



telespree™

Telespree Communications Overview



Telespree Communications

Telespree Communications is the leading provider of **self-service** solutions for wireless carriers.



Self-Service Set-Up

- Joint solution from VeriSign Communication Services and Telespree Communications
- Enables carriers to provide off-the-shelf devices that intuitively guide the consumer through the activation, account set-up and maintenance processes via the device itself
 - Lowers sales, support and deployment costs
 - Provides network based solution to automate initial account set-up, account maintenance, plan changes and promotions dynamically managed by the carrier
 - Increases distribution and channel opportunities, especially in self-service retailers, to affordably reach more customers

Simple, intuitive, secure, error-free end-user self-managed purchase experience, using only the device



Self-Service Applications

Automated Activations	Automated Account Maintenance	Special Applications
<ul style="list-style-type: none">• Prepay<ul style="list-style-type: none">- Pay in Advance• Postpay• Reactivations	<ul style="list-style-type: none">• Handset & Warranty Swaps• Telephone No. Changes• Add-a-Phone• Plan & Feature Changes	<ul style="list-style-type: none">• Dynamic sales promotions• WLNP• Enterprise

- Reduces variable support and sales costs
- Improves end-user experience
- Increases channel reach and efficiency

Self-Service Set-Up

Unassisted Post- or Prepaid Sign Up/Add-A-Device



Self-Service Wireless

- Self-service activation without customer care or retail agent assistance
- Three ID inputs – user identified, address verified, credit check completed
- Real-time BSS interface
- Dynamic plan & promotion options
- Intuitive, error-free, secure user experience



Self-Service Set-Up

Customer Self-Care



Self-Service Set-Up
Self-Care Menu

- Add-a-Phone to my account
- Change Plan
- Add Features

09 July 03 10:12

Find your Account

For security, key in your birth date (mm/dd/yyyy)

09 July 03 10:13

Account: 972-659-4240
Your Current Features:

- Txt Msgs, \$4.99
- Voicemail, \$3.99

09 July 03 10:15

Select Features to Add:

- Handset Insurance, \$4.99
- Ring Tones, \$3.99

09 July 03 10:15

Congratulations!

The following feature has been added to your account and will be active within 20 min:

- Handset Insurance, \$4.99

09 July 03 10:15



Self-Service Wireless

- Self-service activation & ongoing account maintenance (self-care) without customer care or retail agent assistance
- ID inputs – user identified; data matching (DOB, other) confirms account ownership
- Real-time BSS interface
- Dynamic plan & promotion options
- Intuitive, error-free, secure user experience



Enterprise Solutions

Automated, Custom Laptop/PDA Set-Up

- **Deliver tailored enterprise experience**
 - Offer brand or welcome messages
- **Simplify IT Manager's tasks**
 - Provide a tool for flexible, automated plan & profile assignment
 - Automate service enrollment
 - Collect enterprise specific data, e.g. employee number
 - Access enterprise appropriate databases (e.g. security servers)
 - Update databases with account information such as NAI password, phone no., employee info

“35% of U.S. IT managers would choose one wireless provider over another if a fast and easy end user experience was provided”

