



CeBIT 2017: Welcome to the German GigaNetwork

- Fast networks: 500 mbps have arrived in the mobile and fibre networks
- Smart cars: from connected Audis to shared scooters
- Smart cities: talking rubbish bins and life-saving drones
- Smart shopping: doob delivers a less stressful and greener online shopping experience
- And: the fastest bundle uniting a low-cost digital workplace with the latest cloud technology

Hanover, 19 March 2017 – At CeBIT 2017 Vodafone will be showing how its infrastructure and networks are helping to transform the business location Germany into the gigabit society. Vodafone is driving this development by making its networks faster and, by the end of summer, it intends to deploy 500 mbps nationwide in both its mobile and fixed networks. Vodafone is the global IoT leader and the number of devices and machines connected by Vodafone in Germany continues to grow. As digitisation partner to the automotive industry, Vodafone will be showcasing new solutions for major brands such as Audi and Porsche – as well as innovative developments with young startups that will revolutionise urban mobility.

“We’re giving Germany a GigaNetwork that delivers even faster speeds and developing digital innovations that will take Germany forward into the gigabit society,” said Vodafone Germany CEO Hannes Ametsreiter. “Our IoT GigaNetwork is providing connectivity to both the biggest names in their industries and creative young startups, from Audi, Porsche and Deutsche Bahn to a Hamburg startup that intends to redefine urban mobility and the ambitious Berlin-based Part-Time Scientists.”

Fast networks: 500 mbps have arrived in the mobile and fibre networks

Vodafone took its fibre optic network into a new dimension in 2016 when it doubled the broadband internet rate for millions of customers. Now it plans to give 20% of all its cable customers 500 mbps by the summer of 2017. This move will benefit both consumer households and SMEs, which are now rapidly adopting fibre technology. Last year alone Vodafone quadrupled its enterprise cable customer base. In 2019 it plans to break the one gigabit barrier by delivering 1 gigabit of connectivity to 70% of the population in Bavaria – six years earlier than originally planned by the Network Alliance.

Vodafone’s mobile network has also become considerably faster since last year, with impressive maximum speeds of 375 mbps now available in the first 30 German cities. The next speed increment in the mobile network will take place in 2017 when smartphones capable of higher browsing speeds are launched in the market. Vodafone intends to introduce a 500 mbps service in numerous German cities by the summer, including Düsseldorf, Dresden and Stuttgart.

Smart cars: from connected Audis to shared scooters

Vodafone will be demonstrating the future of road traffic on a dedicated test track with interactive GigaCars. Its new technology, cellular V2X, allows the Audis to communicate directly with each other. And, when the gigabit society arrives, it will also make direct communications between vehicles, pedestrians, traffic light systems and other elements of the roadside infrastructure possible. This will help to avoid traffic congestion, prevent accidents and cut down on fuel consumption. Vodafone will be presenting real scenarios that demonstrate just how close we are getting to connected mobility.

Vodafone is presenting the first sharing system in Europe for a new vehicle category with its partner, the Egret founder, because we are moving towards a world when vehicles will be a shared commodity. The Egret electric scooter

Press contact

Vodafone Communications
+49 211 533-5500
presse@vodafone.com

Further information

vodafone.de/presse
vodafone.de/featured



combines the principle of the kick scooter with the convenience of a motorised vehicle. Thanks to the built in Vodafone SIM card, these electric scooters are smart, sharable and allow people to get to city destinations quicker than they would be able to on foot. They're going to make urban traffic more flexible and less toxic in the future.

Smart cities: talking rubbish bins and life-saving drones

Vodafone Narrowband IoT is a new urban network that makes the Internet of Things available to the masses. It can penetrate thick concrete walls, cellars and underground car parks, and it's extremely energy efficient, which opens up brand new application scenarios – some of them in unusual places. One example is the smart rubbish bin developed by Vodafone and DB Systel, the Deutsche Bahn's digital service provider, in the Vodafone Narrowband-IoT Open Lab. The rubbish bin has an integrated sensor that tells it when it's full, and it can "talk" to DB via the IoT network to say it needs emptying. As a result, Deutsche Bahn can effectively schedule the emptying process, reduce rail service maintenance costs and keep its stations cleaner. This year Vodafone will be moving out of the lab to go live with its Narrowband-IoT network and the first smart bins will be installed at the stations in summer.

