from Java applications
- Over the Air Update/Reinstall enabled

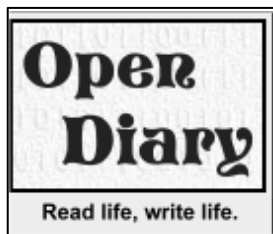


## 3.2 Applications (4): Multimedia diary

Minos



<http://www.diaryland.com/>



<http://www.opendiary.com/>

### Description

Source: Kreitmair

Fixed list, only entries can be edited not the labels.

Entries: Moto of life, Picture, Name, Birthday

In addition there is the "profile" appended.

Each item can be edited after password is given and item is unlocked

### Operator benefits

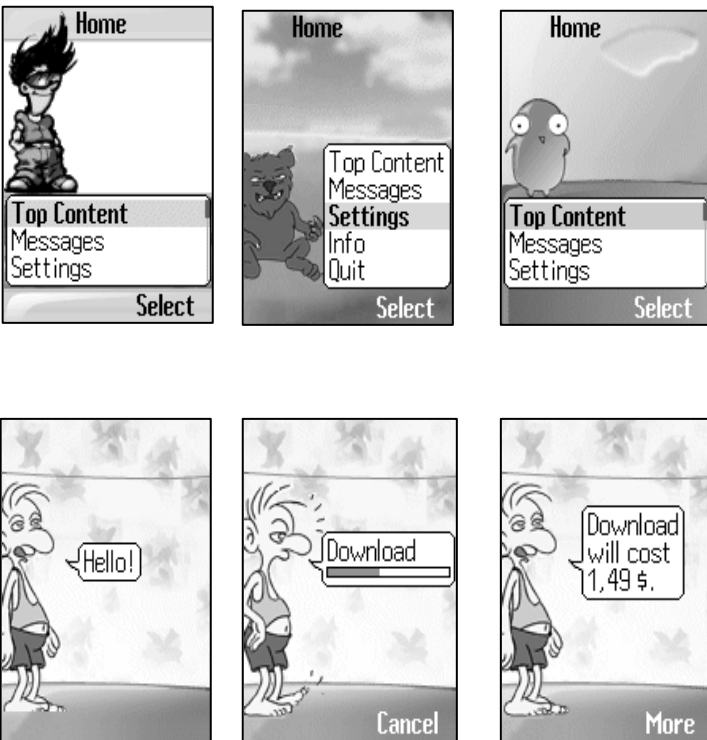
- Additional GPRS/SMS/MMS traffic
- SMS Highscore feature
- MMS Screenshot sending
- Customers are motivated to send SMS/MMS from Java applications
- Over the Air Update/Reinstall enabled

## 3.2 Applications (5): Download assistant

Minos

Source: Kreitmair

### Download Assistant



### User benefits

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

### Operator benefits

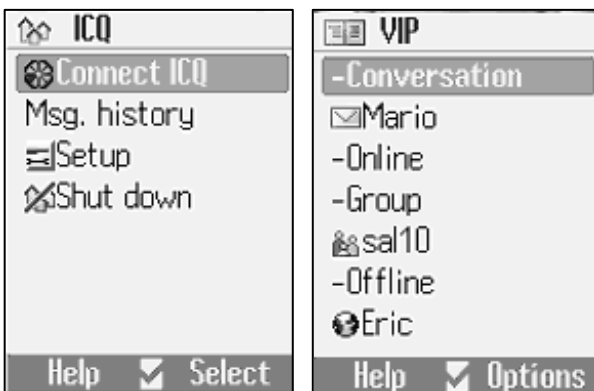
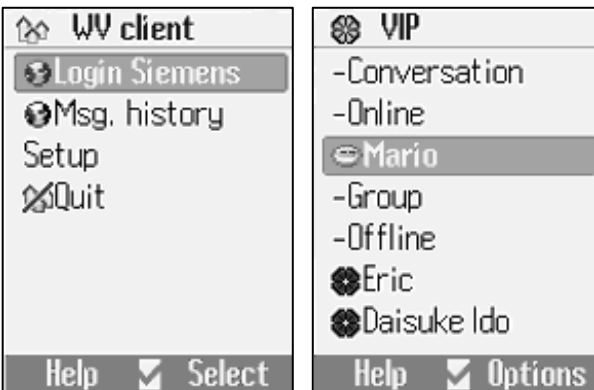
- Additional GPRS/SMS traffic
- Easy and direct access to operator portal content
- Content announcement and guidance through a pre-installed and updateable catalog of content categories and top-downloads
- Customers will be motivated to download new content (e.g. Games,sounds,graphics)
- Over the Air Update/Reinstall enabled

## 3.2 Applications (6): Instant messaging

Minos

Source: Kreitmair

### Instant Messaging Client



### User benefits

- Presence & Instant Messaging
- Presence Enhanced Phone book (new)
- Group Chat, Alerts & Message notification
- Multiple conversation in parallel
- Offline conversation
- Multimedia file sending
- Application start via address-book supported
- Keep alive: automatic WAP push mechanism

### Operator benefits

- Multiple IM providers including operator specific branding supported
- Operator specific UI supported
- J2ME Client support: Wireless Village 1.2, GPRS
- Additional GPRS traffic

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## 3.2 Applications (7): Photo editor version 3

Minos

### Photo Editor



### User benefits

Source: Kreitmayr

- Enhanced Photo Editor with following basic functions:  
zoom, rotate, flip h/v, mirror, brightness, contrast, resize, cut, crop/clip, paste.
- Additional filter effects like sepia, greyscale, emboss, blur, morph, warp and bluebox
- Paste of additional objects like text, borders/frames, graphic objects.
- Take picture within the application
- Direct MMS sending from Photo Editor