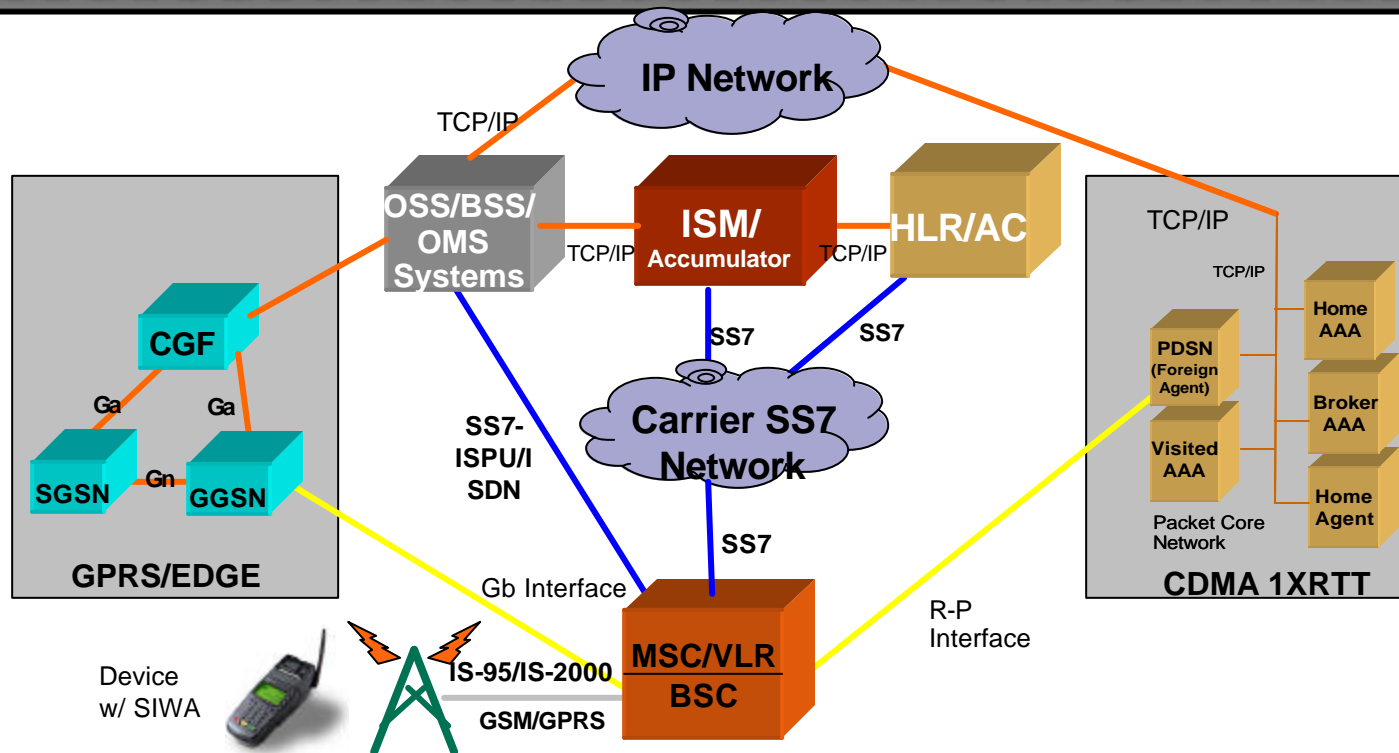
A screenshot of the Empower Wireless login form for Johnson & Johnson. The form includes fields for Employee Name, J&J WAN Password, and Job Cost #. It also has buttons for VPN Client Test, LAN SW Test, and Compression Install, each with a "click here to begin" link. The Empower Wireless and Johnson & Johnson logos are visible at the top.

M2M/Telemetry

- **Cost-effectively provision and manage billions of transmitters**
- **With Telespree**
 - Unique device IDs assigned at point of manufacturer
 - No pre-provisioning required
 - Ranges of ID's provided to end user
e.g. Shell Oil, IDs 5.000.000-7.000.000
 - end user can further subgroup IDs
e.g. 5.000.000-5.500.000, Ontario
 - Devices installed “dormant” – no presence on network; stay in dormant state until need for transmission occurs
 - Upon device activation request, telespree ISM software recognizes the unique ID via the bootstrap process as member of specific group/subgroup
 - ISM provisions needed resource; bills corporate account
 - Network resources (HLR record, MIN) auto-recycled as device goes “dormant” again



Telespree Technology CDMA2000 & GPRS Networks



SIWA Client/Protocol

- Enables instant-use capability in wireless devices
- Transparently operates in GSM/CDMA networks
- Transparent to device

