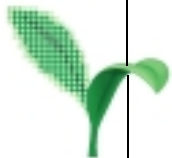


# **MOBILE COMMUNICATION - entertaining experience**

**Presentation at Telecom Forum, Sep 2, 2001**

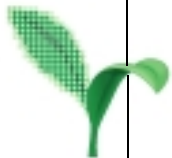
**Markku Taulamo CEO, Futurice Oy**



FUTURICE

# A G E N D A

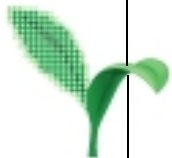
- Futurice in brief
- Business idea – communication
- Product example
- Business creation



FUTURICE

# FUTURICE

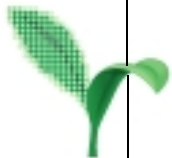
*Emotional communication for the mobile handset*



FUTURICE

# FUTURICE

- Solutions to enrich mobile communication
- Founded in year 2000
- 8 employees
- Pekka Tarjanne, Chairman of the Board
- Located in Helsinki, Finland



FUTURICE

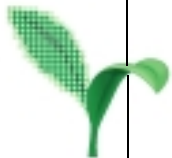
*Futurice makes your mobile phone smile...*

# MOBILE COMMUNICATION

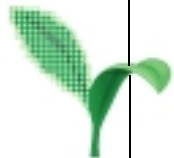
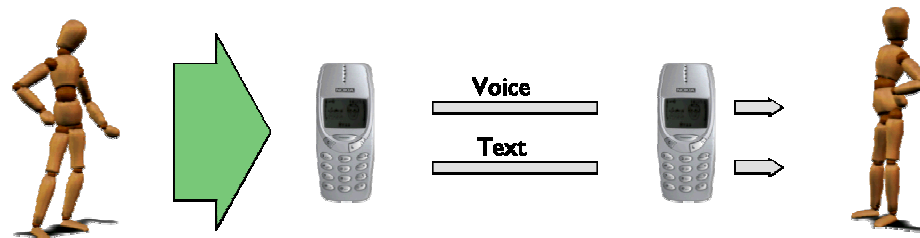
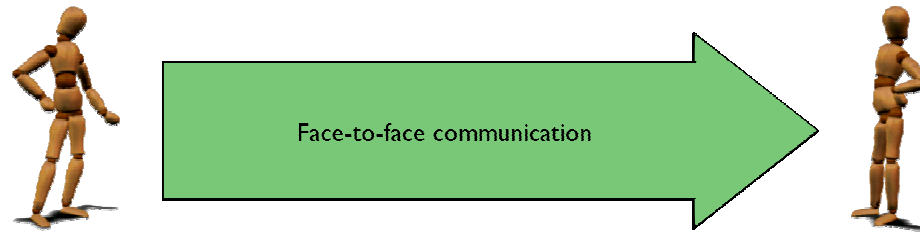


