

Smart Home – from vision to reality

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www.hvm-uk.com/smarthomes

Telenor in brief - communication services worldwide

Telenor Group

Providing tele, data and media services in the Nordics, Europe and Asia.



- 148 million mobile subscriptions
- 32,000 employees
- Operations in 12 (+18 markets)

Telenor Connexion

We design and operate
connected business solutions.
+15 years experience.



Late 90's
Telenor is pioneering machine-to-machine.

2003
First large-scale partnerships with Volvo & Securitas.

2005
Large-scale AMR roll-out: Fortum & E.ON.

2006
Global expansion through acquisition of Daimler.

2008
Telenor Connexion established eSIM patent approved

2009
New technical platform.

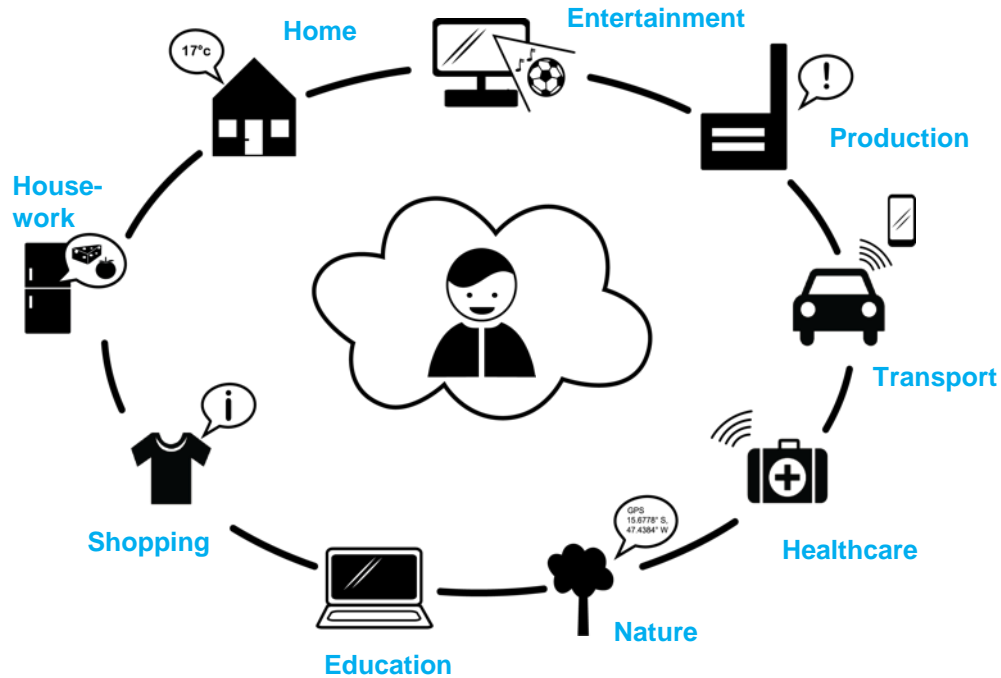
2011
New service portal. M2M quality program.

Telenor Connexion

- ~70 employees
- Headquarter in Stockholm
- US, Japan, UK, Germany, France regional offices



Our mission: Everything connected.



**A connected society
is a smarter society
where we:**

- Make better decisions for people and the planet
- Enjoy a higher quality of life
- Become more productive and efficient

The 21st century will be equivalent to 20,000 years of progress at today's rate – about 1,000 times greater than the 20th century.