### Operator benefits

- Additional MMS/GPRS traffic
- Perfect combination of camera and MMS functionality
- Customers will be motivated to send picture MMS
- Over the Air Update/Reinstall enabled

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# 3.2 Applications (8): Portfolio

Fun & Entertainment					
Action	Arcade	Jump&Run	Sport	Imaging	Misc.
Siemens 3D Rally	Stack Attack 3D (iso )	Contest Arena Pro	Bike-O-Meter	Photo Editor	Download Assistant
Turrican	Worms	Wappo Pro	Health Watch	Photo Tamagotchi	Wireless Village
Battleship	Van Helsing (Brand)	Lucki in the Land of Love	Golf Score Card	Photo Guess	Mobile Tourist Info
Test Drive	Kingdom Hearts (Brand)		Golf 3D	Magic Photo	Remind Me 2
S.W.A.T. (Brand)			Fit with Heidi	my-Photo Online	
TRON (Brand)					
Independence Day (Brand)					

Source: Kreitmair

65 / 75 Generation  
Download Application Portfolio  
will be updated till Minos M1

Committed
Coming soon

# 3.5 User Interface

## General Improvements

Minos

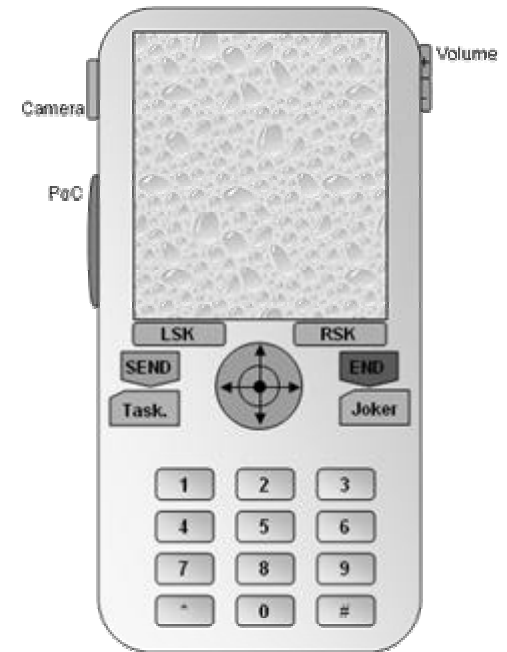
Source: Grudszus

### Keypad improvements

- **Task Key:** dedicated hardkey for easy switching between tasks
- **Operator-Key:** dedicated customizable hardkey for portal access, special application, embedded link or others
- **PoC-Side Key:** available for all PoC-enabled phones
- **Camera Side Key:** available for all camera phones
- **Volume Side Keys:** available for all phones

### New Back strategy

- Back step by step **via right soft key**
- One click to Idle **via End key**
- Suitable for self-explanation
- Consistent interaction granted
- Migration towards **market standard**



# 3.5 User Interface

## New UI Features

Minos

### Multitasking

- Support multitasking by dedicated Task hard key
- Easy access/handling of concurrent applications
- Easy access/return to open applications
- Return after screensaver cancellation and more

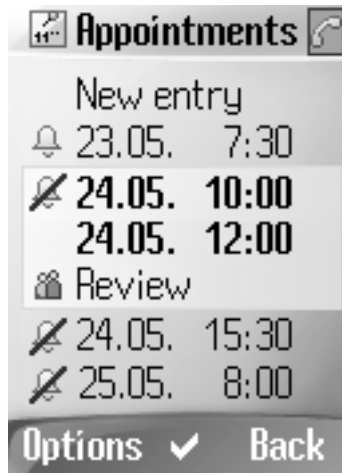
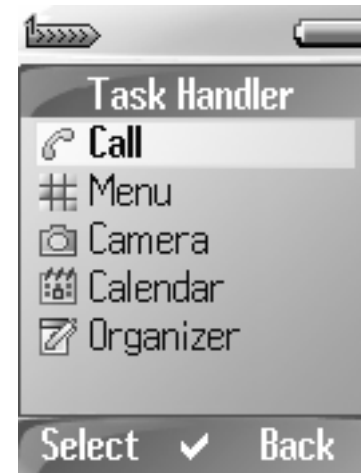
### Fully flexible menu tree

- Ensure customized menus for operator adaptation on all menu levels

### Usage of tabs

- Improved usability and accessibility for complex and data rich applications in
- Candidates: **Unified address book, Call Records, Unified inbox, Address book view mode**

Source: Grudszu



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Mobil



# 3.5 User Interface

## Improved UI for applications

Minos

Source: Grudszu

### Unified addressbook

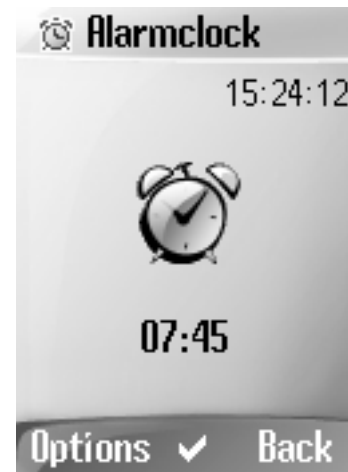
- Offer combined and integrated address- and phonebook list
- Include Presence information
- Support VF smart phonebook requirements
- New view mode with tabs

### Extended Voice control and TTS

- Speaker independent (SI) voice control as default → no need to train recognizer
- Speaker dependent (SD) voice control as fallback
- Offer text-to-speech in selected applications, e.g. read menu entries while navigating

### Detailed User Interface Improvements

- Removing redundancies, complex settings and concurrent UI solutions
- candidates: **Settings Lists, Alarm Clock, Profiles**



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# 3.5 User Interface Design and Customization

Minos

Source: Grudzu

## Brand related corporate icon style

- Optimized icons and skins, supporting the new ICM brand concept

## New skinning/personalization techniques

- Extend and improve 65 series theme concept
- Enhanced skinning possibilities
- Simplified personalization handling, e.g. reduced setting options

## Avatar extension

- Increased situations/events with Avatar-support
- Different autonomous action (in idle& screensaver)
- Avatar-editor
- Create avatar from picture (under investigation)



## SW customization

Full customization will be offered to the lead customers Vodafone, T-Mobile, Orange, KPN, CMCC, Cingular. It means compliance to their RFIs to the highest degree of feasibility. Furthermore, there will be mid-level customization (customers to be finalized until S0) and standard customization (for all customers).

