

My data, when and where I want it

- Vodafone Cloud for mobile phone customers
- Personal data is always available with a private data cloud
- TÜV certificate for Vodafone as Cloud Service Provider

Düsseldorf/Berlin, 30 August 2012. Vodafone now offers its mobile phone customers an electronic memory in its secure data centre. The new data storage facility is called Vodafone Cloud, and enables users to access their own data whenever they want and wherever they are. They can save their photos, videos, music files and other documents in their personal data cloud and easily view them using their own smartphone, tablet PC or home computer. Vodafone has had its new service subjected to in-depth testing for data security. The company has been certified as a Cloud Service Provider by the TÜV-Rheinland standards authority. Incidentally, data clouds are the latest trend in Germany. According to the Bitkom industry association, every eighth customer already saves his own data in a data centre.

“The Vodafone Cloud is simply practical and an added bonus where security is concerned,” says Erik Friemuth, Director Consumer Marketing at Vodafone Deutschland. “I can save all my crucial data in a central storage location and then access it from all my devices whenever and wherever I want to. If my smartphone gets stolen, because new files are regularly saved in the cloud I am reliably safeguarded against data loss.”

The cloud is accessed and configured using an application (or app), which is set up on the smartphone, tablet or PC. Selected data can be automatically saved in the Vodafone Cloud. For example, a photograph taken using a smartphone can be initially saved in the user’s data cloud and then viewed later on a tablet PC or home



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computer, where it can be saved for editing or archived.

In the first phase the Vodafone Cloud app will be made available for Android and Windows PC operating systems, although users will also be able to access their own data using a standard web browser. The app is easy to use and configure. A starter package with 5 gigabytes of cloud storage is free of charge. Data packages with 25 GB and 50 GB are available for EUR 2.99 or EUR 4.99 respectively for power users.

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Visit Vodafone at the IFA 2012 in Hall 18, Stand 101. All Vodafone photos, videos and audio material are published in the press section at www.vodafone-deutschland.de.

Press contact:

Paul Gerlach

+49 (0) 211 533-6658

+49 (0) 211 533-5500

Vodafone Germany

is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at www.vodafone-deutschland.de for further information.

Vodafone D2 GmbH, Corporate Communications

Am Seestern 1, D-40547 Düsseldorf, T + 49 (0) 211/533-5500, F + 49 (0) 211/533-2154

presse@vodafone.com, www.vodafone-deutschland.de