

## Vodafone at IFA 2014: experience the digital future now

- **Tomorrow's network:** Vodafone and Kabel Deutschland make 200 mbps the new fixed network internet standard
- **Tomorrow's tariffs:** Vodafone launches the first fixed-line and mobile bundle
- **Tomorrow's service:** video chat and remote maintenance for smartphone users
- **Products:** the future of mobile TV and the first 4K set-top box in Germany
- **Network security:** encrypted phone calls and secure mobile internet

Düsseldorf/Berlin, 4 September 2014 – Vodafone is providing visitors to IFA 2014 with a glimpse into the digital future. The Düsseldorf-based company and Kabel Deutschland will be demonstrating the power of cable now that the previous maximum broadband internet rate for cable customers has been doubled to 200 mbps. And it will be presenting the fastest cable network in Germany at 1 gbps. Vodafone's first tariff bundle uniting both companies' advanced technologies demonstrates how 100 mbps fixed-line and mobile communications are converging. Vodafone is the first carrier to launch a video chat and remote maintenance service. It is now available 24/7, providing service and support to customers via all the relevant channels. Vodafone products deliver more communication, more music and more TV, and include Germany's first 4K-capable set-top box or LTE Broadcast, the next generation of mobile TV. Vodafone is also showcasing its extended security world, with products that make telephony and internet usage even more secure, at IFA.

"With our technology mix we are taking Germany into the gigabit society. Obviously, cable is going to make this possible. At the IFA we'll be demonstrating the power of cable, how we are establishing 200 mbps as the new fixed network standard and how we are making our mobile network even faster with LTE," said Vodafone Germany's CEO Jens Schulte-Bockum. "Our two high performance networks are now united in the Vodafone all-in-one bundle. Customers can look forward to up to 100 mbps internet rates via both the fixed-line and mobile network at very attractive prices. Alongside tomorrow's network and tariffs, we'll be showing visitors our future service concept, as well as products that make the digital world even easier and more secure."

### **Tomorrow's network: more high-speed LTE, double the cable data rate and crossing the gigabit threshold**

Excellent progress with network modernisation: Vodafone's network modernisation programme, in which it is investing € 4 billion, has made faster progress than envisaged over recent months. By the IFA, Vodafone had already modernised half of its radio masts in Germany. Customers in 60 cities and 1,500 towns and villages are already using Germany's most modern wireless network, and it has also been upgraded on more than 50% of the country's motorways and 20% of its railway lines. In all these places, customers are enjoying better telephony and internet quality than ever before. And Vodafone has raised the benchmark when it comes to speed because it is upgrading its network in 50 cities to deliver data rates of 225 mbps with high-speed LTE.

In the fixed-line sector, Vodafone and Kabel Deutschland are already leaders in terms of speed. No other German carrier provides 14.3 million households with high-speed internet at rates of up to 100 mbps. And no other carrier offers mobile customers a bigger network of WiFi hotspots. Both companies are currently in the process of extending this lead. As of November 2014, Kabel Deutschland will be doubling its maximum downlink rate and introducing 200 mbps as the future standard. By mid-2015, 3 million cable households will

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be able to take advantage of the new 200 mbps offering. And Vodafone will be demonstrating that 200 mbps definitely not the end of the road at its IFA stand. The Düsseldorf-based company and Kabel Deutschland have crossed the gigabit threshold with standard cable connections and are demonstrating that cable is the key to the gigabit society - and a genuine future technology.

## **Tomorrow's tariffs: Vodafone puts fixed-line and mobile services where they belong - together**

This autumn Vodafone will be launching its new all-in-one bundle which unites the power of its ultra-fast fixed-line network and lightning-fast LTE, the next generation of mobile network. Not only will customers get both these services from one single provider, they will also be able to surf the fixed-line and mobile networks at speeds of up to 100 mbps. In the fixed-line network, the 100 mbps are made possible by cable technology. Wherever cable technology isn't available Vodafone will deliver high-speed internet with vectoring. And the tariff is also available in a 50 mbps version for places where 100 mbps is not available.

Mobile phone customers won't just be pleased about the generous 1.5 GB data contingent, but also about the voice and SMS flatrate. And the price is just as attractive. Vodafone contract customers who switch over to an all-in-one contract can make impressive savings. In the first twelve months they pay €59 for the fixed-line and mobile service, and then €79 in the following 12 months.

## **Tomorrow's service: video chat and remote maintenance for smartphones - with a 24/7 online service**

In addition to tomorrow's network, Vodafone will be giving IFA visitors a glimpse of the future service concept that customers will soon be able to experience. It's personal, and it's available 24/7 across all channels. The new video chat for smartphone users will soon be giving many customers a far more personal customer service experience. And the new remote maintenance function allows Vodafone service staff to solve customer problems on their smartphones. Vodafone will soon also be providing customers with service in their homes, when they can request the "Vodafone Service Friends" to call round at their house and help them out. And there is a new, enhanced service at the Vodafone shops where trained service experts are on hand to provide fast and uncomplicated over-the-counter advice. Vodafone won't just be providing a 24/7 service via hotline or the MyVodafone app in future, but also on Facebook and via a new Twitter channel.

## **New products: more TV, more music - and a brand new telephony service**

TV has put Vodafone on the map in Berlin. It is the first German carrier to introduce new LTE Broadcast technology - the mobile TV of the future. LTE Broadcast sends TV images in HD quality from many different camera positions to mobile handsets. In future, customers can be virtual passengers in racing cars and on yachts - or watch a football match in the stadium concurrently with another match on their smartphone. LTE Broadcast can be received by any number of users at large-scale events - without overloading the wireless network or eating into the flatrate data contingent. Photos and videos can also be sent and received concurrently at impressive speed.

Vodafone and Kabel Deutschland are setting new benchmarks in the home TV segment with the new Vodafone TV Center, Germany's first 4K-capable set-top box, which is due to be launched in the second half of 2015.

Vodafone's "Deezer" is the world's biggest music library with more than 30 million songs in its catalogue for all streaming services. Drivexone is the digital car logbook for all tablet and smartphone users. And Call+ delivers a brand new telephony experience because it unites telephony, video chat, data exchange and screen sharing in one single application.

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## **The Vodafone security world: encrypted phone calls and secure mobile internet**

Vodafone is augmenting its security world with Secure Call and Secure Net. The Secure Call app provides end-to-end encryption of calls on iOS and Android phones, making high-security phone calls all over the world possible. It also delivers enhanced internet security by filtering malware at network level, ensuring that viruses, worms, Trojans and spyware never make it onto the hardware. Secure Net is also the perfect app for parents because it protects all the family's devices.

Tomorrow's network, the service of the future, innovative products and solutions that make everyday life even more easy and safe - you can find all these things at the Vodafone IFA 2014 stand.

**Visit Vodafone at the IFA 2014 in Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published at [vodafone.de/presse](http://vodafone.de/presse).**

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### **Vodafone Germany**

is one of the largest and most modern telecommunication services providers in Europe. It realises turnover of more than 9.8 billion euros (together with Kabel Deutschland) and has 10,500 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. 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](http://www.vodafone-deutschland.de) for further information.