Mid-level 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 until S0
- Operator specific content and translations. Framework for operator specific content (LG groups, TG groups, operator-specific wordings, Java Apps...)

Standard SW customization will be offered by Mobicon, framework to be finalized until M1

## HW customization

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

# 3.7 Variants (1)

Standard	Standard	Standard	Standard	Standard	Source: Hom
EMEA	LAM	APAC	NA	LAM	
Siemens branded Waist design 900/1800/1900 Multitask & OP key Signs of keys: Latin/Arabic/Greek Cyrillic/Hebrew	• Siemens branded Waist design • 900/1800/1900 • Multitask & OP key • Signs of keys: Latin/Arabic/Greek Cyrillic/Hebrew	• Siemens branded Waist design • 900/1800/1900 • Multitask & OP key • Signs of keys: Stroke, Thai BoPoMoFo	• Siemens branded Waist design • 850/1800/1900 • Multitask & OP key • Signs of keys: Latin	• Siemens branded Waist design • 850/1800/1900 • Multitask & OP key • Signs of keys: Latin	
basic Siemens SW Siemens int. MMI	• basic Siemens SW • Siemens int. MMI	• basic Siemens SW • Chinese MMI	• basic Siemens SW • Siemens int. MMI	• basic Siemens SW • Siemens int. MMI	Hardware  SW
EU std. & UK std. Charger Standard Manual (uni and bilingual)	• US trv. & EU std Charger • Standard Manual (uni and bilingual)	• China trv. & EU trv & US trv & Australia trv Charger • APAC Manual	• US std Charger • NA Manual (US English, Mexican) • Mono headset tbd.	• US std & US trv & Australia trv charger • Standard Manual (uni and bilingual)	Bundling

# 3.7 Variants (2)

Status  
<<date>>

Minos

## Operators:

Source: Hom

Vodafone	TMO	Orange	KPN (i-mode)*	Cingular*	CMCC*
VF branded 'Waist' design, excl colour	TMO branded Circle design (excl)	Orange branded 'Waist' design (no exclusivity)	KPN branded Waist design, (no exclusivity)	Cingular branded 'Waist' design (no exclusivity)	CMCC Branded 'Waist' design (no exclusivity)
• 900/1800/1900	• 900/1800/1900	• 900/1800/1900	• 900/1800/1900	• 850/1800/1900	• 900/1800/1900
• Multitask & OP key (cobranding tbd):	• Multitask & OP key (cobranded)	• Multitask & OP key (cobranding tbd)	• Multitask & OP key	• Multitask & OP key (cobranding tbd)	• Multitask & OP key (cobranded):
• Signs of keys: Latin, Arabic, Greek	• Signs of keys: Latin	• Signs of keys: Latin, Thai	• Signs of keys: Latin	• Signs of keys: Latin	• Signs of keys: Stroke
• Operator SW?	• Operator SW?	• Operator SW?	• Operator SW?	• Operator SW?	• Operator SW?
• Operator MMI	• Operator MMI	• Operator MMI	• Operator MMI	• Operator MMI	• Operator MMI
• Full customization	• Full customization	• Full customization	• Full customization	• Full customization	• Full customization
• Uk std & EU std. & Australia trv charger	• UK trv.& EU trv. Charger	• UK & EU std. Charger	• EU std. Charger	• US std. Charger	• China trv. Charger
• VF Manual	• TMO Manual	• Orange Manual	• KPN Manual & packaging	• Cingular Manual	• CMCC Manual and Packaging
• VF packaging	• TMO packaging	and Packaging tbd		• Cingular packaging	

## User Manual Requirements

Source: Hombeck

- The layout of the user manuals will be based on the packaging design.
- The cover will be language invariant, ie. one layout for all languages.
- The delivery unit will contain 1 brochure (max. 64 pages) combining the Quick Reference Guides of an appropriate number of languages.
- There will be one user guide per SW customization (Std, VF, TMO & Orange specific user guide content)

## Packaging Requirements

- The layout of the **packaging** will be based on the new Siemens Communication Devices Corporate Design to guarantee one look to the customer for all new Siemens devices.
- Filling concept according to standard production line concept
- Pre-configured info packs (user guides – single and bilingual, leaflets, CD)
- Packaging contains all standard parts
- Conformance declaration leaflet

## Special APAC Packaging Requirements

→ use same package if possible (like MC60)

- Same box size if possible
- Match packaging with product character (design, color)
- Inlay cover to hide the 'messy' items (battery, headset, manual...)
- Position the handset in dominant position i.e.: center of the giftbox

# 3.9 Production Aspects (1)

## Product Profile

Status  
<<date>>

Minos

Source: Meedt

Hardware variants /variant split points

See variant concept in M0 document

3.7 Variants

Status<<date>>

Minos

Standard

Standard

Standard

Operators:

Source: Hombeck

EMEA/LAM

APAC

NA/LAM

Vodafone

TMO

Orange

• Siemens branded, Co branding pos. 900/1800/1900

• Siemens branded, Co branding pos. 900/1800/1900

• Multitask & OP key Signs of keys: Latin/Arabic/Greek Cyrillic/Hebrew

• basic Siemens SW

• Siemens int. MMI

SW

• Standard Charger

• Standard Manual (uni and bilingual)

Bundling

• Siemens branded, Co branding pos. 900/1800/1900

• Multitask & OP key Signs of keys: Stroke BoPoMoFo, Thai

• basic Siemens SW

• Chinese MMI

• APAC Charger

• APAC Manual

• Operator branded 850/1800/1900

• Multitask & OP key Signs of keys: Latin

• NA Siemens SW?

