

Industry Report: New Mobile Devices & eReading Software

LIBROFONINO™

The “Cellular Book” personal device

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TELECOM ITALIA – Domestic Mobile Services

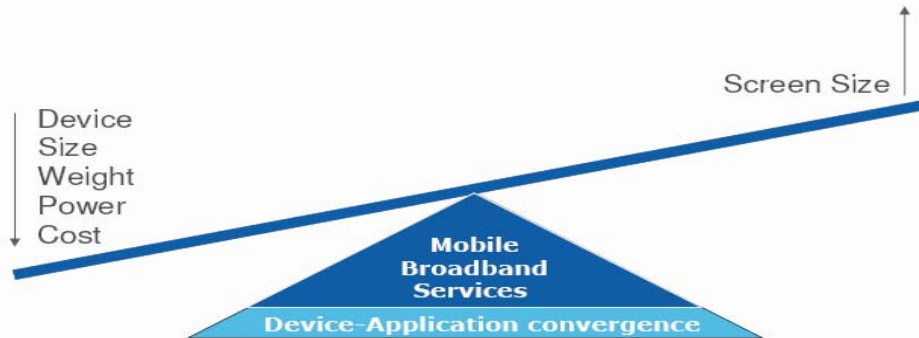
New York

9th of May 2007

Agenda



1. Disappearing of Technology



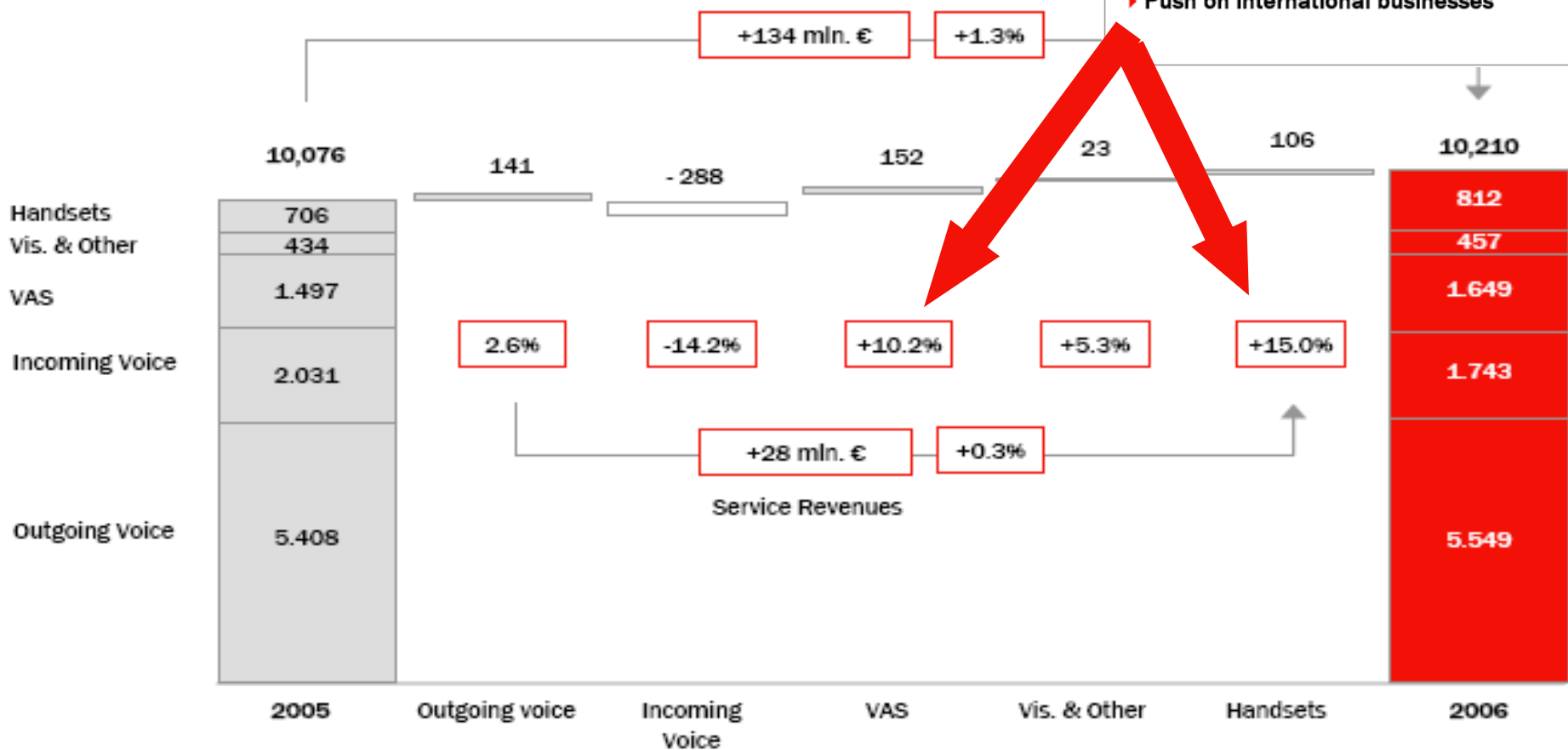
