

Vodafone M2M Adoption Barometer Report 2014 Press / Analyst Briefing



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m2m.vodafone.com



Norio Hasegawa

M2M Field Marketing Manager, Americas and Asia Pacific,
Vodafone Global Enterprise



Introducing Machinelink 3G

Ethernet/IP Connectivity for a wealth of applications

- ✓ Easy to use
- ✓ Multi-purpose & multi-functional
- ✓ Integrated Vodafone compatibility
- ✓ Simple to deploy, connects in minutes
- ✓ Global functionality
- ✓ Full M2M feature set
- ✓ Suitable for industrial & residential deployments
- ✓ Market leading value



MachineLink 3G Target Market Segments

Digital Signage



Vending Machine ·
ATM



Remote Monitoring



Security



Healthcare



SOBE is an innovative proposition providing a unique and Simple Out of Box Experience



**One single SIM
for all markets***

**Simple Out-of-Box
Experience**

**SOBE Customer
Experience**

- Vodafone 3G connectivity is embedded in connected devices at the manufacturing point

- Global SIM IMSI range allows the use of one single SIM across all markets and devices

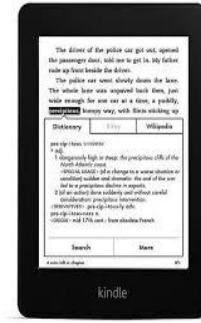
- SOBE provides end users with a simplified and consistent experience across Vodafone footprint
- SOBE leverages Vodafone's footprint and experience in MBB addressing the vast consumer electronics market



SOBE Solution for Amazon Kindle

Vodafone M2M テクノロジーがコンシューマー向けのデバイス接続の簡易化を実現

- ✔ SOBE (Simple Out of Box Experience) ソリューションを採用
- ✔ エンドユーザーが箱を開ければ、すぐに登録が可能
- ✔ 3G/4G対応ネットワークで、どこでもe-Book, 映画、音楽、アプリなどのダウンロードが可能
- ✔ 英国及びドイツでKindle Fire HDX 4を販売店経由でコンシューマー向けに販売



amazon.com®