• Siemens int. MMI

• US Charger

• NA Manual (US English, Mexican)

• Mono headset tbd.

VF branded, no excl. Design, but excl colour 900/1800/1900

• Multitask & OP key Signs of keys: Latin, Arabic, Greek

• Operator SW?

• Operator MMI

• Full customization

• Standard Charger

• VF Manual

• TMO branded, excl. Design tbd 900/1800/1900

• Multitask & OP key Signs of keys (with & w/o T-zones Logo) Latin

• Operator SW?

• Operator MMI

• Full customization

• Travel Charger

• TMO Manual

• Orange branded, but no excl. Design 900/1800/1900

• Multitask & OP key Signs of keys: Latin

• Operator SW?

• Operator MMI

• Full customization

• Standard Charger

• Orange Manual and Packaging tbd

Hardware

Mobile

Strictly Confidential

Page 1

Sales-Volume

Life-Cycle	3,45'
Peak: Nov. 05	454k
Share EMEA /APAC/LAM/NAM	75%/10%/1,5%/13%

Ramp Up (Summary) and required  
production locations

Ramp Up KLF	CW 22	
Ramp UP SSMC	CW 28	
Ramp Up Man	CW 37	

# 3.9 Production Aspects (2)

## M0 ramp up plan

Status  
<<date>>

Minos

Source: Meedt

Required Production start for fulfilment of required Ramp Up figures is: 13.05.2005 ( S3 Date)

month in 2004		May					June					July				August			
calender-week in 2004	01.01.2004	CW17	CW18	CW19	CW20	CW21	CW22	CW23	CW24	CW25	CW26	CW27	CW28	CW29	CW30	CW31	CW32	CW33	CW34
milestones				S3 13 .5.	Pilot	Pilot					S4 30.6				M3 29.7				
production plan global		#####	#####				3,3	8,2	18,2	30,5	43,4	51,2	58,4	63,2	69,8	74,7	83,6	94,6	94,6
Service Parts														4				5	
phones ready for delivery on stock total ( VKL )															272,6				317,5
production plan KLF total					3,0	7,0	3,3	8,2	18,2	30,5	43,4	51,2	55,0	58,3	63,2	67,4	75,5	86,2	86,2
disposition of material KLF unique parts			3,6	8,4	4,0	9,9	21,9	36,6	52,1	61,4	66,0	69,9	75,8	80,9	90,6	103,4	103,4	0,0	0,0
disposition of material KLF platform parts			3,0	7,0	3,3	8,2	18,2	30,5	43,4	51,2	55,0	58,3	63,2	67,4	75,5	86,2	86,2	0,0	
disposition of material KLF plastics			4,5	10,5	5,0	12,3	27,3	45,7	52,1	61,4	66,0	69,9	63,2	67,4	75,5	86,2	86,2	0,0	0,0
overhang																			
phones ready for delivery on stock KLF															264,4				287,0
rebooting of devices in KLF															to be defined				
Service Parts																			
production plan SSMC total		#BEZUG!	#####	#####								3,0	3,3	4,9	6,7	7,3	8,1	8,4	8,4
disposition plan SSMC				#####										0,0	0,0	0,0	0,0	0,0	
phones ready for delivery on stock in SSMC															8,2				30,5
production plan MAN total													Starting in September CW 37 with 5 K per week						

conditions:

Lines for KLF

Line for MAN

Line © Siemens ICM MP; M0 Minos, C. Kopecky, 07.07.2004;

delivery start date switched to August in order to reach the volumes for August



# 3.9 Production Aspects

## Configuration Concept

Status  
<<date>>

Minos

Source: Meedt

Two industrial designs.

Each of them own No ID Concept

Variant split point for:

Industrial design      Production/supplier

Colour      Production/supplier

Keypad      Config Center

Branding      Config Center

Software      Config Center

Configuration Concept:

Configuration in Config Center, upper case is assembled together with keypad by using 2 screws

# 3.9 Production Aspects (4)

## Conversion cost estimation

Status  
<<date>>

Minos

Source: Meedt

location	KLF	SSMC	MAN	Average
units	2.984	345	121	3.450
share	86,5%	10,0%	3,5%	
Σ Conversion Costs				10,37
S Conversion Costs (w/o licences)				9,51

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

Source: Budde/Friedman

- 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

Source: Budde/Friedman

- 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*	unit	99/00	00/01	01/02	target 02/03
<b>Test process</b>					
performance board test	[%]	88.6	87.8	91.0	= 92.00
performance system test	[%]	95,0	95,6	96,8	= 97,00
performance customer test	[%]	92,9	90,6	92,1	= 94,50
<b>Delivery process</b>					
Outgoing inspection/mobile CP1	[%]	**	**	**	= 99,90
Outgoing inspection/delivery content CP2	[%]	**	**	**	= 99,85
Outgoing inspection CP1+2	[%]	99,8	99,8	99,6	**
* mean over all Siemens production plants					
** key figures not existing					

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

Source: Budde/Friedman

- 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:**

- defined at M1 / defined at M1 Time and Consumption Behaviour.

## **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: Budde/Friedman

## **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.

## 1) General

Source: Alexandra Bernl

### 1.1 Repair Level

In order to realize most effective handling / costs for repair of in-house products at Siemens and Siemens repair partners (LSO/LSP) the mobile shall comply to the 6 defined repair level.

Level 0: SW update, unblocking, customisation, error reproduction

Level 1: Change of non soldered components, e.g. housing, keypad, display, etc.

