



# VoIP-services

- convergence and mobility is the ground

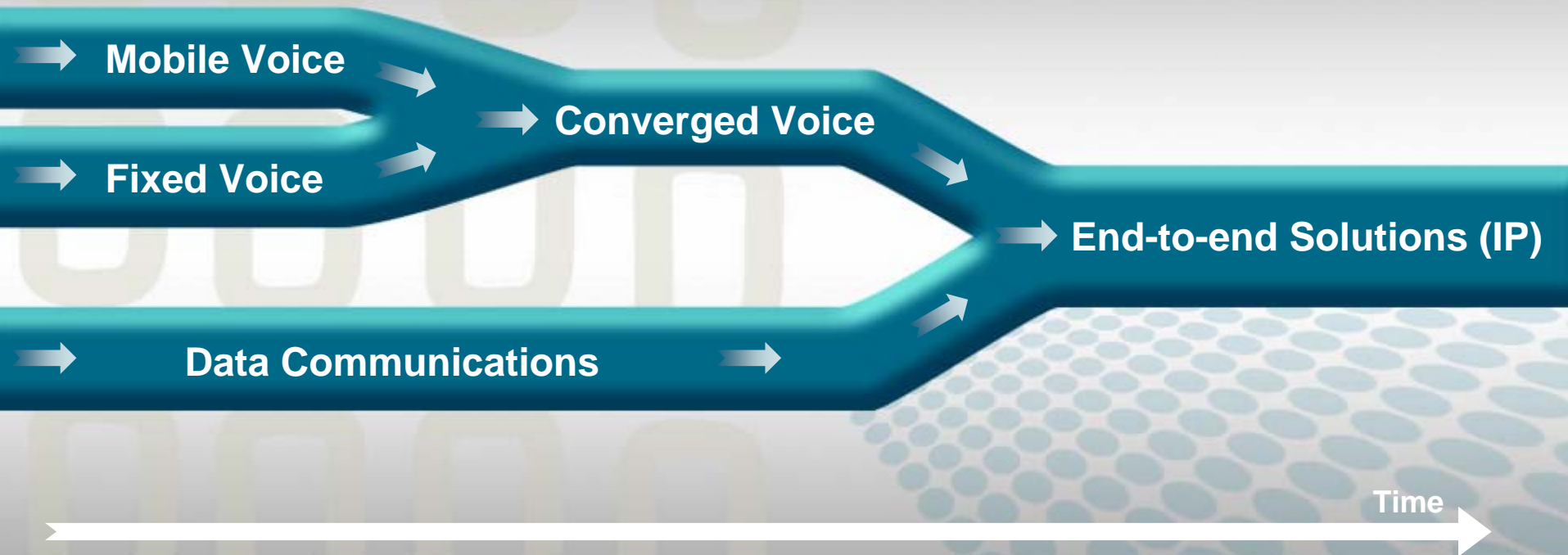
Marie Morner Jansson  
Product Manager VoIP Consumer  
Stockholm 1-2 November 2004