Vodafone will be demonstrating new technology for urban security and technology that can make our lives even safer. The Vodafone innovation experts have developed smart drones which can be used for applications such as the effective management of large events and missing person searches. The drones have a high resolution camera with in-built facial recognition function, and they are also LTE-capable. This makes it possible to remote control them from a considerable distance. The new possibilities are impressive. The drones can identify a person in a crowd – and alert the security staff at events if there are too many people in a specific area, which could also simplify the work of the police and other authorities.

Smart shopping: doob delivers a less stressful and greener shopping experience

Anyone who has shopped online will, at some time or other, have purchased a garment that doesn't fit, despite selecting the correct size. It might be too big, too small or simply have the wrong cut. So they have to send the article back to the online shop. Apart from the hassle and expense of repackaging the garment and posting it back to the vendor, returns have a negative environmental impact. The doob 3D startup came up with a revolutionary idea to put an end to the problem. It uses a body scanner to create a 3D avatar of the customer. The personal avatar can then try on garments in the online store, allowing the shopper to check out how they look in them and select the perfect size. The result is a substantial reduction in returned garments that don't fit. The high volume of data generated by the scans is stored in the Vodafone cloud, which is hosted at high-security data centres in Germany. This is another example of Vodafone providing a platform to help innovative business concepts succeed and helping enterprises to embrace digitalisation.

And the fastest bundle uniting a low-cost digital workplace with the latest cloud technology

GigaKombi Business is a brand new bundle for enterprise customers, combining fixed and mobile and delivering connectivity of up to 500 mbps, which Vodafone is launching in April. 50 percent more mobile MBs in all Red Business+ tariffs, a fixed IP address for operation of an own web and mail server and a personal agent round off this enterprise customer offering. On the fixed network front the customer can choose between the Vodafone cable and Vodafone DSL tariffs for office internet and telephony. A voice flatrate for calls to all German networks and EU landlines is included with every fixed network connection. And the customer can subscribe to any Red Business+ tariff for their mobile communications.

Vodafone was the first telecommunications company to launch a cloud-based telephony solution, One Net Business, one year ago. To encourage even more businesses to go digital, Vodafone is now offering a starter rate of EUR 2.95. In

Press contact

Vodafone Communications
+49 211 533-5500
presse@vodafone.com

Further information

vodafone.de/presse
vodafone.de/featured



the premium version of One Net Business the new feature of a personal virtual conference centre for up to 145 guests has been introduced. It's very simple to use on smartphones, PCs and laptops in the fixed or mobile network.

Vodafone Total Cloud Storage is a high security, low-cost data storage and back-up platform for enterprise customers. All data stored in the cloud is encrypted, firewall-protected and hosted in Germany. The customer only pays for the storage it actually uses in any one month, and the amount can be flexibly adjusted at any time, so no major investments are necessary.

Vodafone is exhibiting at this year's CeBIT in Hanover from 20 to 24 March 2017 in Pavilion 32. According to the motto of "Welcome to the German GIGANETWORK", the telecommunications group will be demonstrating how it is driving and designing the gigabit society: from smart, secure cities to smart factories, digital retailing and connected vehicles.

Information about Vodafone

Vodafone Germany is a leading integrated telecommunications company and Germany's largest cable television operator, offering fixed broadband, mobile communications, internet and TV services. As a gigabit company, Vodafone is a key contributor to the development of Germany's 5G infrastructure. The Düsseldorf-based company's continuous investments in faster fixed and mobile networks are taking Germany forward into the gigabit society.

Vodafone Germany offers a comprehensive ICT portfolio for enterprise customers, networking people and machines, facilitating secure corporate networks and storing enterprise data in the German cloud. Around 90% of all DAX-listed companies and 15 of Germany's 16 federal states are already Vodafone customers. Vodafone Germany has 14,000 employees and generates annual revenue of € 11 billion with 43.7 million SIM cards, 6.1 million fixed broadband customers and numerous digital solutions.

Vodafone Germany is the largest operating company of the Vodafone Group, one of the world's largest telecommunications companies with mobile operations in 26 countries and partners with mobile networks in 49 more. It also has fixed broadband operations in 17 countries. Vodafone has around 470 million mobile customers and 14.3 million fixed broadband customers around the world.

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

Press contact

Vodafone Communications
+49 211 533-5500
presse@vodafone.com

Further information

vodafone.de/presse
vodafone.de/featured