

OMA Organization and Relevance

OMA Industry Perspective

February 17, 2003

Carlton Hotel, Cannes, France

Jari Alvinen
Chairman of the Board of Directors
Open Mobile Alliance

What is OMA ?

- The OMA is designed to be a center for mobile service specification work, stimulating and contributing to the creation of interoperable services

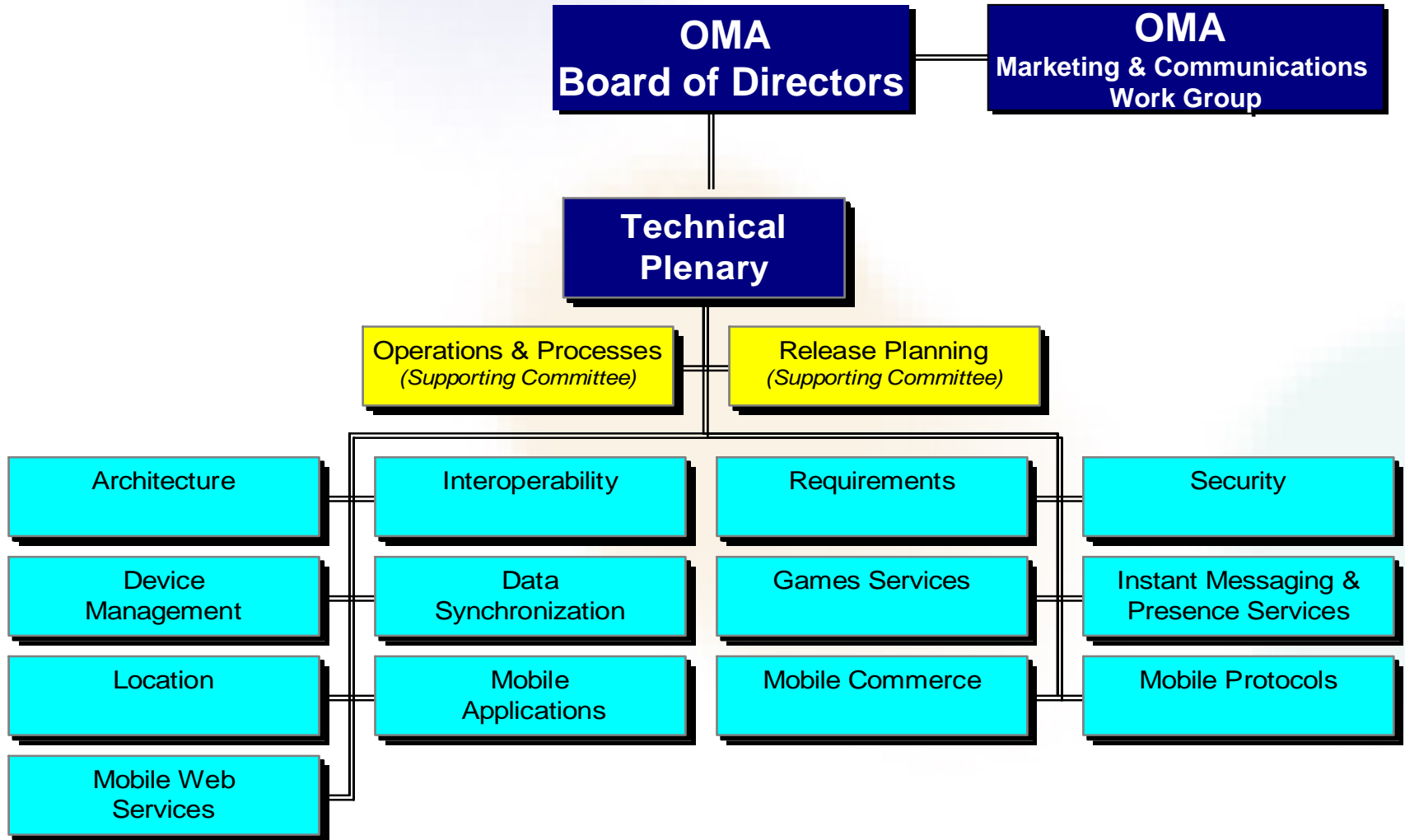
“No matter what device or operating system you have, no matter what service you have, no matter what carrier you use, you can communicate and exchange information.”