TeliaSonera

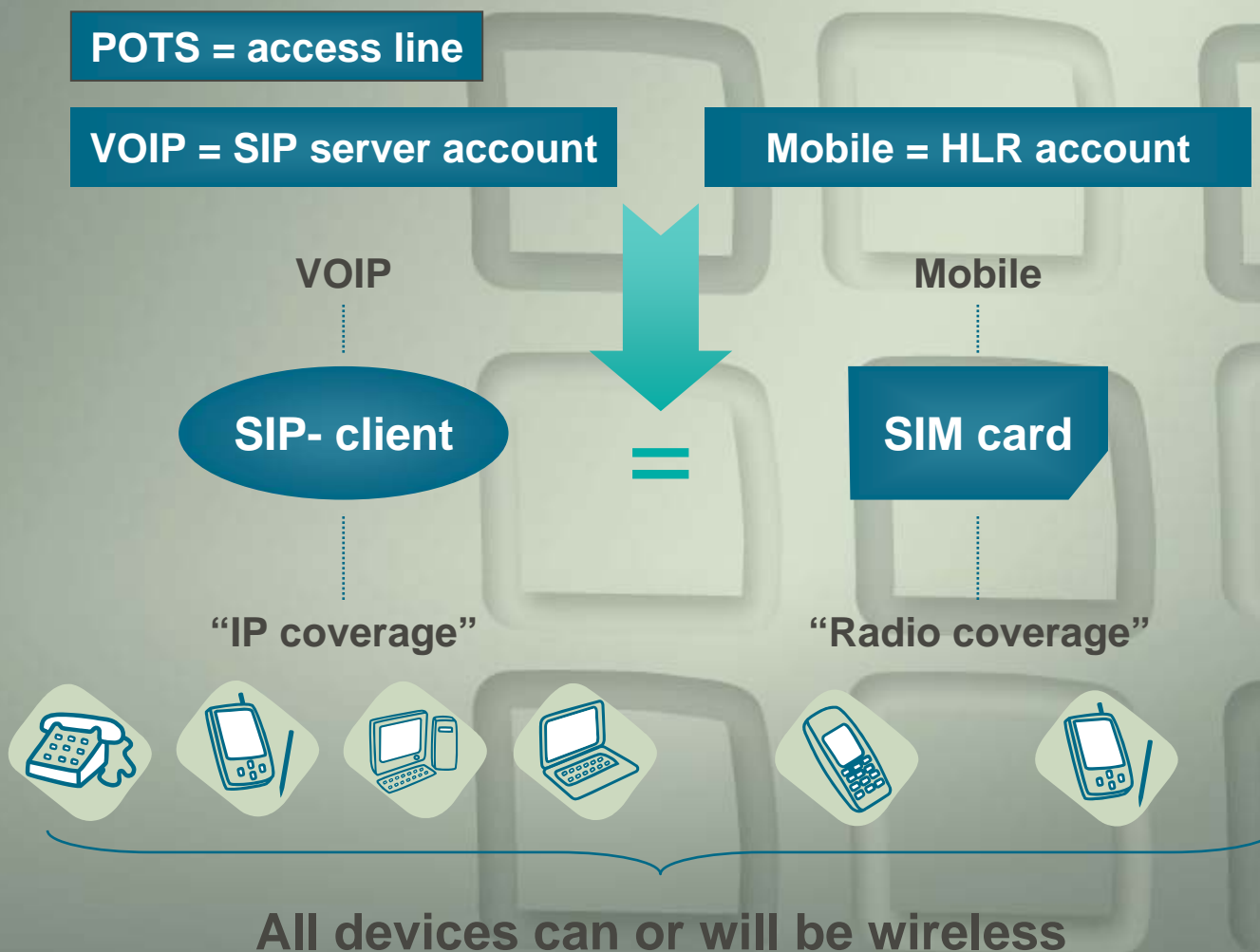
# Embracing changes



# Migration to the integrated world



# The logic of fixed and mobile voice will converge

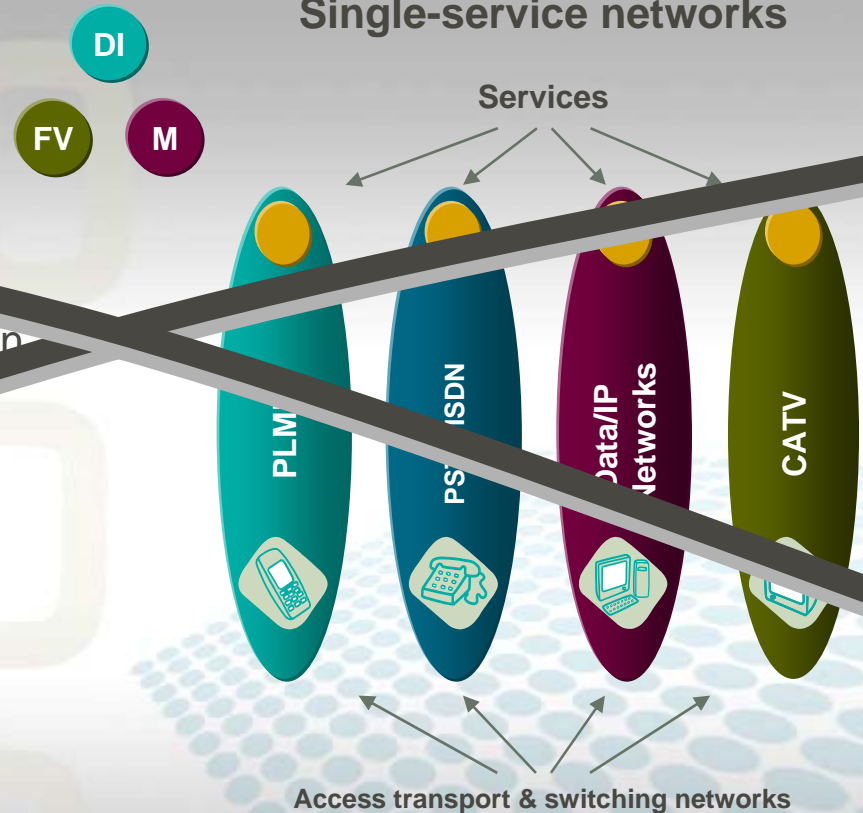


# From divergence to personalised and situation based services

## The old paradigm

- Separate services
- One size fits all
- Dedicated network, process, and devices
- Product and production led innovation
- Separate divisions, businesses, market channels, etc
