

CeBIT 2015: Vodafone gets Germany ready for the digital future

- Real-time data transmissions with the world's fastest 5G wireless network
- Secure e-mail communications across all devices - without time or location restrictions
- From Industry 4.0 to Germany 4.0: M2M for the masses

Düsseldorf/Hanover, 15 March 2015 – At CeBIT 2015 Vodafone will be demonstrating what makes Germany digital: fast networks, smart services and intelligent machines – plus secure communications. Vodafone has set up a 5G demo network providing a glimpse into the mobile communications future and showing how German research is driving 5G developments. It will also be announcing the roll-out of new Voice over LTE technology, the first milestone on the road towards a nationwide All-IP wireless network. The Düsseldorf-based company will be showing visitors how smart services keep customers online when faults occur - and how customer communications are now even more secure. Vodafone is the first German telecommunication services provider to have developed secure e-mail encryption that works on PCs, smartphones and tablets. And, in future, enterprises will be able to network all their business operations via a new global platform that simplifies digitisation for large-scale corporations and makes it affordable for SMEs.

“It will take more than smart factories to digitise Germany. We have to turn the smart factory concept into a smart Germany concept,” said Vodafone Germany’s CEO Jens Schulte-Bockum. “That involves taking digitisation to the people - and ensuring that it is simple, safe and affordable for companies of all sizes. We’re taking Germany into the internet of things with fast and secure networks. And our innovative products and services are equipping SMEs for the digital future.”

The 10 gbps 5G network is being showcased by Vodafone in conjunction with the Vodafone Chair for Mobile Communication Systems, where the future of mobile communications is being developed. 5G doesn’t just mean more speed, it also means real-time internet, which will make innovations such as autonomous driving possible. Vodafone will be giving a live demonstration of the first Voice over LTE call ever made in the Vodafone network at CeBIT. And the fair coincides with the roll-out of All-IP technology in the entire Vodafone 4G network. Voice over LTE delivers crystal clear voice quality, super fast call connection times and encryption for enhanced protection against call interception.

Secure e-mail communications across all devices - without time or location restrictions

The Vodafone Security World has been extended by a new enterprise product for secure e-mail communications. Secure E-Mail is a convergent security solution developed by Düsseldorf-based Vodafone. It provides end-to-end encryption of e-mails and doesn’t just run on PCs, but also on smartphones and tablets. It has the enhanced security feature of a special password that is only known to the customer. Without this password, the security key cannot be decoded. Secure E-Mail provides e-mail security to the entire corporate community - from major corporation to SME. So Vodafone now offers both call and e-mail encryption to its enterprise customers.

Press contact:

Alexander Leinhos
Head of External Communications
+49 (0) 211 533-6650
+49 (0) 211 533-5500
alexander.leinhos@vodafone.com

Further information:

vodafone.de/presse
blog.vodafone.de
twitter.com/vodafone_medien

Reliable connections - with smart services

Vodafone is enhancing the transparency of its services and guaranteeing reliable connectivity when faults occur. The new Technical Service Cockpit allows enterprise customers to monitor network availability at their sites in real time. Service impairments are immediately identified so that Vodafone can take the necessary action. Vodafone also offers fixed network customers emergency assistance during service interruptions. Until fixed line service is restored, their smartphones are used as Wi-Fi hotspots for PC access to mobile broadband internet. And SMEs are supported during service interruptions with free mobile Wi-Fi routers (MiFi).

M2M for the masses

Fast and secure networks are the basis for M2M communication and the industrial internet of things. Although M2M communication already exists at many German factories, if the digitisation of the German economy is to be a success it has to be available at companies of all sizes - from major corporation to SME. High initial investments are a genuine obstacle to digitisation for SMEs because separate platforms often have to be built for every application.

"We have to take networked machines out of their niche and into the SME sector," commented Vodafone CCO Enterprise Philip Lacor. "Our new platform simplifies the process of digitisation for large-scale corporations and makes it affordable for SMEs. Global corporations can network all their operations – from production plant in Denver, to warehouse in Rotterdam to vehicle fleet in Germany. And SMEs can finally get smart networks. Having a global platform instead of complex stand-alone solutions means we can charge SMEs up to 40% less for networking. We're making M2M available to the entire economy - and creating a mass market."

Vodafone is exhibiting in Pavilion 32 again at this year's CeBIT from 16 to 20 March 2015, where will be showcasing a comprehensive range of products for German and international enterprise customers. You can find further CeBIT information for the media at www.vodafone.de/presse. The new Vodafone online magazine www.featured.de/business also provides comprehensive information about Vodafone Germany's enterprise business.



Vodafone Germany

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 enterprise customers and private consumers. 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 for further information.

Press contact:

Alexander Leinhos
Head of External Communications
+49 (0) 211 533-6650
+49 (0) 211 533-5500
alexander.leinhos@vodafone.com

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vodafone.de/presse
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twitter.com/vodafone_medien