Level 2: Change of complete boards, no adjustment

Level 2.5: Trouble shooting and repair of defined soldered components

Level 2.5e: Trouble shooting and repair of defined soldered components including adjustment

Level 3: Trouble shooting and repair of all components including adjustment and automated test equipment

### 1.2 Test equipment

The test concept will be deduced by the concept the production applies (level 2.5e/3). All necessary information regarding change of used hard and software for testing must be provided to the service project responsible immediately by the production implementation responsible.

## 2) Technical Service Requirements

This is only a short overview. The complete 'Technical Service Requirements' can be accessed in the appropriate project folder. The documents are called: Global Repair Requirements A0 and Global Repair Requirements A1

### 2.1 Main Technological

It must be possible to completely disassemble and assemble the mobile with standard tools. 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.

# 3.11 Technical Service Requirements (2)

Minos

## 2.2 Main Requirements for the Hardware

Source: Alexandra Bern

Mechanically (separately) exchangeable shall be all housing parts, e.g. display, microphone, loudspeaker, keypad, main PCB, vibra, camera, flashlight, shielding frames etc. in order to allow access to the electronic parts. A water indicator shall be placed at a position close to the PCB, but also shall be easily read by only detaching the battery case and the battery itself.

## 2.3 Main Requirements for the Software

It shall be possible to program specific initialisations (customisation) locally at the LSO side. These initialisations are variant or customer specific data like welcome text, ringer melodies, WAP/GPRS profiles, SIM lock, IMEI, SW etc. In order to support trouble shooting via the GRT, the device shall support all API / AT commands as defined in chapter 7-7.3. A call centre monitor according to the Siemens specifications has to be implemented in the mobile SW. This must allow qualified remote diagnostics of the customer's phone through call centres as defined in chapter 7-7.4. Software update over the air (SWUOTA) shall be possible by customer as defined in chapter 7-7.1

## 3) Training

In order to prepare trainings mobiles, tooling, GRT, documentation shall be available 6 weeks before market launch.

## 4) Siemens Global Repair Tool (GRT)

Siemens will use the GRT to support the repair process at the repair partner. Some important functions are: SW booting, customisation, programming power ramps, read/write customer specific data, adjustments, SIM lock and unblocking, back up of customer data, etc. as defined in chapter 7-7.3.

## 5) SWUOTA

For SWUOTA (software update over the air) the device shall be capable of operate conform SYNC ML DM firmware as defined in chapter 7-7.1

## 6) CC Monitor

The CC monitor shall cover information about settings and network conditions during customer call to hotline to prevent returns which are not a mobile defect. This information are splitted into the 5 different property sheets General, Set up, Network, Battery and Diagnosis as defined in chapter 7-7.4.



### Feature Requirements

Source: Alexandra Berni

Software and Hardware Features requested by end-customers through calls or email contact. These features have been collected and categorized by Customer Care.

List available under link, e.g. ... [Featureliste Customer View\\_040204.xls](#)

Features required from Customer Care point of view in order to ensure quality of service consultation.

- Standardized procedure of factory reset (including standardized settings)  
(\*#9999# / hook-off key)
- Standardized procedure of Call Center Monitor access  
(\*#06# / Info / Info)
- Standardized procedure to read out Software variant and mapping of phone  
(\*#06# / Info)
- Self test (\*#06# / Info / Info / Info)

Documentation of all standardized procedure (including parameters) and realization of features (also reasons for declining of features)

These features should of course be also implemented in all OEM/ODM projects

Technical caused variations have to be documented and justified (Inhouse and OEM/ODM projects)

### SCM and BA Requirements

Source: Alexandra Bernh

#### Supply Chain Management Requirement

**The delivered service quantities regarding**

- CCQ units and boards
- CCQ parts

**have been taken into consideration for the overall quantity planning (sales, production).**

**The service quantity is based on following information**

- Monthly sales figures split up into regions or countries (China should be separated)
- which has been provided about three weeks before M0.**

#### Business Administration Requirement

**The service cost (cost per return and cost per unit sold) has been included in the overall business case.**

**The service cost is based on following information**

- Monthly sales figures split up into regions or countries
- BOM
- Return Rate

**which has been provided about three weeks before M0.**

### NAM CC Requirements

Fast Method to erase flex (end user) memory, including user entered phone codes, in a single service SW tool. (as in the S40 - \*#337#)

Source: Alexandra Berni

SW updates should be made available to end users via the Siemens web site (siemens-mobile.com). Sustaining team to support end user friendly (GUI) SW update tool. Must be available as USB and serial connection

Scannable Production date code, which would specify a production week, day and year instead of just the month and year, on each phone.

Cumulative call timer that includes inbound call time and outbound call time combined (not re-settable by end user) reset to zero by factory prior to shipment

Software service update tool should capture and report : SW version, cumulative call timer, IMEI, any exit codes that caused equipment failure and product date code.

A tool to copy/reactivate DRM protected SW on a swapped phone.

Currently, there is no tool available within ICM MP. This problem is valid for all phones with DRM "separate delivery".

The repair center must have the ability to SIM unlock phones, while not erasing the customer data.

All data stored in back menus (status, exits, call timers) must be transferable by .dll file

OTA SW and mapfile upgrades

Factory reset invoked by:

Menu->Setup->Phone Setup->Factory Settings or \*#9999# should reset all items to carrier variant default settings not standard factory settings.