- Raymond 'Ray' Kurzweil, Director of Engineering at Google

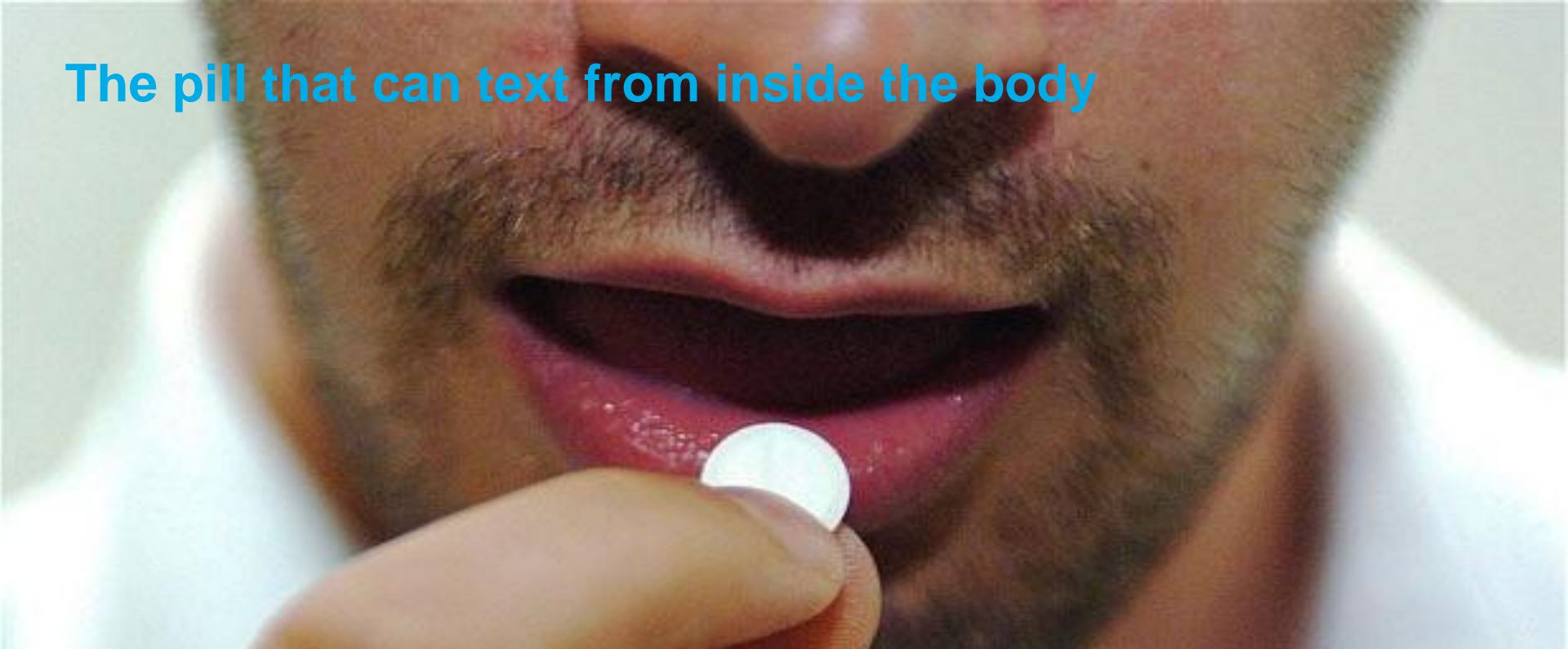


What fits in a grain of salt?

solar cell
thin-film
battery
memory
pressure
sensor
wireless radio
antenna



The pill that can text from inside the body



The ingestible sensor



Your body



The Patch



The Application

Not so smart home...?



#1 Technology driven & costly

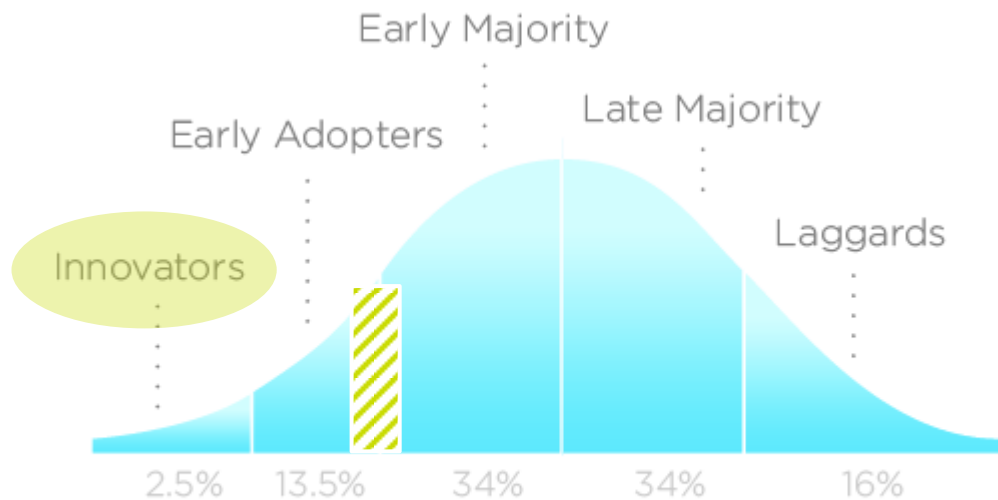
#2 Fragmented, silo approach

#3 Complicated to buy & use



*Unclear
customer
value!*





INNOVATION ADOPTION LIFECYCLE

How to reach the mass market?

Connected conclusions from my own home....



