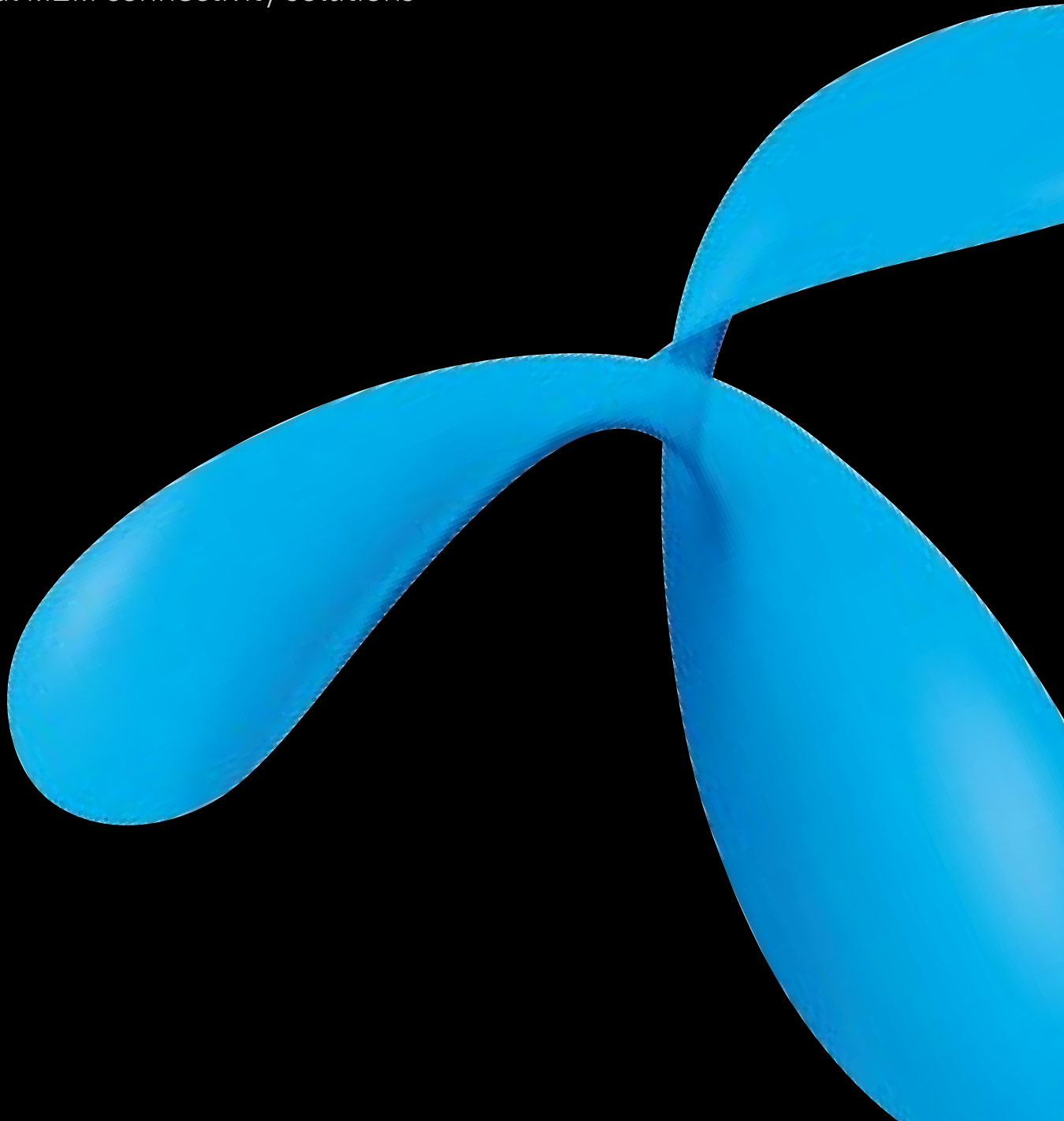




Telenor Connexion

Global M2M