

THE LATEST FROM VODAFONE GERMANY | MARCH 2012

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German Chancellor Angela Merkel launches LTE connection



Fritz Jousen, CEO of Vodafone Germany, German Chancellor Angela Merkel, Dilma Rousseff, President of Brazil and Stefan Weil, Mayor of Hanover (left to right).

Pushing all the right buttons. With a smile on her face and Fritz Jousen, CEO of Vodafone Germany at her side, German chancellor Angela Merkel presses the red button – connecting the rural community of Möllenhagen (in the German state of Mecklenburg-Western Pomerania) to the high-speed LTE network. Home to 1,700 inhabitants, Möllenhagen is not far from where the chancellor herself grew up. By hitting the button, Ms Merkel launched a live video transmission from the area, allowing her to talk to Reinhold Amenda, mayor of Möllenhagen. Vodafone also sent greetings via LTE in two languages: to the chancellor and to Brazilian president Dilma Rousseff. “Yesterday we linked up to the International Space Station (ISS) – today it’s the turn of my home region,” quipped Ms Merkel. The chancellor was more than happy to take time out of her tight schedule to visit the Vodafone stand – and the LTE go-live was a real highlight.

The future of broadband Internet: wireless LTE technology



Fritz Jousen emphasised how important LTE technology is to Vodafone: “We’ve banished yet another broadband black spot from the map. By leveraging this fourth generation of mobile wireless technology, we now reach almost 10 million German households.” LTE delivers transmission speeds of up to 50 megabits – even in hard-to-reach areas. Other high-profile visitors to the Vodafone stand included Jochen Homann, the new president of the German Federal Network Agency (Bundesnetzagentur), and Dr Iris Henseler-Unger, the agency’s vice-president.

“Business needs bandwidth - not least for mobile applications.”

When it comes to connecting the whole of Germany to broadband internet via LTE, Vodafone's maxim has long been: “A promise made is a promise kept.” And our track record has been impeccable to date. We have accomplished our mission in a growing number of German states, reporting the good news to the Federal Network Agency (Bundesnetzagentur), which has set itself the goal of eliminating all black spots on the broadband map of Germany. The figures speak for themselves: the LTE network now reaches around 10 million households, and around 2000 base stations are in operation across the country at present. It goes without saying that this innovation also delivers huge benefits to our enterprise customers.



Jan Geldmacher,
Chief Commercial Officer
Enterprise at
Vodafone Germany

A new dimension in mobile data communication

Companies often run applications that require high bit rates – and LTE delivers precisely the bandwidth required, allowing employees to access complex cloud applications while on the move, for example. Plus, we can use LTE as a back-up solution for fixed-line connections. In the event of an outage, a router switches seamlessly to the LTE network. LTE can form the basis of back-up systems offering capacity similar to that of the fixed-line network.

From rural carpenters to high-tech hospitals

Businesses located in rural areas are the most obvious beneficiaries of high-speed wireless connectivity. The carpenter working in a remote village for example, can now finally access his supplier's data-rich 3D website. But customers working on the move also have a lot to gain from this new technology. For example, we are in the process of trialling a system in the Asklepios hospitals in the Hessian town of Königsstein-Falkenstein that connects doctors wirelessly to hospital IT systems while they are making their rounds. So they can access all the data they need in digital form – right from the patient's bedside.

Mayor Reinhold Amenda talks about his rural community Möllenhagen, whose calls for internet connectivity have been answered – as LTE banishes yet another black spot in the German state of Mecklenburg-Western Pomerania.



Go-live broadcast live at CeBIT: Reinhold Amenda (left) talks to Vodafone press officer Bernd Hoffmann (middle) and member of the German Bundestag Eckhardt Rehberg (right).

“We were even presented with petitions demanding broadband internet access!”

Mr Amenda, Möllenhagen is home to around 1,700 inhabitants - and as the mayor, you probably know every last one of them. Tell us a little about the people from your area, which industries do they work in?

We are a small rural community in the Mecklenburg Lake District, comprising a total of ten villages, many of which are quite a few kilometres away from the main urban centre. The nearby Müritz national park attracts a few tourists, but our main industries have traditionally been agriculture and construction materials such as aggregates. The main employers are a major German concrete sleeper manufacturer, a lime sandstone processing plant and a mortar plant.