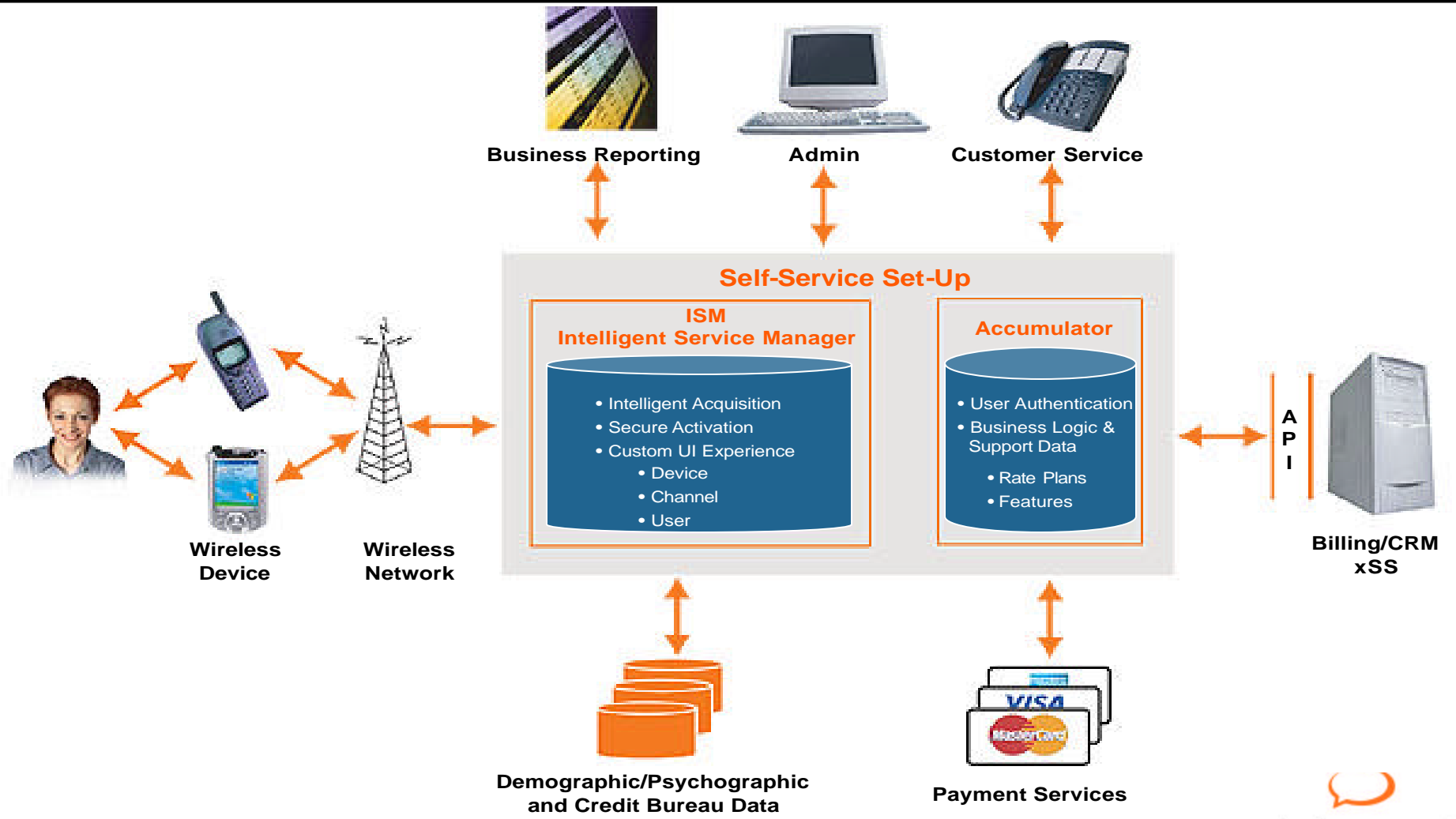
ISM (Intelligent Service Manager) Network Software

- Self-service platform
- One-step automated device activation & engagement
- Robust business logic and configurable rules/group mgmt
- Device treatment profile management
- Controlled first use interface sessions
- Simplifies OSS processes, handoffs, time to market



telespree™

Self-Service Set-Up Process Overview



Telespree Communications

- **Privately held - strong financial backing, led by Lucent & Lightspeed Ventures**
- **Commercially deployed in Europe**
- **US deployment scheduled spring 2004**
- **Industry alliances**
 - Integrated joint solutions: Axalto, Sun, VeriSign
 - Network: Lucent, Nortel, HP/Compaq, Winphoria (Motorola)
 - Technical standards: CDG, Qualcomm (BREW API), OMA, GSM Assoc.
- **Patented technology**
- **Industry recognition**
 - SuperComm award – SuperQuest “Most Promising Network Technology”
 - IDC Top 10 “Emerging Wireless Players to Watch”



Summary

- Reduces carrier sales, support and deployment costs
- Automates and streamlines processes for the carrier, enterprise and end user
 - *For the carrier:* network based solution that automates and dynamically manages activation experiences, account maintenance, rate plan changes, and promotions for customers
 - *For the enterprise:* lowers administrative costs and provides a profile management tool for IT manager in addition to creating a tailored enterprise experience
 - *For the end-user:* enables user friendly, error-free installation, set-up and account management experience