connectivity solutions







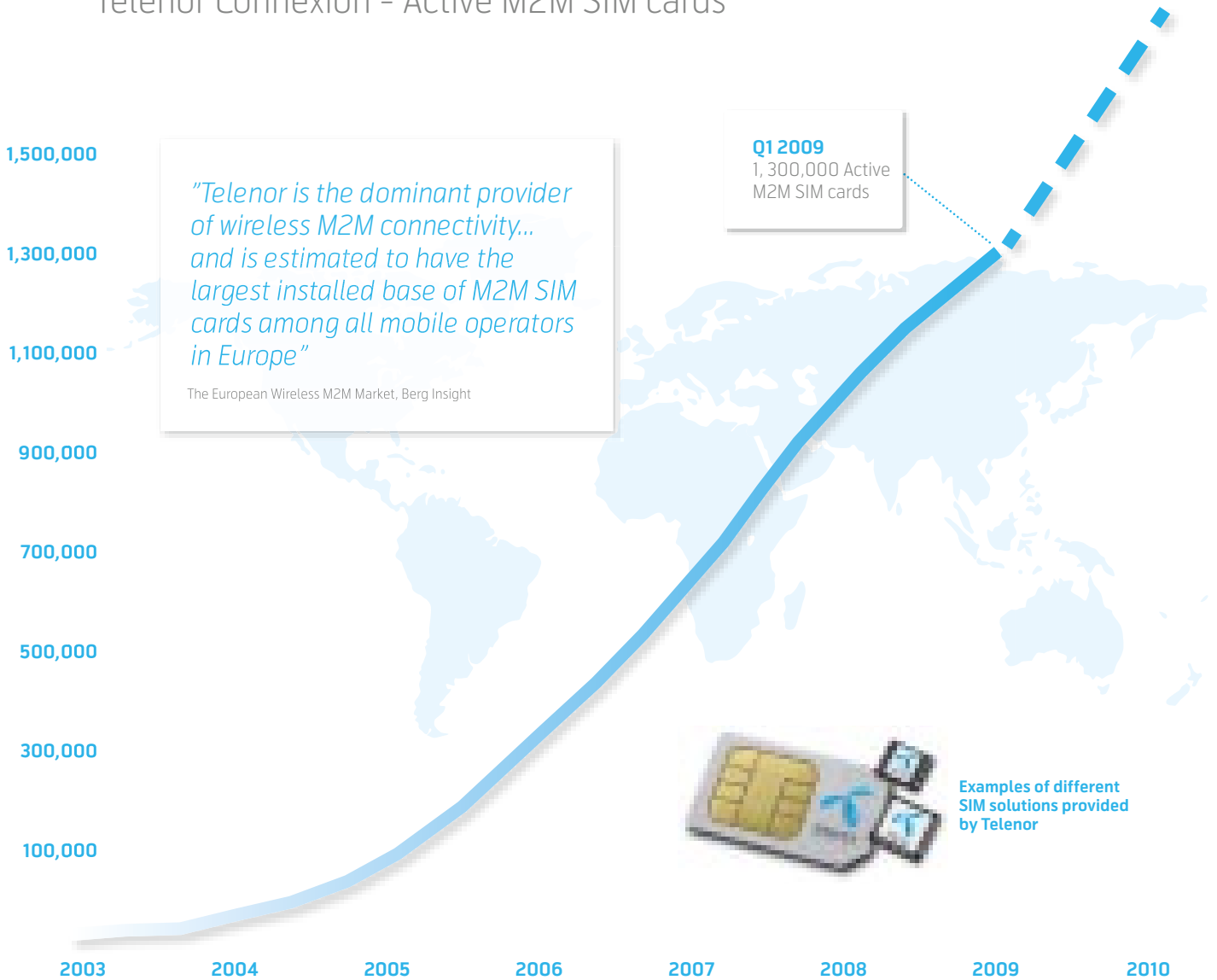
Why M2M?