What about internet access in Möllenhagen - how did your constituents go online before LTE?

DSL lines were laid in the main village a while back: to begin with we had speeds of 6,000, and later 16,000 Mbits. But the other villages had no broadband access whatsoever. They were completely cut off.

And are there people in those areas who need the internet for their livelihoods? Which industries do they work in?

Yes, there are many who rely on internet access. For example, an organic farmer

who would like to sell his meat directly to consumers. Or a rural hotelier who wants to advertise not only his rooms but also the regular concerts at his hotel. Until now, the only way to do that was by word of mouth or with printed flyers. And of course we have small business owners running online shops that sell toys, for example. Nowadays, a conventional telephone connection is just not enough to handle these traffic volumes.

Did your constituents ever communicate their desire for broadband internet access to you as the mayor?

Yes, more than once. Petitions were even sent around the individual villages, and official delegations turned up to local council meetings on two occasions to stress the importance of the issue. So naturally we are delighted the LTE network is now up and running.

Do you believe LTE will increase the appeal of Möllenhagen as a place to do business?

Absolutely. We may be lucky enough to not be plagued by unemployment, but LTE will still make a real difference to our area – it offers a fantastic infrastructure, giving small Möllenhagen enterprises greater opportunities in the marketplace.

Butterfly doors down, adrenaline up



The thrill of the race. The Vodafone stand – or to be more precise, the car park right next to it – is the noisiest spot at CeBIT. Screeching tyres, roaring engines and breath-taking sports cars. And all that up close and personal: visitors to the Vodafone stand were handed race suits and helmets, and given the opportunity to sit inside the McLaren MP4-12C. At the wheel is Formula 1 driver Jenson Button. He really puts his foot down, fishtails the car, and makes the tyres smoke. Around two minutes later the lap is complete, and barely a single passenger steps out of the carbon-fibre body without a beaming, if slightly wobbly, smile.



Jenson Button, Formula 1 superstar

Later, the blonde British member of the Vodafone McLaren Mercedes team took part in a press conference – and revealed that he's not only charming but resourceful with it. With unconventional means, he demonstrated to visitors exactly what it's like to be behind the wheel of a Formula 1 car. Button selected members of the audience – one volunteer sat down in a bath tub, while another blew hot air into his own face with a hairdryer, and a third was passed headphones blaring with heavy metal music. "Now you have some idea what we experience when we're driving," said Button with a laugh. Jan Geldmacher, Chief Commercial Officer Enterprise at Vodafone, explained the benefits of working with experts from high-speed sport: "Technology that has been put through its paces in Formula 1 racing is perfect for the digital age."

Vodafone presents Germany's first LTE smartphone

Versatility and performance: the HTC Velocity 4G

With vital statistics of 12.9 x 6.7 x 1 centimetres and a capacitive 4.5-inch touchscreen, the HTC Velocity 4G is one of the largest smartphones available. Thanks to LTE, the device delivers broadband internet access with transmission speeds of up to 50 Mbit/s.



Ready for a new dimension. The HTC Velocity 4G is equipped with a 1.5 GHz dual-core processor and 1 GB of RAM. This enables the smartphone to exploit the full potential of Vodafone's LTE network: it can download data at speeds of up to 50 Mbit/s. As a result, images, emails and high-resolution videos run significantly faster than in 3G networks. What's more, ping times exceed conventional UMTS values – which means even small data volumes, for example when the user opens a web page, are requested much quicker. In addition, the HTC Velocity 4G can be transformed into a mobile WLAN hotspot – extending the benefits of LTE to tablets, laptops and other smartphones.

The device has 1 GB of built-in RAM – which can be expanded by up to 16 GB using an external micro SD card. The HTC Velocity 4G currently runs Android operating system 2.3.7. And it boasts a host of features: the smartphone's main 8-megapixel camera with dual LED flash is backed up by a second 1.3 megapixel camera. It also includes a digital compass, movement and acceleration sensors and A-GPS for easy navigation. The replaceable battery has a capacity of 1,620 mAh – keeping Germany's first LTE smartphone up and running for longer.

Chancellor launches high-speed network, Button wows with high-speed laps.



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