#1 Seamless user experience

#2 Collaborative, iterative prod dev

#3 Brand & distribution



*Customer driven
Creating
stickiness and
loyalty!*



Take full control of your home

Connected business solutions for Securitas

- Brand re-positioning from **alarms to smart homes**
- New cross-industry collaborations
- Result: new revenue streams and improved loyalty



CONTROL THE SEASONS

THE CLIMATE IS IN YOUR HANDS



A woman with brown hair tied back, wearing a light-colored sweater, is looking at a smart energy control panel on a washing machine. The panel has a small screen and several buttons. The background is a bright, modern kitchen.

Transparent energy consumption

Connected business solutions for Exibea/Eliq

- Visualising energy consumption in real-time, anywhere
- Cloud connected for history, trends and social media challenges
- Result: Award winning smart energy solution, savings ~20%

Customer needs are cross-functional and cross industry

Not use more energy than I need

Minimize environmental impact

Feel safe & secure – home/away

Optimize comfort for my family

Free up time

Cloud structure to share and fully utilize data from things & people

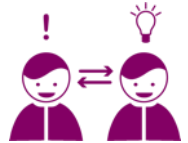
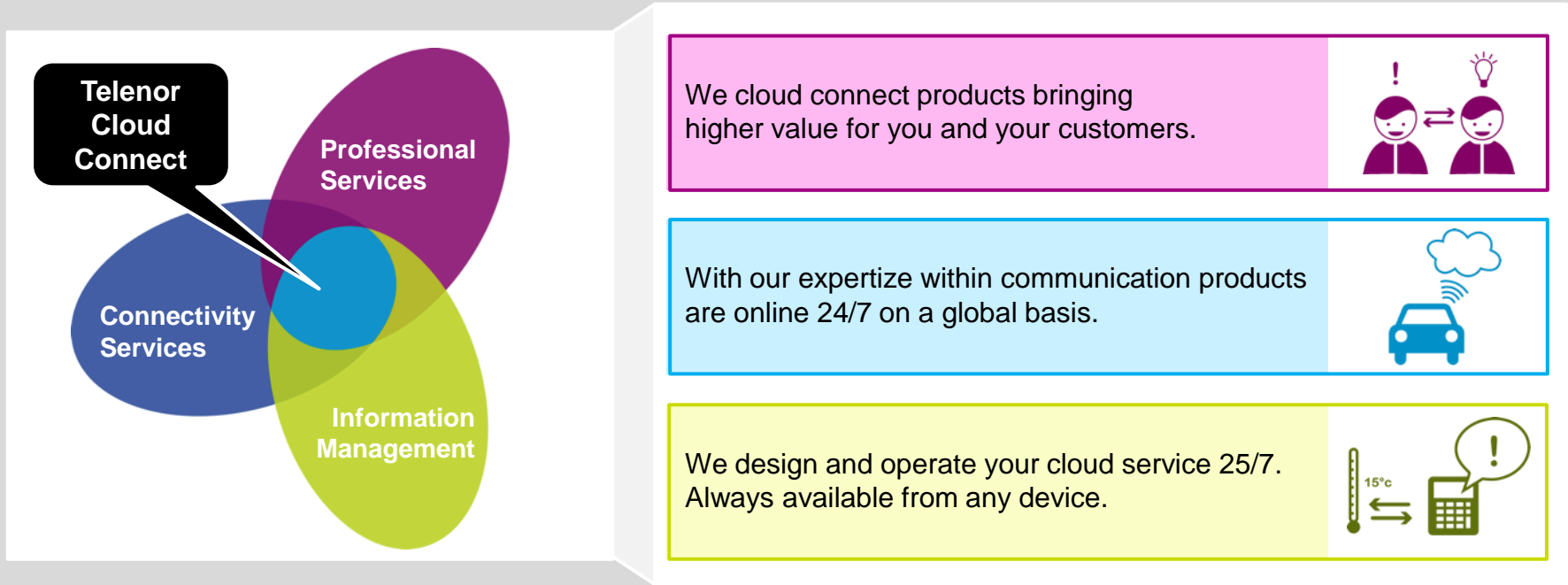


Visualize & Manage

Store & Process

Connect & Capture

Making it easier to get your business connected



Summary – connected opportunities for the smart home

- Think outside (your own product) box – creating a truly valuable offering
- Assess how to go from product to service development & delivery?
- Learning by doing.



Why Telenor?

- +15 years experience – connected business
- We support you from design to operations
- Tech agnostic solutions & open standards
- Proven track record ; national/global roll-outs

Smarter together!

Robert Brunbäck, CMO, Telenor Connexion

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