Water Indicator (e.g. X8):

The X8 contains 2 water-indicators. One indicator is placed on the lower case above the IMEI-label, please check explanation of IMEI-label on IMS or repair-guideline. In case that the indicator' colour is red, a first indication exists that a Defect Caused by Customer is the cause of the defect. The customer shall be confronted with this effect at the front-desk - if possible. In case the customer rejects his responsibility for the failure, the 2. indicator on the mainboard beside the Slim-Lumberg-Connector, please see picture below, shall be examined in the process of personalized repair. If 2. indicator also has changed its color from white to red, the mainboard had been contacted with a liquid. In a further step the mainboard has to be checked for any signs of oxidation. The result shall be used as proof of evidence towards the end-customer. In this case the repair shall not be accepted as in-warranty, but declared as DCC, Damage Caused by Customer.

### NAM CC Requirements

#### E-Learning

Source: Alexandra Berni

**E-Learning** is an online, unattended resource for (a) training call center agents in the support of Siemens Mobile Phones and (b) the use of consumers in obtaining unaided support via a public page on the internet.

A vital part of the E-Learning system will be the inclusion of a fully interactive simulation of the features of the mobile phone. The simulator will contain all actual key-strokes in a chronological sequence and will include both written and audio descriptions of each action.

The following service requirements for E-Learning are:

- A. Single Entry Point** – Single entry points will be designated from Region CCQ and from Software Development. Their functions will be to coordinate the sharing of all information pertaining to E-Learning.
- B. The following information must be provided** for each region network variant (e.g., T-Mobile, Cingular, Fido, etc.) and hardware configuration (e.g., 900/1800/1900, 850/1900, etc.). This information must be made available at declaration of S3:
  - User Interface Menu Tree** (soft-copy, any readable format)
  - Complete description** of all features
  - Soft-copy** of all picture files (icons, screens, etc.)
- C. Automatic notification** of delta list for User Interface beginning with S3 and continuing through End Of Life in conjunction with the release of any new software or hardware modification.
- D. User Guide** and all other consumer documentation, beginning with S3. User guide updates shall automatically be provided to the region CCQ single entry point throughout the life of the product.
- E. PC tool** to allow the “dump” of a mobile phone’s display to a PC, using a standard Siemens data cable, in .jpg format.
- F. Minimum of five (5) B1/B2 samples** for each variant and frequency configuration, beginning with first release after S3. In the event of hardware modification which substantially alters the specifications of the product, further samples will be automatically provided.

### APAC CC Requirements

Source: Alexandra Berni

**Repair Level:** The need to include resoldering (without material) as part of the Level 1 repair definition, to facilitate the need where quality of soldering is of question.

**Support of serial com port card to boot,** simultaneously, more than one phone with a single PC/system.

**Backup of memory data should be facilitated easily with standard service platform/application to accommodate and provide the option for End-Users' accessibility and Service Points' requirements.** (i.e. a standard application that caters a balance between DRM requirements and end-users' back-up needs)

**Implementation of robust exit code system and its corresponding possible explanation to facilitate Service Points' (i.e. Call Centres and Service Centres) operational needs.** (i.e. relation to End-Users)

**Consistent service access codes (i.e. implementation and accessibility to CC Monitor etc) across all models, irrespective of in-house and/or OEM/ODM products.**

**Self-help menu and/or simulated walk-through availability in-phones, to allow end-users/customers to resolve, setup and/or use basic functionalities of the phones (i.e. data connection, camera adjustments etc).**

**Explosion diagrams should be as tightly in-line/correlated (i.e. both in terms of naming conventions and diagrammatic representations) to the service parts made available to the Service Partners, so as to prevent confusion (i.e. incorrect orders)**

**Support of serial com port card to boot more then one phone at the same time with one PC**

Source: Purschke

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

## Intellectual Property Rights Evaluation IPRs

JPEG	Working assumption:	\$1 /device by 10% probability	0,075 €/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	0,42 €/device
<b>Sum</b>			<b>€3,89</b>

## 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

## 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

## 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, J. Hombeck  
or C. Kopecky !***



## 1. Introduction & Product Profile

## 2. Strategy & Positioning:

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### 2.2 Argumentation

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N/A

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# 6.1 Project Schedule

## Milestones and Synchronization Points

EMEA / APAC Variant		NAM/LAM Variant (850)		
M0	30.06.2004	M0	30.06.2004	Committed
S0	20.08.2004	S0	20.08.2004	
M1	18.10.2004	M1	18.10.2004	
S15	03.12.2004	S15	03.12.2004	Target
S2	28.01.2005	S2	28.02.2005	
S25	18.03.2005	S25	18.04.2005	
S3	13.05.2005	S3	13.06.2005	
DS	11.07.2005	DS	29.07.2005	
S4	29.07.2005	S4	29.08.2005	
M3	31.08.2005	M3	30.09.2005	

**Resources are committed from M0 to M1 (except : SW) and confirmed with Primavera planning. Rough planning exists from M1 to M3**