The Value Chain of OMA



- OMA member companies fall into 4 categories that essentially define the various parts of the end-to-end value chain. They include:
 - Wireless Vendors
 - Information Technology Companies
 - Mobile Operators
 - Application & Content Providers & Others

OMA Organization



The Objectives of OMA



Ultimately, the uniform service architecture implemented by multiple vendors can result in:

- Interoperability between infrastructure, devices and services
- Enriched user experience across service providers
- Compelling new mobile services
- Healthy competition between suppliers, operators and developers
- Faster time to market

Why is OMA Different ?



OMA is different because it brings together all of the links in the value chain

- Previous initiatives have focused on one part of the chain or a small subset of the global market
- OMA provides a unique opportunity for everyone to understand more quickly the roles of the other players and share their own perspective on the direction of the mobile industry

OMA Across the Value Chain



- Representation from companies of all sizes and across all geographic barriers
- Participation by all of the member companies representing all of the elements in the value chain
- Deliver on end-to-end services and solutions and a truly open standard

OMA Across the Value Chain



- Within the alliance everyone has the same opportunity to speak and to make his or her proposals heard
- Smaller companies can make their voice heard and participate in the definition of OMA enablers
- By interacting with other members they gain new insights into the way the industry is developing

OMA Welcomes New Members

The OMA Vision and Strategy

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Jonathan Prial
Member of the Board of Directors
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The OMA Vision



To provide a forum for the entire wireless value chain to work together to ensure seamless mobile services for both business users and consumers worldwide

OMA Strategy



Focus on defining market requirements through use cases, common architectural framework, open standards for enabling technologies, and end-to-end interoperability

Operational Tactics



The OMA Release Program has announced ten new enablers, comprised of specifications that are the building blocks for mobile services worldwide. These enablers include:

- OMA Browsing
- OMA Multimedia Messaging Service (MMS)
- OMA Digital Rights Management (DRM)
- OMA Domain Name Server (DNS)
- OMA Download
- OMA E-mail notification
- OMA Billing Framework
- OMA Client Provisioning
- OMA User Agent profile
- OMA Instant Messaging and Presence server (IMPS)

The OMA Mission



Specifications will ensure the proliferation of mobile data services

- Services across network generations
- Convergence with mobile applications and PC applications
- Enabling interoperability between the mobile and the fixed Internet
- Different areas of growth in the wireless industry will be stimulated

OMA vision creates opportunity, and minimizes risk

Driving Market Growth



OMA will grow the mobile industry market by enabling subscribers to use interoperable mobile services:

- A common architectural framework will accelerate product innovations and expedite the time-to-market
- Industry wide adoption of open specifications over proprietary alternatives
- Decrease operational costs by improving efficiencies within companies and across the industry
- Improve the end user's experience by providing end-to-end and multi-standard interoperability

Benefits to the Market



- Consumers and business users
 - will receive seamless interoperable services across mobile networks and Internet domains as well as access to interoperable and easy-to-use mobile services across geographies, operators and mobile terminals
- Content, application and services providers
 - providing users around the world easy access to information and transactions, anywhere, anytime resulting in timely and financial efficiencies

Benefits to the Market



- **Members** of the Open Mobile Alliance benefit from the comprehensive inclusion in all of the specification work
 - Extensive participation from all parties involved in the entire mobile services value chain
 - The interoperability issues can be solved efficiently when the industry specifications work lies within the same organization
 - Resulting consolidation of other forums into OMA, companies involved will not need to invest in several, but one substantial specification body
- **Non-members** risk not being involved in this process, and thereby not having their voices heard