Machine-to-machine (or M2M) communications is a rapidly growing field of business. In Europe alone there are several billion devices that could potentially be networked by wireless or fixed technologies. To some extent, this development is driven by market regulation, but the greatest incentives are new business opportunities, improved efficiency and reduced costs – or all of these.

Whatever your motivation, you need a reliable and experienced partner to solve your communication needs.

At Telenor Connexion, we can be your helping hand.

Telenor Connexion - Active M2M SIM cards



Telenor Connexion provides M2M connectivity solutions on an international level. By Q1 2009 it had deployed more than 1.3 million M2M SIM cards worldwide.

How is Telenor Connexion different?

Telenor Connexion has provided M2M connectivity solutions for more than 10 years. We have seen the growth in this area and have been on hand to support our customers. We are dedicated to your business and understand your needs.

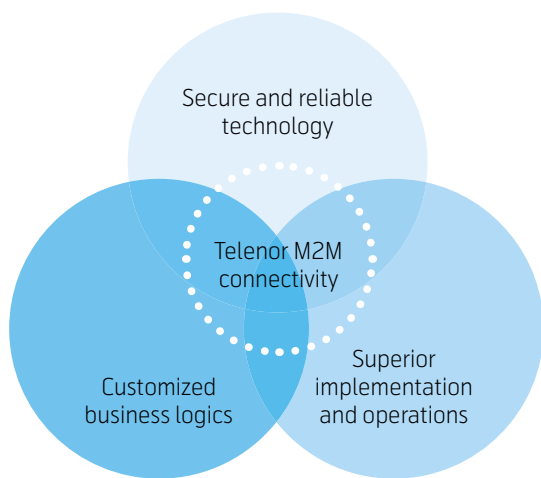
Our staff have backgrounds in automotive, utility and several other areas where M2M is a hot topic today. We have our own mobile network and our own service platforms. That makes a difference.

If you are not yet convinced, perhaps our track record of mobile subscriptions (SIM cards) in use for M2M can persuade you. Today we have more than 1.3 million mobile subscriptions used by a variety of customers such as Daimler, Securitas and Volvo on an international level.

Our M2M solutions are also recognized by leading M2M analyst firm Berg Insight who considers Telenor to be "...the most advanced mobile operator in the area of M2M".

M2M key services

Telenor offers M2M services in three core areas in order to ensure state-of-the-art communication solutions for long-term and large-scale rollouts on an international level. A reliable technical environment backed up with adequate support services is, of course, critical, but we also recognize the need to customize our business models to fully support and reinforce our clients' unique business operations.



Some of our main services within these areas are:

• Global SIM

We simplify your M2M operations by providing one SIM, one provider and one invoice for your global deployment with seamless cross-border coverage. We also offer tailored roaming profiles to ensure top-quality networks at the best possible prices.

• Customized SIM

Our SIM is developed with a clear M2M focus to ensure reliability, function and security in a variety of machine-to-machine devices. For example, we have developed a surface-mounted SIM, specially designed for the automotive and industrial sectors, which meets the critical needs of robustness and longevity demanded by these harsh environments.

• 24/7/365 support service

To ensure the highest possible availability of the communication service, we ensure that you can reach our support staff at any time. All our employees have extensive knowledge and experience of different M2M solutions.

• Service portal

As a customer you gain access to our web-based Service Portal. This gives you complete overview and control of your connectivity solution. The Portal includes SIM management tools, real-time traffic surveillance and alert functions, historical statistics and diagnostics, billing and support tools to mention a few of the key functionalities.

• Customized business logics

Telenor provides a wide range of commercial set-ups to support the variety of business models that distinguish our clients on the M2M market. International flat rates, M2M bulk traffic rates, and one-time/single-fee set-up are examples of the models we can offer.

• Automated provisioning

Automated provisioning is an absolute must in a large-scale M2M rollout. We provide you with active SIM cards for which charging starts when the SIM cards are actually used in the field. The process is fully automated to simplify and cut costs in your logistics and installation process.

• Service-level agreements

The accessibility and reliability of your communication solution is critical for us. We offer a number of different service-level agreements (SLA) specially designed for the unique and high demands of business-critical M2M solutions.