**Resource planning for SW is ongoing. Target 20.08.**

# 6.3 Risk Assessment (1)

## Contingency Plan

Status  
<<date>>

Minos

### MINOS RISK ASSESSMENT to M0 30.06.2004

Issue	Risk	Impact	Status	Measure	Responsible
<b>PM</b>					
	Gimmick chip is not officially started with the supplier, actual timeline is based on the usage of the Gimmick chip	time delay if Gimmick has to be realized in core software	high	Gimmick to be confirmed in PSR 07/07/2005	PM
	3 core features ( gimmick chip features, new UI concept and operator requirements) not secured, feasibility check ongoing	Operator requirements (esp. VF) might not be met, this can endanger quantities and priceline	medium	Finalize feasibility check, especially for gimmick chip Clarify and negotiate operator requirements	PL SW
<b>MD (Mechanical Design)</b>					
	Acceptance test result may show up huge impact to be modified in the designs	time delay/ S0 will not be reached	medium	with Mock ups there will be a first analyses	PLT
	parallel development of two independent designs	resources/ time delay with one ID	medium	efforts to be estimated in the mechanical design process	MD PL
	NO ID of Waist and Circle: upper case to be fixed with the max. of two screws in Config center	increased efforts will be necessary in the config center	medium	to be precised with the mechanical design process	MD-PL
	SAR concept is in a very draft status	SAR > 0.8 W/kg	medium	to be precised with the mechanical design process	MD-PL
	acoustic shielding contact to PCB can't be realized as required	concept change	high	to be precised with the mechanical design process	MD-PL
	Flash LED concept does not meet the requirements currently	increased cost to change the concept, no platform solution	medium	to be precised with the mechanical design process	MD-PL
<b>EA (EMC / ANTENNA)</b>					
	SAR concept is in a very draft status (both Ids)	SAR > 0.8 W/kg	medium	measurements to be done with first models	PPL EA
	In worst case we have 1.5dB lack (caused by measurement uncertainty in different testhouses) and in best case currently 0.5dB lack	customer may refuse this variant	high	to be evaluated with B1 samples	PPL EA
<b>RF</b>					
	In worst case we have 1.5dB lack (caused by measurement uncertainty in different testhouses) and in best case currently 0.5dB lack	customer may refuse this variant	high	to be evaluated with B1 samples	PPL RF
	not enough margin of RF performance for mass production / additional redesign necessary?	mass production capabilities are not secured yet	medium	chip redesign	PPL RF
<b>Digital HW</b>					
	Gimmick chip is not started officially with the selected supplier> feasibility/timeline/samples are not finally confirmed	time delay	high	1st. step : ATI need to be officially started with PSR 7.07.2004 2nd step: ongoing risk tracking	PLT
	SG2 ES2 is available very late (12/04), additional redesign necessary?	time delay	medium	target is to have no additional redesign	PPL BB
	Flash LED workflow between RF/SW/BB is under evaluation	Feature is no secured	low	will be precised with sample trials	PLT

# 6.3 Risk Assessment (2)

## Contingency Plan

Status  
<<date>>

Minos

### MINOS RISK ASSESSMENT to M0 30.06.2004

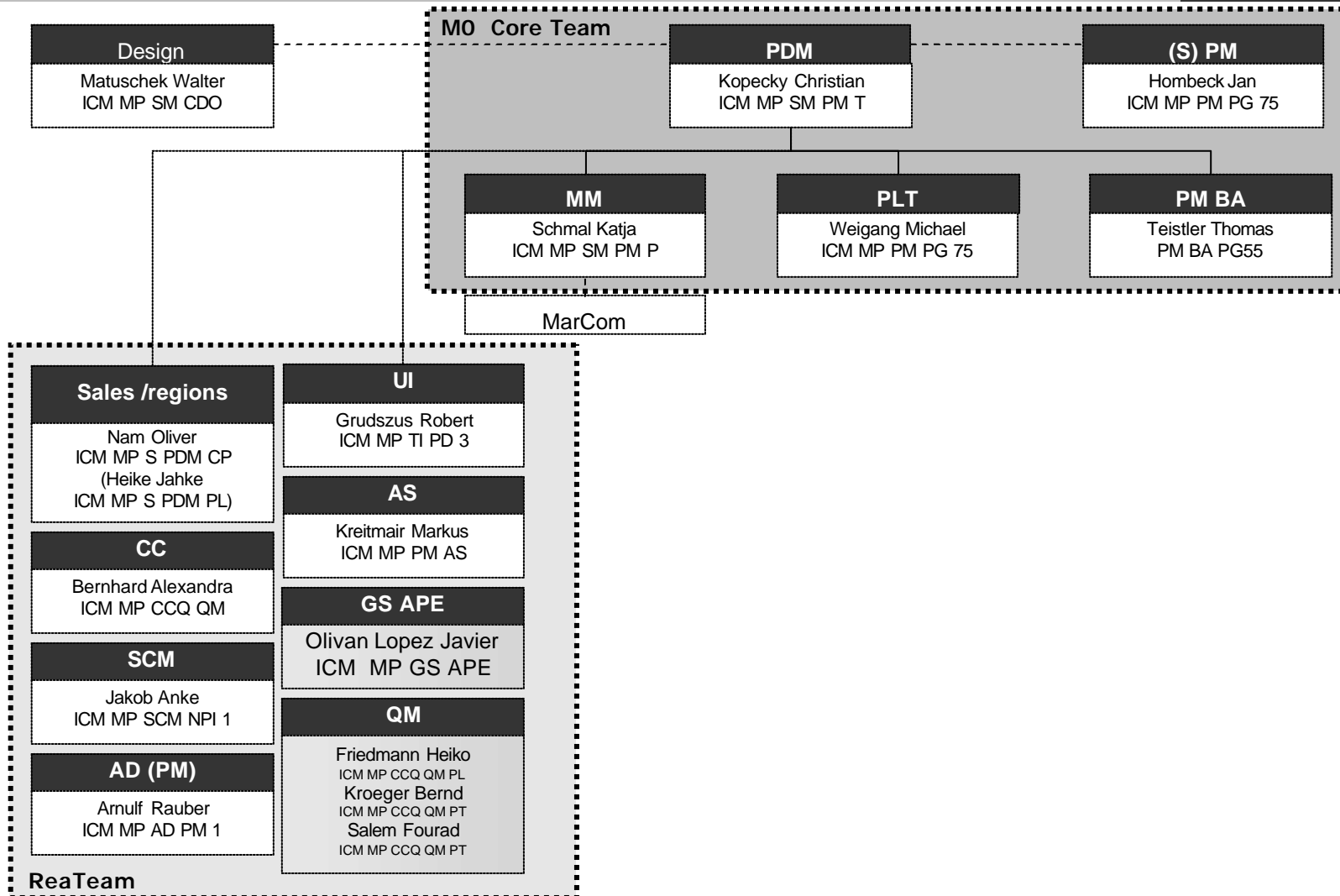
Issue	Risk	Impact	Status	Measure	Responsible
<b>ED</b>					
	PCB formfactor is currently not secured	time delay	low	to be precised with the placement/layout	PPL ED
	Lead free guidelines & compenent density require 8 layer PCB	cost/ currently 8 layer PCB is considered in the BOM	high	to be precised with the placement/layout process if also 6 layer PCB can be used	PPL ED
<b>ST1</b>					
	DS planned with limited operator approvals. Timeline to reach in Ulysses operator approval for TMO was ~ 12 weeks and ~VDF global 17 weeks. To reach this in Minos at S25 a certain maturity is needed and stabilization phase has to be extremely short.	time delay	high	to be precised with detailed planning	PL ST1
	Featurelist not completed ( 75% available), not yet reviewed=> impact on M1 possible.	time delay	medium	to be precised with final feature list	PL ST1
<b>ST2</b>					
	type approvals need to start with S25 on B1+ PCB to catch up the schedule	time delay if we need take B2 PCB	high	to be precised with planning	PL ST2
<b>NPI3</b>					
	cycle time will be increased from 16s (Target) up to 25s (Target) because of EDGE testing	cost, efforts, less output	high	worksshop will be held to precise measures	NPI 3.1
	lead free needs to be qualified, process evaluation is not finalized	costs, legal req.will not be met, product quality	medium	project "Penelope lead free" will be realized as predecessor, sample trials will be proceeded in lead free	NPI3.2
<b>SW</b>					
	Integration process for X75 not yet released	time delay	high	to be closed in next workshops	PL SW
	Next generation 85 requires architectural support which may delay CS0 milestones	time delay	high	close with planning WS	PL SW
	SW featurelist not complete and not completely reviewed and operator requirements not yet included in SW featurelist	time delay	high	to be closed with further review	PL SW