- No synergy effects

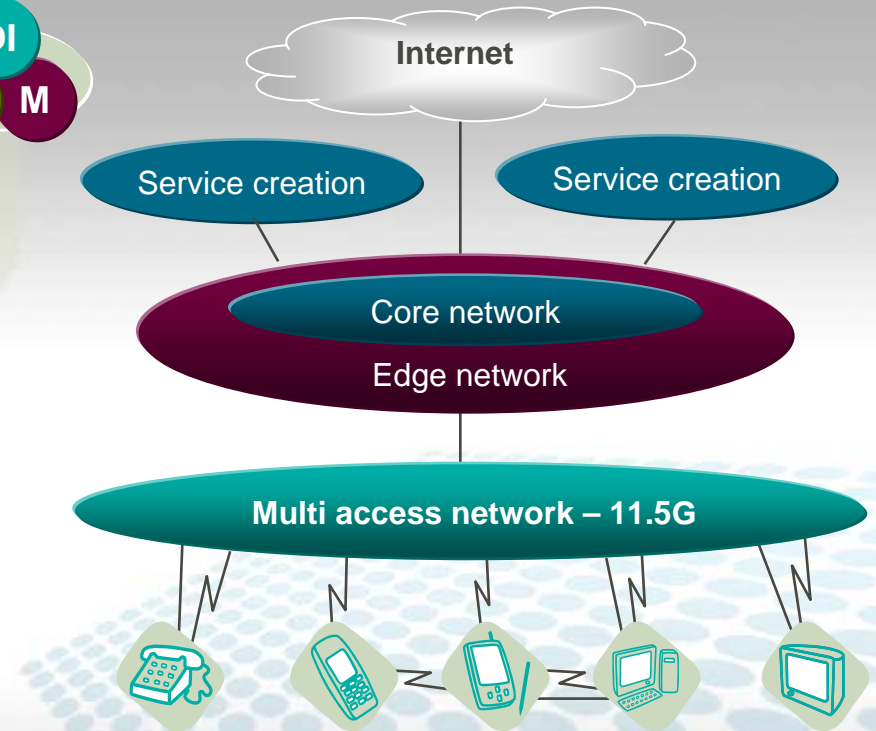
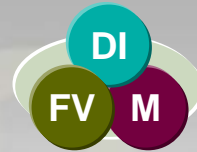
## Single-service networks



# From divergence to personalised and situation based services

## The New Telco

- Integrated services
- Situation based and personalised services
- Always on, multi device, multi access, multi service
- Customer driven innovation
- One business, one face to the customer, synchronised channels
- Lots of synergies (cost and revenue)