• Telenor M2M platform

Our M2M platform is developed to meet the high and unique demands of our M2M customers, so it's capacity and functionality is dedicated to M2M solutions. Besides a high-capacity, secure and continuously monitored production platform, we have a replicated test environment for test and approval of our customers' new solutions and upgrades.

• Telenor M2M testlab

Our M2M Testlab is a separate part of our test environment. The Testlab facilities give our customers the opportunity to test modules and applications in a controlled radio environment with access to state-of-the-art equipment. The Testlab is used by our customers to trace possible malfunctions in hardware and software, simulate load and elaborate with different use cases within the GSM/GPRS network. Telenor provides test leaders and support throughout the test procedure to ensure the best possible conditions for our clients' product development process.



Business solutions

Machine-to-machine communications can be used in many different industries and solutions, on a national or international level. The overall aim is often to improve operational efficiency or to explore new business opportunities and create value-adding services. Environmental concerns are another important motivation for deploying M2M solutions.

In this booklet, we give you some examples of successful M2M deployments from industries where Telenor Connexion has provided international connectivity solutions to global customers.

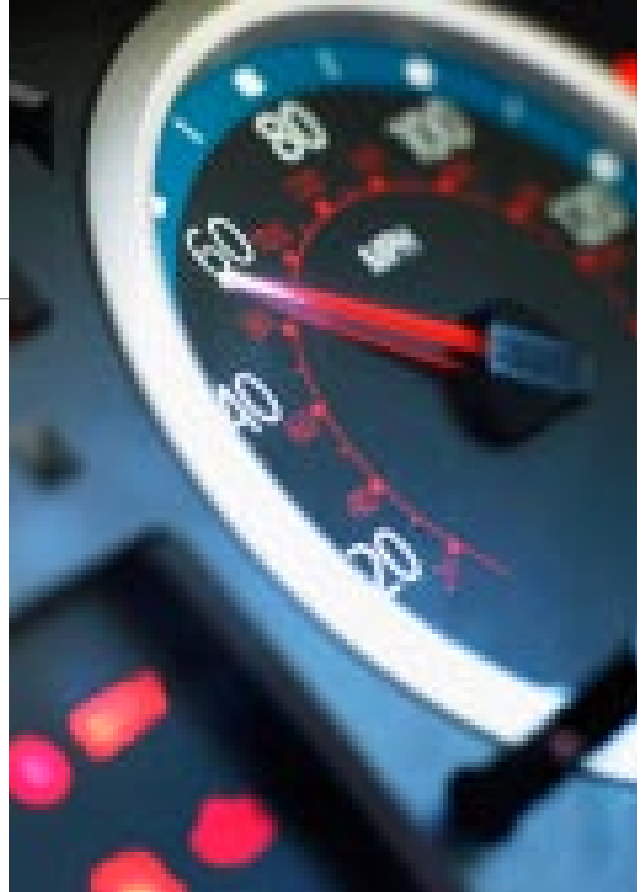
Fleet management and logistics

Real-time and accurate information throughout the supply chain is vital for companies within this sector. Once the communications equipment is built into a vehicle or piece of equipment, variety of different applications can help cut costs, and improve functionality and safety. Examples include remote vehicle diagnostics, fleet management applications and safety/alarm functionality.

DAIMLER

"Telenor understood our business challenges and proposed a communication solution and a business model that could bring our Fleet Management System to the next level. We are now deploying the service on a European level and are pleased to see that the communication quality and reliability are improving steadily to meet our high demands."

Christoph Ludewig, Head of Business Development and Communication, Daimler Services FleetBoard GmbH



"We are now deploying the service on a European level"

Automotive telematics

Post-crash systems and e-call services in cars are going from innovation to standardization. Car manufacturers are offering complete in-built solutions to enhance safety and add new functionality such as "infotainment", navigation and remote diagnostics to add further value to the "online" car.

