



CeBIT 2016: Vodafone gets Germany ready for gigabit business

- **Fast: new gigabit speeds for the future gigabit society**
- **Connected: products and services for enhanced security, M2M and mobile payment**
- **Flexible: the best of both cloud worlds with Vodafone Total Cloud Flex**
- **Without frontiers: Vodafone abolishes roaming charges and launches Wi-Fi Calling**
- **Mobile: One Net Business, the digital workspace for small businesses and SMEs**

Düsseldorf/Hanover, 13 March 2016 – “We’re getting Germany ready for the gigabit society and paving the way with new data rates because the infrastructure is what’s driving the digital revolution. It’s the basis for innovations that people in the past would never have thought possible, and even today we can only imagine them,” said Vodafone Germany’s CEO Dr Hannes Ametsreiter. “It’s our mission to keep working towards this future by building tomorrow’s network today – from underground cable infrastructure to 5G wireless. We’re going to create gigabit cities for the people and gigabit technology parks for the German industry. That’s how we’ll ensure that Germany will be an innovative, connected and high speed country where fibre optic and gigabits set the pace.”

In 2016 Vodafone will be doubling its cable and mobile data rates. Many of its radio masts will then deliver speeds of over half a gigabit per second to customers. Vodafone is also upgrading its cable network to 400 mbps and, by the end of the year this rate will be available in the majority of its rollout areas. The first ever gigabit cable speeds will also be in place by the end of the year. In Berlin, Vodafone has installed the first gigabit hotspots. Residents and visitors to Germany’s capital city can now enjoy surfing the net or mobile working at rates of up to 1 gigabit per second in the country’s fastest Wi-Fis. In the mobile segment Vodafone is demonstrating how 5G is evolving from millimetre-sized networks in the lab to more praxis oriented applications. Research teams have managed to set up the very first 15 gigabit wireless network with stable transmissions across a distance of 10 metres. That’s a hundred times the distance achieved with 5G just one year ago.

Vodafone’s mobile and fixed networks continue to converge as we move forward into the gigabit society. The prototype of Vodafone’s new gigabit router unites both technologies, and will deliver 500 megabit cable and 500 megabit mobile to enterprise customers in future – offering them a faster and more reliable service because if one of the networks fails, there’s always a second one available.

Hannes Ametsreiter commented: “Faster networks will transform Germany, already a land of ideas, into a land of digital ideas and applications. Digital innovations are founded on a first-rate infrastructure, and the future of that infrastructure is fibre optic cable. The gigabit society isn’t possible without it. Other countries that were quicker to switch over to cable and introduced intelligent subsidy programmes are much more advanced than we are today. It’s clearly evident that the nationwide rollout of the cable infrastructure needs political foresight, effective support and good concepts.”

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M2M: new products and services for a connected economy

Finetool allows Vodafone to demonstrate how machine manufacturers can open up new markets with the help of digitisation. The Swiss company exports precision tools to automotive manufacturers around the world. Finetool machines now have Vodafone M2M cards in them that continuously transmit operating data to the service centre so that the machines can be remotely monitored and faults can be quickly identified and remedied. Downtimes have since reduced significantly. Finetool hopes that the new solution will boost its service revenue by 15 percent. Vodafone has also won a contract from thyssenkrupp to connect hundreds of thousands of its elevators around the world. Here, too, Vodafone is making pre-emptive maintenance possible and helps to reduce elevator service interruptions. Vodafone M2M cards transmit information about the elevator's technical status to the cloud so that service engineers have a real-time overview of any necessary repairs and can perform maintenance on elevators before they break down. thyssenkrupp expects to reduce its elevators' service interruption time by half as a result.

Smart shopping: Vodafone demonstrates girocard mobile for smartphones

In collaboration with the Volks- und Raiffeisenbank, Vodafone is the first carrier to demonstrate how girocards can be integrated in mobile phones wallets in the future. In the near future, around 110 million EC cards - including 26 million VR bank cards - could be moving onto the Germans' smartphones.

Digital friend and helper: extra security with LTE BodyCams

Vodafone LTE is making enhanced security for police officers possible. The new Motorola Solutions Bodycam Si500 transmits videos from the officers' perspectives to their operations centre in real time if they are exposed to dangerous situations. As a result, the operations centre gets a quicker overview of the situation, it can coordinate its field teams more efficiently and it can resend the images to other officers. This speeds up analyses of critical situations, provides evidence on crimes committed against police officers or potential police violence and also helps to prevent them.

Europe-wide freedom: Vodafone abolishes roaming charges and launches Wi-Fi Calling

Enterprise customers in Germany with the Red Business+ tariff will soon be using voice and data services throughout the EU and Switzerland without having to pay roaming charges. Red Business+ is a new tariff portfolio offering even better deals for the same price. Vodafone's enterprise customers now also have a personal agent for dedicated support. The Red Business+ portfolio is rounded off with extra options such as Vodafone Wi-Fi Calling, exclusive advantages with a free 4G|LTE UltraCard and the very latest smartphones.

Secure and flexible: Vodafone Total Cloud Flex unites the best of the cloud worlds

Vodafone has extended its secure Cloud & Hosting portfolio with new Vodafone Total Cloud Flex, a product that unites the advantages of a private cloud with the flexibility of a public cloud. It allows customers to scale their IT resources "on demand" and thus far more cost efficiently, while their data remains stored in a high security, certified virtual private cloud environment that can be managed via a self-service portal. The Vodafone network delivers high availability and reliable connectivity from device to data centre.

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Digital workplace: One Net Business, a cloud solution for small businesses and SMEs

One Net Business offers company employees a fully integrated digital workplace that can be easily accessed from any device, eliminating the need for landline phones, video conferencing systems and other infrastructure in addition to a smartphone. They can also be reached at one number in both the fixed and mobile network. Vodafone's technology partner is the world's number one unified communications specialist BroadSoft. One Net Business is mainly geared to small businesses and SMEs.

Vodafone will be exhibiting in Pavilion 32 at this year's CeBIT in Hanover from 14 to 18 March 2016. It is showcasing products for SMEs, large corporations and public-sector companies reflecting the motto: "Getting you ready for gigabit business". The portfolio extends from innovative network solutions to IoT and cloud applications and unified communications products.



Vodafone Germany

Vodafone Germany is a leading integrated telecommunications company in Germany with 45 million customers, € 11 billion in revenue and 14,000 employees. It is a one-stop provider of fixed network, mobile communications, internet and TV services - and the only company in the market with mobile communications, DSL and cable technology. The Düsseldorf-based company offers a comprehensive ICT portfolio for enterprise customers. Vodafone secures corporate networks and communications, networks machines and stores enterprise data in the German cloud. 90% of all DAX-listed companies and 15 of 16 federal states are already Vodafone customers.

Vodafone Germany is the largest operating company of the Vodafone Group, one of the world's largest telecommunications companies with its own cellular networks in 25 countries and partner networks in a further 57 nations. It also has fixed network infrastructures in 17 countries. Vodafone has around 461 million mobile service customers and 13 fixed network service customers around the world.

Visit the website at www.vodafone-deutschland.de for further information.

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