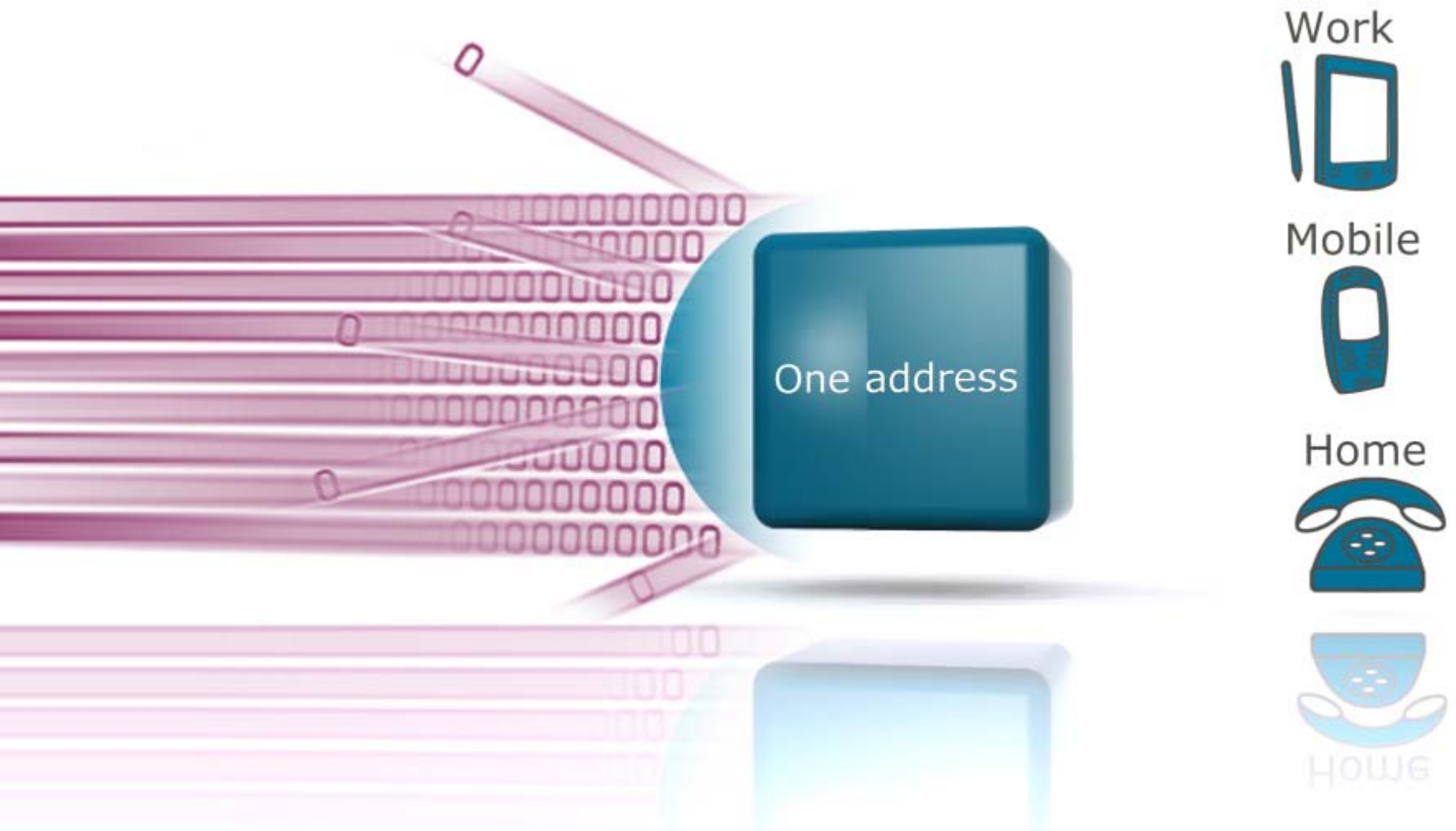
# Convergence in practice - Communication with people in focus



