

THE LATEST FROM VODAFONE GERMANY | MARCH 2012

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**Working as a team:
Vodafone's most successful CeBIT yet!**



By Friday morning, it is clear: Vodafone's presence at this year's CeBIT has been a huge success. As Jan Geldmacher, Chief Commercial Officer Enterprise says, "We can all be very pleased. We held significantly more talks than we did last year. An excellent result." The week's highlights included the German chancellor Angela Merkel launching an LTE connection on day one and Formula 1 star Jenson Button taking some of our enterprise customers for a high-speed spin in a McLaren racing car. What's more, the innovations we unveiled were a big hit, too: from summer 2012, Vodafone is providing connectivity for new BMWs, and the Secure SIM solution is a world first. It is the first SIM card that encrypts data and telephone calls independently of the device. This development drew crowds from the worlds of business and politics to stand 32.

The red dot keeps visitors moving

Hanover's entire public transport network has been out of action. To ensure that visitors could reach CeBIT despite the union strikes, a red dot initiative was organised. Drivers headed for the exhibition centre who had room to spare in their vehicles were asked to display the red dot behind their windscreen. And people waiting at the roadside held up theirs to passing cars. Several Vodafone employees stopped to pick up stranded visitors.



“Another fantastic appearance at CeBIT!”

There are no two ways about it: appearing at a major trade show is hard work. Hundreds of specialists work closely together to ensure it all goes smoothly, and have to keep cool, calm and collected even when the pressure's on. But an event like CeBIT is also hugely enjoyable – particularly when it is as successful as our time in Hanover this week. The impressive Vodafone stand turned more than a few heads, and proved a real magnet for enterprise customers. On Wednesday alone we held over 1000 talks, exceeding even the sensational figures we recorded last year.

Jan Geldmacher,
Chief Commercial
Officer Enterprise at
Vodafone Germany



Secure SIM captures visitors' attention

We have been particularly pleased with the reception of our world first Secure SIM. It was clear from the kick-off press conference and subsequent discussions with customers that this security solution is at the cutting edge. It positions us as an innovative partner that our customers can trust. This trust is underlined by the many deals we have closed over the last few days. One example is a comprehensive mobile network contract with the WAZ Group and a renewal of our existing agreement with the Freudenberg Group. We are also delighted that we have concluded deals with government agencies.

Enterprise Plenum is a key part of CeBIT

Another success was the Enterprise Plenum founded around two years ago. This year, a visit to the Plenum had become an integral part of a trip to CeBIT for many of our customers. Here, they could find out about upcoming workshops, network with their peers and keep up to speed with the latest Vodafone news. We now boast 260 members – something we are very proud of.

Trend researcher Professor Peter Wipperfurth on connected living

“The swarm is no longer a herd.”



Thought leader: Peter Wipperfurth is a founding member of Hamburg’s trend-watch centre. His recently released book, “Leben im Schwarm” (Life in the swarm – the rules of the network economy – only available in German), was co-written with Vodafone Manager Markus Lause.



Professor Wipperfurth, how will the connected society change the way we live? Are we on the cusp of a revolution?

The ball started rolling a while back – around five or perhaps seven years ago. Ever since, people have had the option of being permanently available. This creates two fractions: on the one hand, you have the young generation that fully embraces these opportunities. And on the other hand, you have the group that rejects this connected lifestyle. But its numbers are dwindling, based on the speed of technological advances.

So, are we going to live in a swarm?

Yes, you could say that. But careful, it has nothing to do with the herd instinct. We will continue to act as individuals and make our own decisions, perhaps even to a larger extent than today. But we will communicate these decisions continuously so they become part of a collective conscience. We’re becoming a society that is constantly re-adjusting.

If we apply this to the business and consumer worlds, customers gain a whole new power ...

Yes, and we’re starting to see this already. London department store Harrod’s, for

example, compiled its new collection based on the number of Facebook likes. We have a wealth of democratic possibilities – but whether or not we use them all is a different matter. It is more likely that 10 per cent of society will play an active, innovative role and the remaining 90 per cent will observe from the side lines – and then follow suit. But everyone can make an impact.

The connected world will change the relationship between life and work. One of terms you like to use is “me-time”. What do you mean by that?

These days, time is the only one of our resources that is still in short supply. Dividing it into work time and free time dates back to the industrial era of the early 20th century and is an outdated concept. The co-existence of the real and the virtual world and our constant access to information have blurred the boundaries between work and play. A new commodity is me-time – the time you make for yourself, and it has a valuable part to play in the working world. The increase in cases of burnout syndrome is testimony to the fact that people must learn to set themselves limits.