- Mobile phone mainly used as a communication tool

*How do you express emotions in mobile communication?*

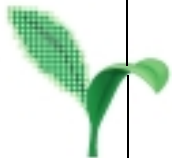
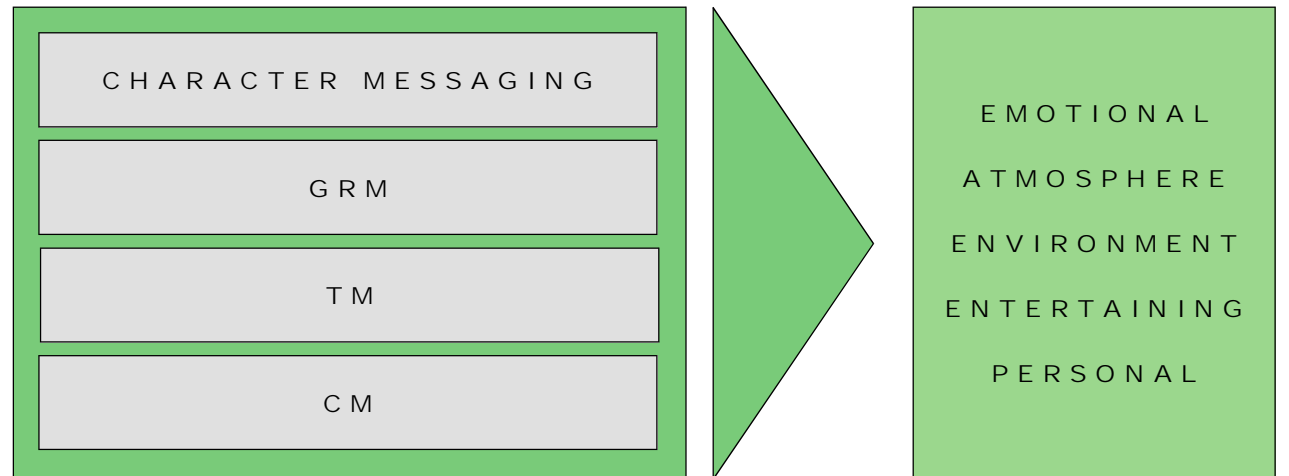


# COMMUNICATION



FUTURICE

# COMMUNICATION SOLUTIONS



FUTURICE

# PRODUCT EXAMPLE - Character Messaging System

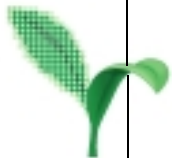


Sender:

Emotion, receiver, text



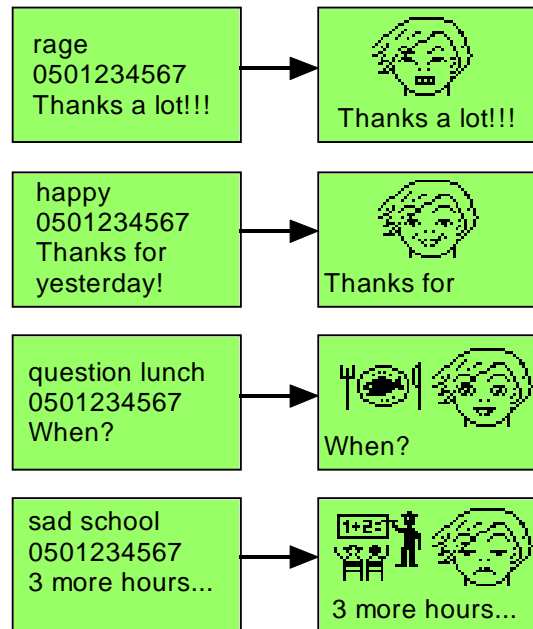
Receiver



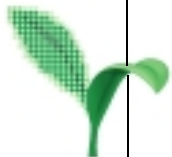
FUTURICE



# USAGE EXAMPLES



- *Automatically created expressions*



# VALUE CHAIN

End-user



Operator / Service Provider



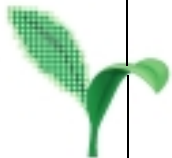
Distributor



Futurice

*Service usage*

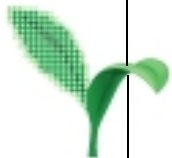
*Delivery chain*



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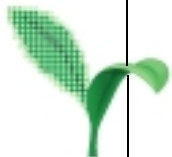
# REVENUES TO THE DELIVERY CHAIN

- Service usage - end-user
- Product placement
- Advertising
- Merchandising



# SCALABILITY AND COST CONTROL

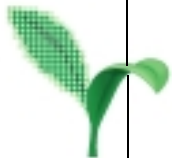
- Consumer brand
  - Operator / Service provider
- Sales and local presence
  - Distributor / Service provider
- Scalable service
  - Futurice product development



# **C O M M U N I C A T I O N**

## **- feeding the delivery chain**

- Recognised global need
- End-user creates the content
- Usage volumes – daily messaging



FUTURE