VOLVO CARS

"We have cooperated with Telenor for many years to develop and implement our e-call service, OnCall, in different countries. Reliability of the technical solution, international reach and the right business model set-up for this unique service were some of the important factors in choosing our communication partner for the OnCall service. We are continuing to develop OnCall and other telematics solutions in close cooperation with Telenor to enhance our telematics offering."

Joost van den Bosch, MSS Lifecycle Extended Offer Manager, Volvo Cars

Positioning and asset tracking

Full control of assets such as containers, trailers, mobile fleets or moving goods is vital for companies aiming to improve efficiency. Positioning and tracking solutions help increase the utilization of fleets, improve efficiency and prevent fraud and theft of equipment or goods.

HALDEX BRAKE PRODUCTS

"Our telematics solutions give the user full control of their trailer fleet, not just the exact position of the trailer but also real-time diagnostics such as the trailer's brake status, weight and so on. We operate on an international level and needed a robust communication solution that could be aligned with our business model throughout Europe. We are continuously developing our products in close cooperation with our communication partner, Telenor."

Paul Woolford, Sales Manager Scandinavia, Haldex Brake Products



"This investment gives us an infrastructure that allows us to satisfy our customers"

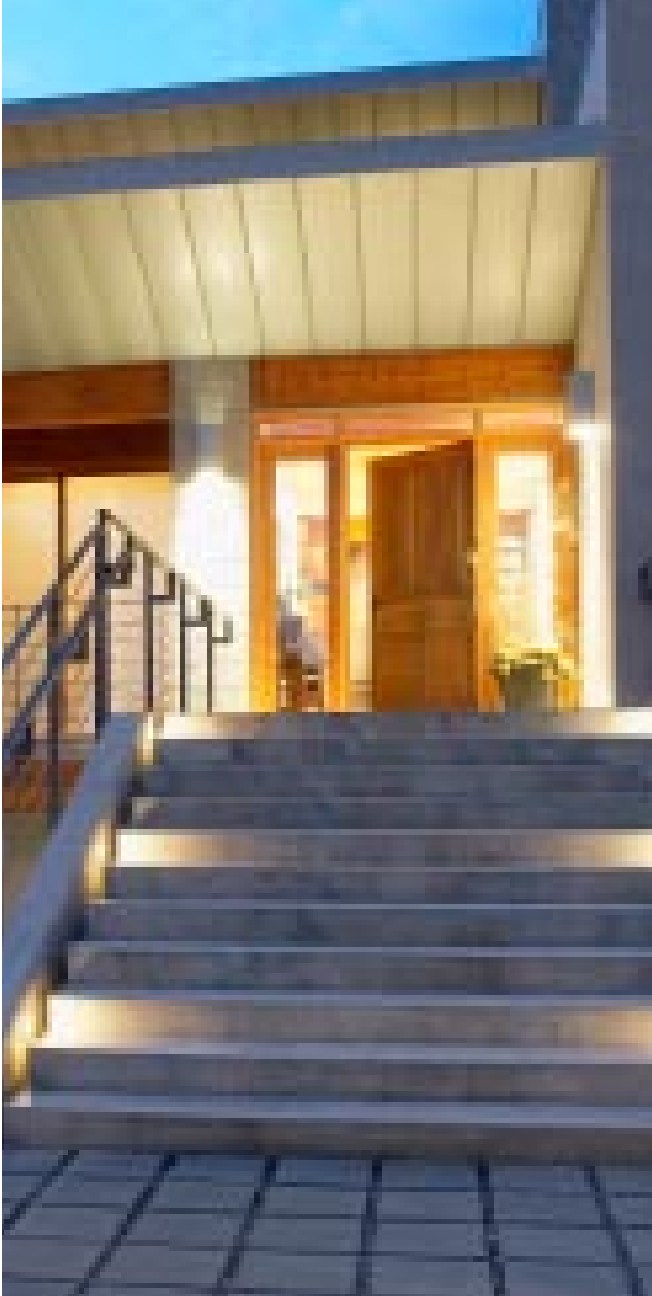
Automation and monitoring

M2M communication is used to remotely monitor equipment such as utility meters, water pumps, parking meters and office equipment. For instance, remote real-time meter reading or management of in-field equipment helps companies to improve efficiency, cut costs and deliver more value to the end customer.