OMA Technology Perspective and Challenges

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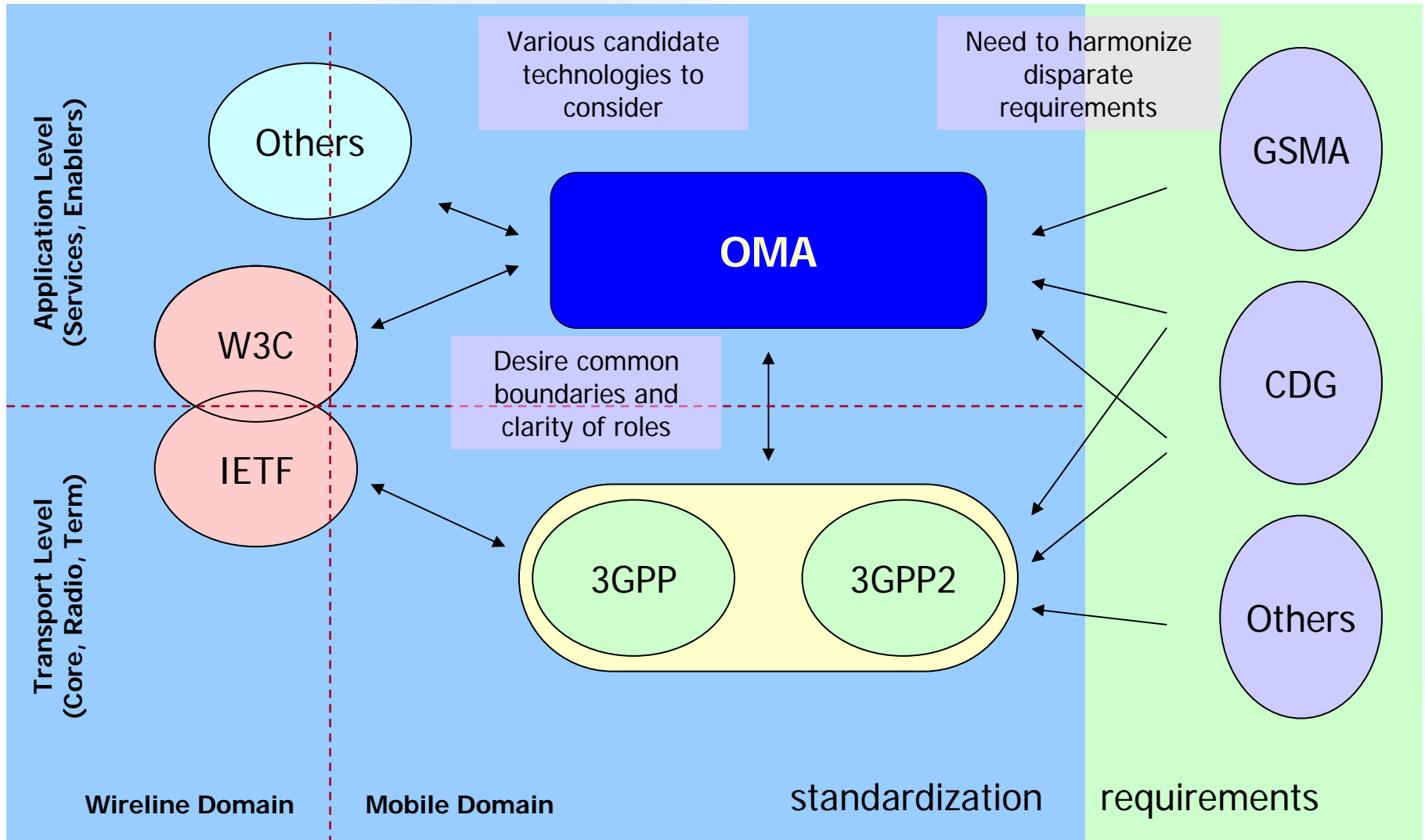
Sanjay Gupta