# Follow me



# Stop following me



# Intelligent buddylist



# Smart delivery drop



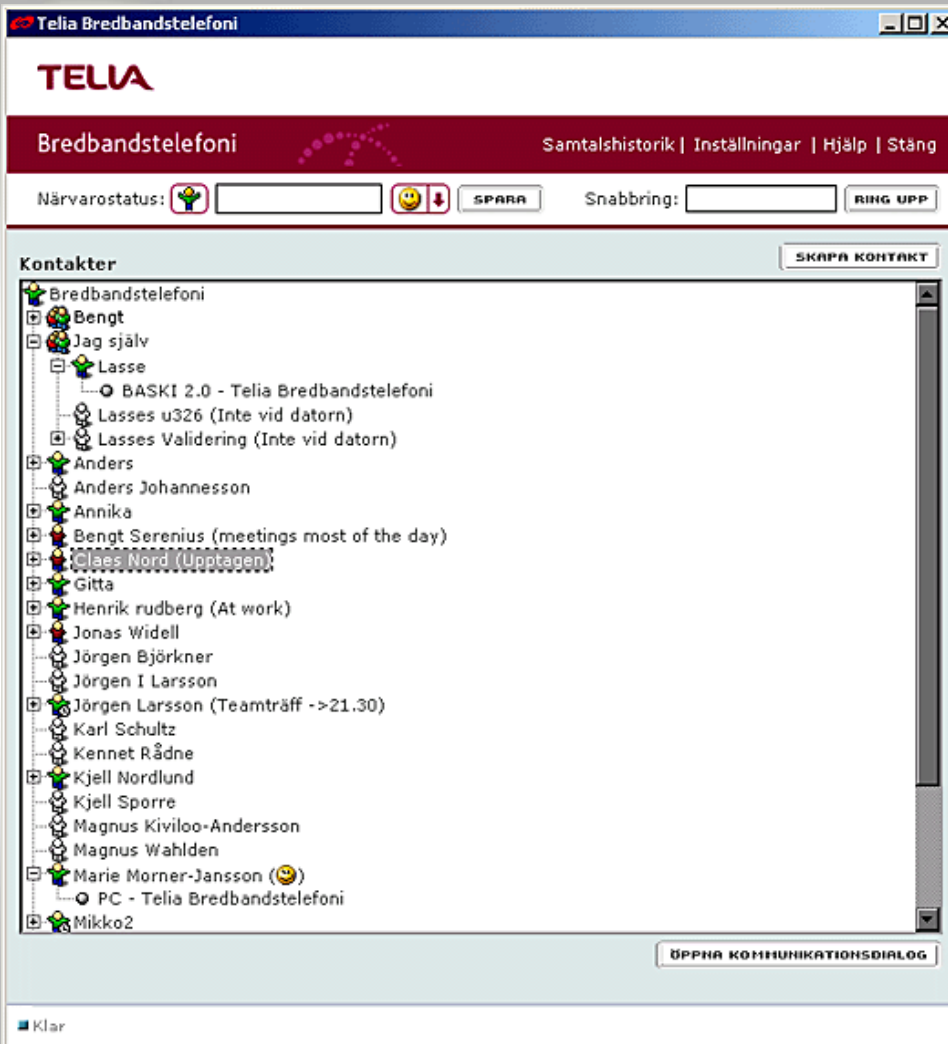
# Secure identification



# Secure identification

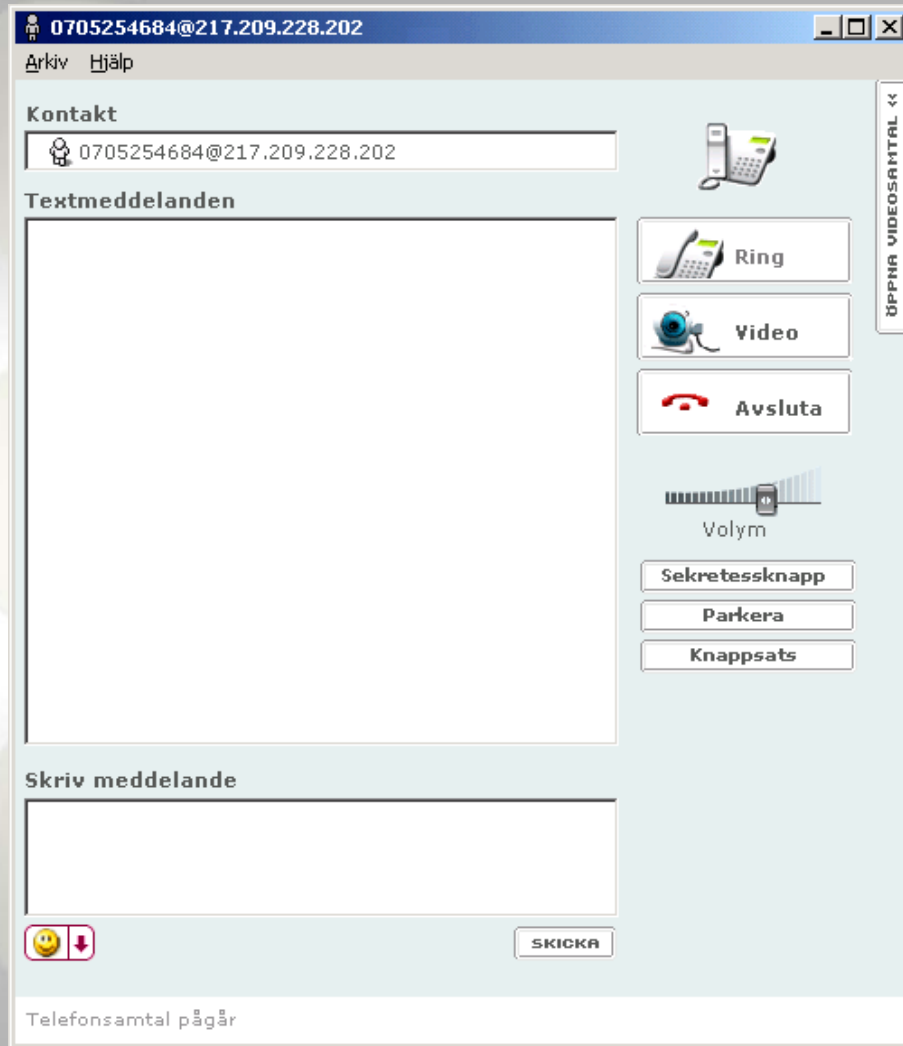


# Broadband telephony – Today



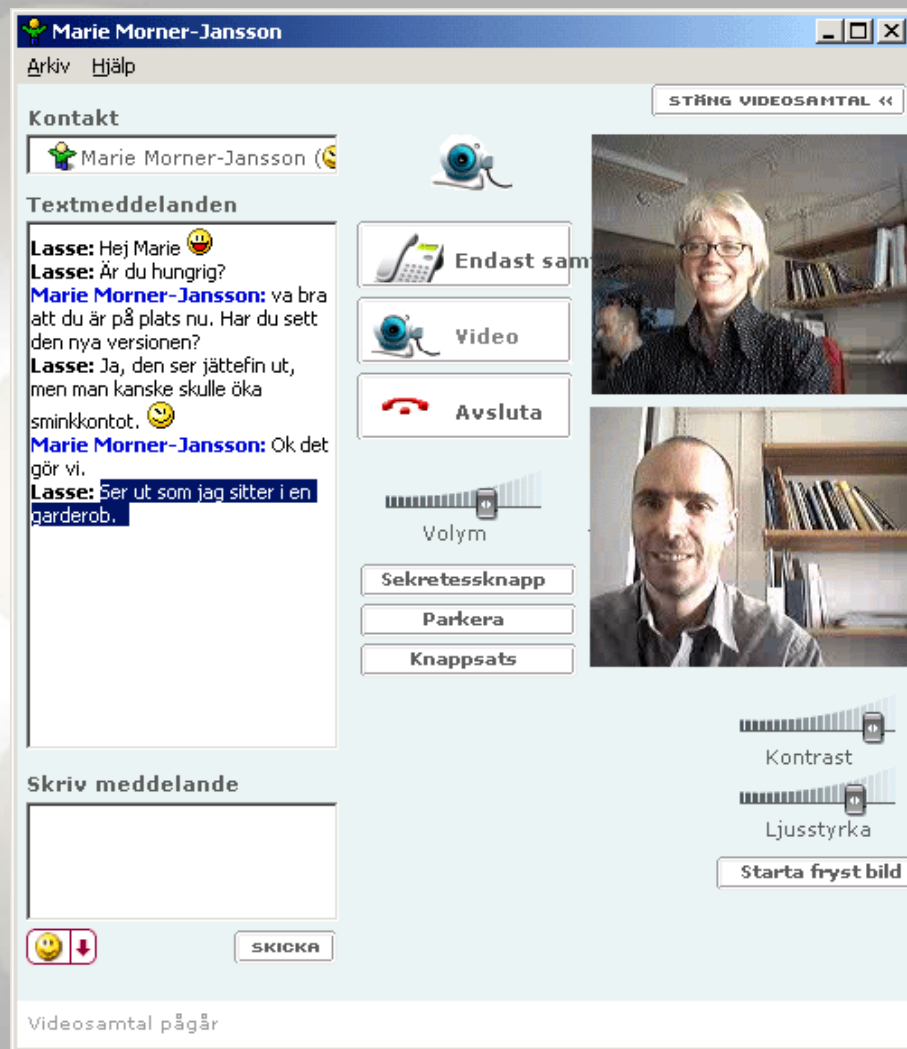
- Phone book:
  - Integrated with:
    - Mobiles
    - Outlook
  - Presence status information
- Click to call
- Call control
- Operated the same way as the computer
  - Uses computer microphone and speakers
  - Headset
- Ability to phone over another user's broadband connection
  - Telephone use invoiced to own broadband telephony account

# Communications capabilities – Today



- Telephoning
- Chatting
- Video telephony
- Messaging

# Example of video call – Today



- When you want to see the person you are speaking to
- Video function can be blocked by either party