FORTUM SWEDEN

"For us, this is a strategic investment, not something just to meet regulatory requirements. By investing in the most modern and flexible platform for automatic meter reading, we will be able to offer our customers better service. This investment gives us an infrastructure that allows us to satisfy our customers' needs for other services."

Christian Lundberg, Managing Director, Fortum Sweden



Security

The security sector is increasingly moving towards wireless communications to strengthen its offering of alarm and surveillance solutions for consumers and companies. Installation cost, redundancy and communication standardisation are some of the drivers.

SECURITAS DIRECT

"We needed a communication solution that could meet our high demands for security, reliability and real-time communication. It also needed to support our centralized solution of our alarm-handling systems for deployment on an international level. We have found Telenor's solution to be well-suited to our business model and technical approach, and our partnership will support our future product evolution and international market expansion."

Robert Engen, CIO, Securitas Direct

"We needed a communication solution that could meet our high demands for security"

Pay-as-you-drive

The insurance sector is developing new business models based on connectivity solutions to different assets. Usage based insurance solutions is one example that will give the insurance companies accurate information of for example driving patterns, geographical areas etc. This, in turn, will enable them to customize insurance offerings towards their end-customers.



Asset management

Connection of remote assets or equipment is becoming increasingly important in many industry sectors. The reasons may differ from case to case but the ability to monitor, steer and manage remote assets often brings both cost savings and the possibility to add new services. Real-time asset monitoring is also critical for maintaining operational service levels and a vital part of many product offerings.

GE ASSET INTELLIGENCE

"The GE VeriWise solution is active in all European countries and assets move within and beyond this zone. Real-time connectivity to various assets and vehicles are of critical importance, for instance to improve fleet utilization, monitor cargo status and maximize security aspects in the logistics chain. We find Telenor's offering and understanding of our business and technical needs well-suited for our Pan-European and global deployment."

Simon van den Dries, Commercial Director Europe, GE Asset Intelligence



"We have found Telenor's solution to be well-suited to our business model"

Point-of-sales

Secure and reliable point-of-sales terminals are moving closer to the customer interface. Vending machines, remote credit-card terminals and parking meters are all increasingly dependent on online communication to support real-time payments and secure credit-card transactions. M2M communication makes this possible.

BABS PAYLINK

"Security and service are key factors for the retail and service sectors when choosing a credit-card terminal. With the integrated GPRS solution from Telenor, we fulfill these important criteria, which means that these sectors will choose mobile terminals to a higher degree than before. We are looking forward to driving this development forward in cooperation with Telenor."

Peter Hedeby, Market Director, Babs Paylink

M2M deployment

Management workshop

We believe it is crucial to get off to a good start. A management workshop highlights the critical aspects of your needs and sets the baseline for your strategic direction. It will also identify alternative routes to implementing an M2M solution to best meet your needs and strengthen your business.

Solution design and testing

No solution is better than its weakest link. We assist you in the commercial and technical design of your M2M solution. Once you have established your design, you can test and verify the communications at our testlab before performing field trials.

Implementation and rollout

The difference is in the details. We have learnt along the way that it is having a steady grip on implementation and rollout that is decisive for success. We have the experience of handling both smaller projects and large-scale rollouts that include several hundred thousand devices.

Operations

We'll be at your side – in good times and bad. You will have access to our customer service team 24 hours a day, 7 days a week and 365 days a year.

The next step

M2M solutions are increasingly becoming an integrated and standardized part of product offerings in various industries. Every business is unique and we at Telenor Connexion recognize the need to be dynamic and flexible in order to meet your requirements and challenges. We look forward to supporting you as you move forward.

For more information, please contact your Telenor Connexion sales representative, phone: +46 8 410 338 99, e-mail: salesconnexion@telenor.com, www.telenorconnexion.com



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