# 6.4 Project Organization (1)

## Core Team and Rea Team

Status  
<<date>>

Minos



# 6.4 Project Organization (2)

## PD Team

Status  
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Minos

<b>Projectmanagement (PL-T)</b> Michael Weigang ICM MP PM PG75		
<b>CO- PLT</b> Byrdal Ole ICM MP RD PD Aal		
<b>R&amp;D</b>	<b>SCM</b>	<b>CCQ</b>
<b>SW PL</b> Harke Ulrike ICM MP PD SW PL1 Buys Jeroen ICM MP PD SW PL1 Ingenbleek Jan-Willem ICM MP PD SW PL1	<b>NPI2</b> Görig Thomas ICM MP SCM NPI 2	<b>QM PL PP</b> Friedmann Heiko ICM MP CCQ QM PL PP Hentges Britta ICM MP CCQ QM PL PP
<b>Systemtest</b> Michael Schmitz, ICM MP PD ST 1 KLF Holger Abratis, ICM MP PD ST 2 KLF Lenzing Fred ICM MP PD ST 2 KLF	<b>NPI31 PT</b> Jessi Herbert ICM MP SCM NPI 31 Zimmer Alois ICM MP SCM NPI 31	<b>CCQ QM PT</b> Kroeger Bernd ICM MP CCQ QM PT Salem Fouad ICM MP CCQ QM PT
<b>M-PL</b> Schrage Ortwin ICM MP PD MD 3 KLF	<b>NPI32 PCB, assembly</b> Schröter Dirk ICM MP NPI 32 Rassmann Hans-Juergen ICM MP SCM NPI 32	<b>GRM</b> Voelker Heinz-Gerd ICM MP CCQ GRM R
<b>Mechanical Design</b> Pimentel Nelson ICM MP PD MD 3 KLF Laurisch Roger ICM MP PD MD3 KLF	<b>NPI33 process center</b> Nagel Paul ICM MP SCM NPI 33 Feldmann Gregor ICM MP SCM NPI 33	<b>Others</b>
<b>Rf</b> Feltgen Michael ICM MP PD HW 1 KLF 2 Bredenbröker Stefan ICM MP PD HW 1 KLF 2		<b>GS APE</b> Olivan Lopez Javier ICM MP GS APE Geiling Daniela ICM MP GS APE
<b>Digital HW</b> Haensel Dirk ICM MP PD HW2 KLF 4 Wiechert Reiner ICM MP PD HW 2 KLF 4		<b>Accessories</b> Nussbächer Hans-Klaus
<b>Electronic Design</b> Lange Michael ICM MP PD HW 4 KLF Stroeher Thorsten ICM MP PD HW 4 KLF		<b>Prima Vera</b> Schiefele Sigrun ICM MP PM PSO PS
<b>EA (EMC/Antenna)</b> Alpaslan Abbas ICM MP PD HW 1 KLF 1 Larkamp Markus ICM MP PD HW 1		<b>Administration</b> <a href="mailto:Primavera_support@siemens.com">Primavera_support@siemens.com</a> + 4572195888
<b>SP</b> Mueller Robert ICM MP PD HW 3 ULM 2 Schertler Thomas ICM MP PD HW 3 ULM 2		
<b>BT</b> Karacelik Hasan ICM MP PD HW KLF		

# 6.5 Signatures

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## 6.6 Signatures Rea -Team

Flagging Right – right to escalate  
to next level

PM

PLT\*

MM

BA

CDO

Sales

AS

TI/UI

Contribution – confirmation for  
dedicated content, no right to  
block

SCM

CC

QM

GP

AD

Decision – Right:

PDM

Veto – Right:

S&M PM

(M0 Gen. 75)

PGM 75

C : conditionally declared

**SIEMENS**  
Mobile

CCQ QM did not  
declare M0 due to  
the current status  
of the SW and the  
"conditional" SW  
M0 declaration.

CCQ QM accepts  
the decision of the  
project to declare  
M0 and supports  
the project  
activities towards  
M1.

**SIEMENS**  
Mobil