Chairman of the Interoperability Work Group

Member of the Board of Directors

Open Mobile Alliance

OMA Positioning



Open Specifications & Common Architecture



- Establish a global mobile industry standards forum to function as the driving force responsible for creating service level interoperability
- Drive timely implementation of open mobile services via standards that provide clear user benefits
- OMA specifications enable interoperability while not limiting ability to differentiate and maintain competitive advantages

OMA Release Program



- OMA working process is a market driven, continuous program designed to deliver three key milestones
 - Phase 1: Candidate Enabler Release
 - Phase 2: Approved Enabler Release
 - Phase 3: OMA Interoperability Release

Business Drivers

- Compelling business cases and revenue streams are being built
 - Multimedia Messaging Service (MMS)
 - XHTML Browsing
 - Digital Rights Management (DRM) & Mobile Download Specifications
 - Instant Messaging & Presence Service (IMPS)
 - Data Synchronization
 - Device Management

Available OMA Enablers

- OMA Multimedia Messaging Service (MMS)
- OMA Instant Messaging and Presence server (IMPS)
- OMA Digital Rights Management (DRM)
- OMA Download
- OMA Client Provisioning
- OMA Browsing
- OMA Billing Framework
- OMA E-mail notification
- OMA User Agent Profile
- OMA Domain Name Server

Focus on Interoperability



- The following OMA enablers are currently undergoing interoperability testing
 - Device Management/Data Synchronization
 - 24 implementations successfully tested
 - Instant Messaging and Presence Service
 - 20 implementations successfully tested
- Test specifications in development for other enablers

Upcoming Specifications



- **New Enablers**

- Location
- Gaming
- Web services
- M-Commerce

- **Enabler Evolution**

- Digital Rights Management Evolution
- Browser Evolution (WCSS)
- MMS
- IMPS
- Device Management and Data Synchronization

Business Perspective OMA Value Chain

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Shailendra Jain
Member of the Board of Directors
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Revenue and Business



Model

- Open Mobile Alliance removes interoperability barriers that impede today's development of the wireless market
- OMA brings industry players together
- OMA enables economically viable end-to-end solutions more quickly and more effectively than any previous organization

The Business Impact

- OMA's impact extends well beyond its membership
 - By removing barriers OMA helps grow the overall market for everyone, not just specific companies or parts of the value chain
 - A new, single global mobile market will foster a culture of innovation that will lead rapidly to new kinds of services and products

Value Proposition

- Mobile Operators
- Wireless Vendors
- IT companies
- Content & service providers

Value Proposition

Mobile operators

- Increase ARPU, margin and data revenue and accelerate the services uptake by ensuring user interoperability across terminals, markets and operators
- Invest with confidence, knowing that services are based on open, interoperable standards
- Provide consumers and business users with seamless interoperable services across mobile networks and Internet domains
- Choose from a wide range of technology providers, with no need to rely on a single vendor
- Collect market requirements as a base for the specification work

Value Proposition

Wireless vendors

- Foster growth of mobile services market worldwide
- Ensure interoperability with various terminals, networks and servers by different vendors
- Utilize the widest variety of services, built upon open standards and enabling technologies
- Differentiate on terminal design and features while maintaining a core set of interoperable applications
- Reduce development costs

Value Proposition

IT companies

- Leverage investment in applications and infrastructure by extending accessibility and reach to the mobile environment
- Extend reach to a broader range of application developers by
 - Shortening development cycle by providing open standards and uniform API's that ensure interoperability
 - Leveraging their existing investment
 - Providing a framework for richer applications
 - Accelerate the delivery of products, services and technologies to all the members of the value chain
 - Build a bridge between Internet and mobile service domains

Value Proposition

Content and service providers

- Make use of universal mobile distribution formats
- Drive the development and delivery of the attractive content to the global audience
- Enjoy the financial effect of simplified application and content development
- Benefits of a global and multi-vendor ecosystem

Solid Progress Since November 02



Strengthened Organization

- Growing membership of approximately 300 companies
- M-Commerce and Games Services

Specification Sets Approved

- Approved additional two sets of specifications

Interoperability Testing

- Successfully completed two interoperability test fests