# So much more

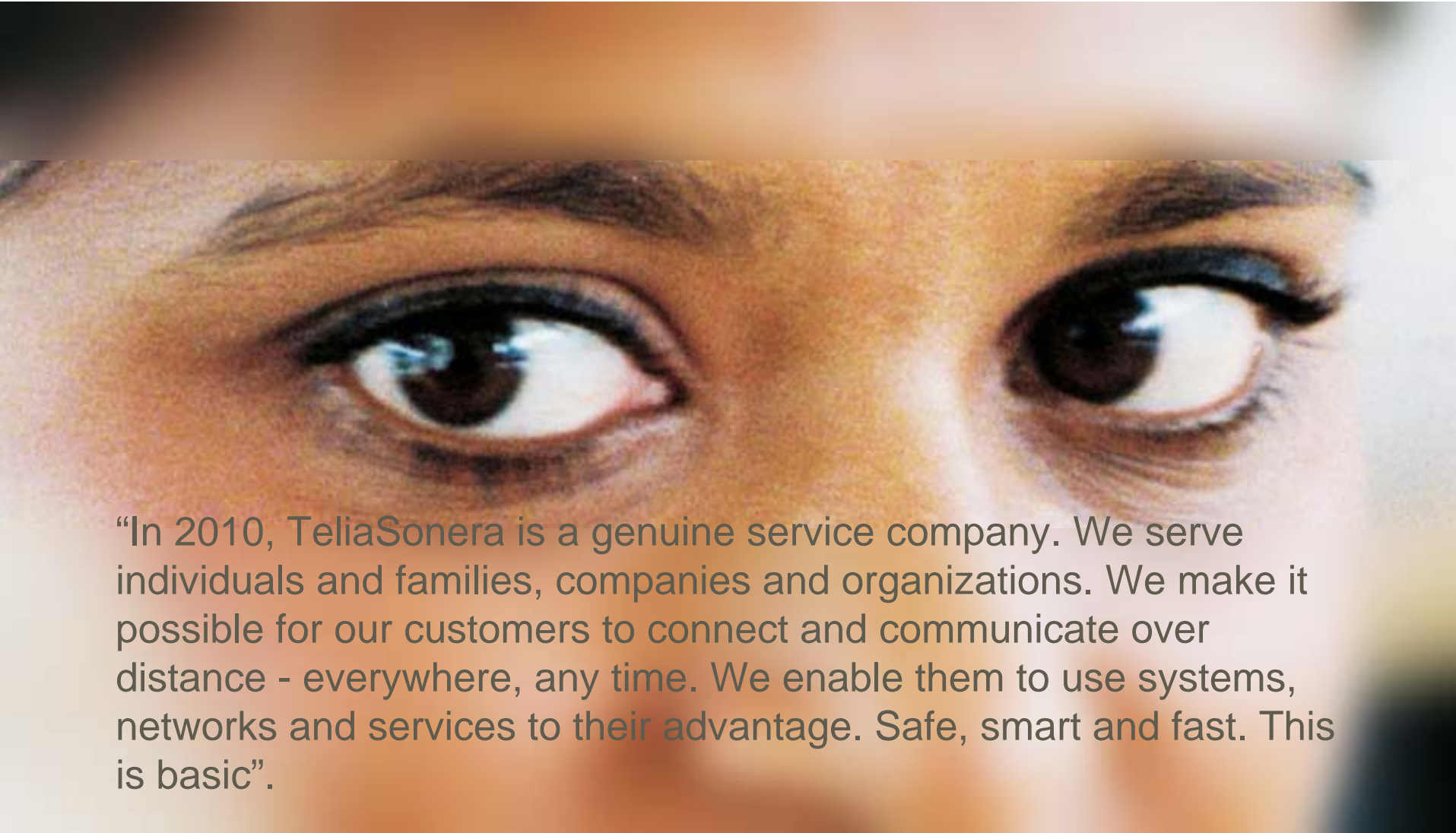
**Traditional**



**IP**



# Our Vision

A close-up, high-resolution photograph of a person's eyes, looking directly at the camera. The eyes are dark and expressive, with visible eyelashes and skin texture. The background is blurred, focusing attention on the eyes.

“In 2010, TeliaSonera is a genuine service company. We serve individuals and families, companies and organizations. We make it possible for our customers to connect and communicate over distance - everywhere, any time. We enable them to use systems, networks and services to their advantage. Safe, smart and fast. This is basic”.

# Forward-looking statements

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Statements made in this document relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.



The Nordic and Baltic  
telecommunications leader

**TeliaSonera**