Vodafone showcases the office of tomorrow

Working anytime, anywhere



Creating a real buzz: the office of tomorrow was a key focus at the Vodafone stand this year

A revolution is underway in offices around the world: more and more people are working from home, videoconferencing is fast replacing business trips, and the filing cabinet is becoming a thing of the past. Today's businesses store documents on corporate networks or in the cloud, giving employees anytime, anywhere access to company data from their mobile devices. CeBIT was the perfect stage for Vodafone to showcase exciting solutions designed for this new era – for users and IT heads at small and mid-sized enterprises and major corporations.

The office goes mobile

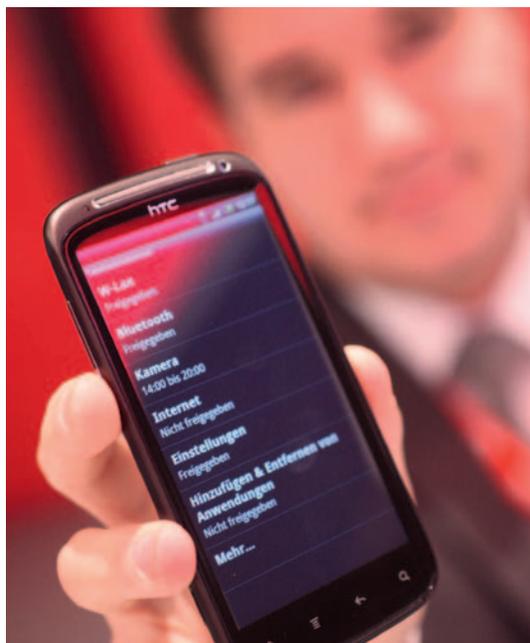
A quick glance around stand 32, and visitors can experience the office of tomorrow. A wall display lets them explore the brand new Vodafone Campus under construction in Düsseldorf, Germany. This office complex will be the base for 1000 employees, and offers a taste of how the brave new world of work might look. Staff will enjoy unprecedented flexibility. Whether working from home or visiting a customer, each employee will be connected to the company at all time, with access to all the documents and data they need. It doesn't matter if emails are sent to or from an office desktop, mobile or tablet PC – all devices will show exactly the same messages. And each team member will have the same number for their landline and mobile phones, so wherever they're calling from, the person at the end of the line will see the office number.

What's more, the campus will be equipped to support the latest near-field communications (NFC) solutions. By enabling highly reliable, secure authentication, this innovative technology will allow employees to use their smartphones as a pass for the car park, a key for their office storage units or a way of recording working hours and travel costs. All of which will make work more flexible, better geared to personal preferences and – thanks to greater employee motivation – more productive.

The Vodafone Child Protect app: Giving parents peace of mind

The digital companion that keeps a watchful eye. Mobile phones and the internet have become part and parcel of family life. Smartphones are now must-have gadgets for children and teenagers – but how can parents ensure their children are using this technology safely? The Vodafone Child Protect app offers the perfect solution.

Available to download free of charge, it allows parents to adjust the functions of a child's mobile in line with their age and needs.



Lock and unlock functions at the touch of a button: Vodafone Child Protect offers parents a helping hand

Protection at the touch of a button

Developed for use with all Android smartphones, this app allows mothers and fathers to protect their children from unwanted calls, messages and web content. So parents can decide who their child may or may not communicate with on the phone or via text message. This technology is ideal for children who have just started using a mobile and need to learn how to do so safely. What's more, Vodafone Child Protect can limit access to the internet and control what apps children download and how they use them.

In addition, the technology allows parents to specify when children can use their phone – a helpful way to ensure they are not distracted from homework or at bedtime. And if an emergency call is made from a smartphone, Vodafone Child Protect immediately sends an SMS informing the parent directly.

The app is specially designed for the Android operating system, running on smartphones such as Samsung, HTC, Sony Ericsson and certain Vodafone models. Vodafone customers can download it free of charge from Vodafone AppSelect (the Vodafone Channel on the Android Market) or via the Android Market directly.



Minister President of Rhineland Palatinate Kurt Beck checks out the Child Protect app at the Vodafone stand.

High speeds and high spirits - striking deals and racing wheels!



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Would you like to receive further information on CeBIT?
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