2. Emerging service experience

Domestic Mobile : Revenues Performance in 2006

TI Group strategic guidelines

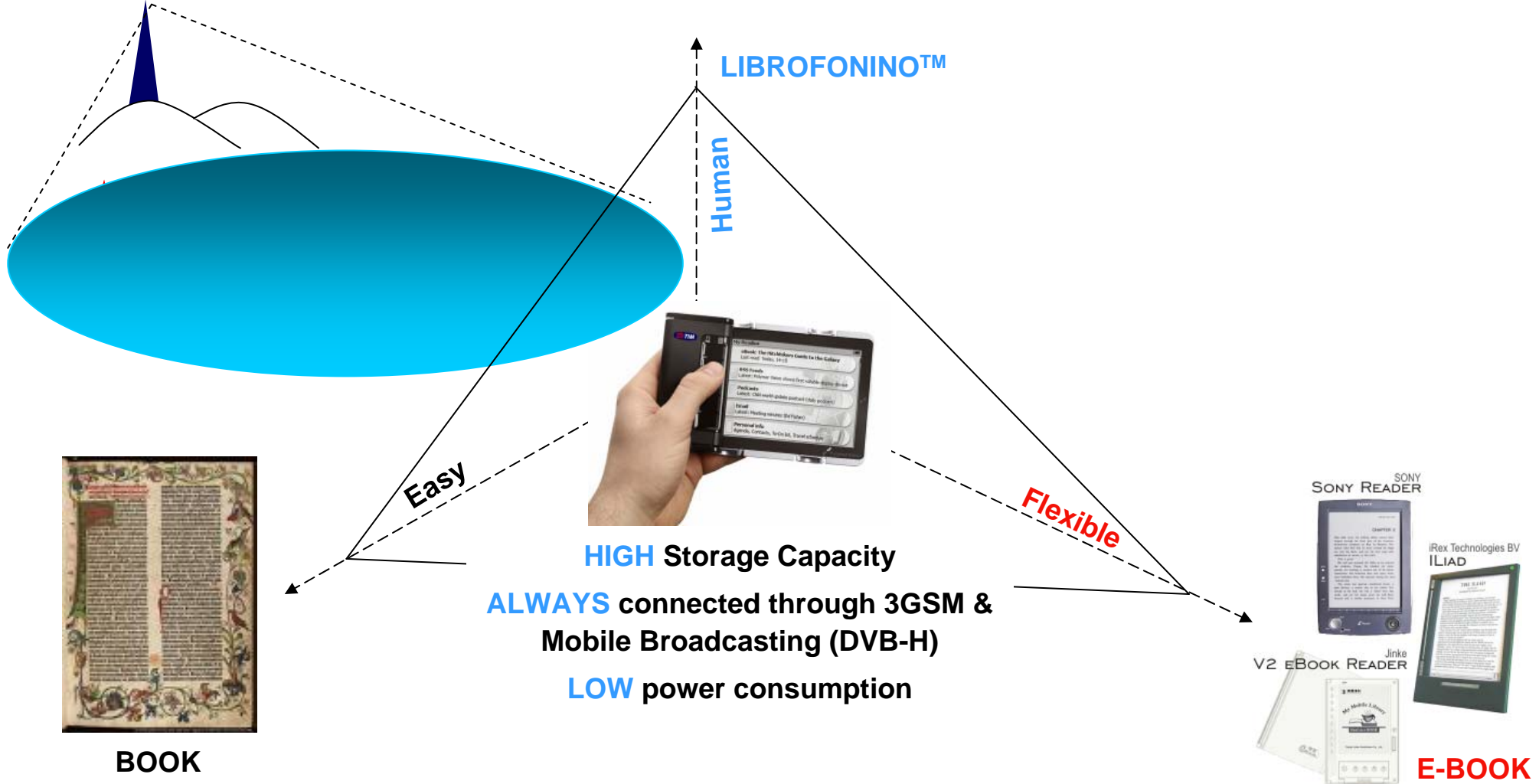
- ▶ Focus on the core business
- ▶ Growth in innovative/adjacent markets
- ▶ Push on international businesses

€ /Min. %, Reported Data



LIBROFONINO™ – Disappearing of Technology

HYBRID content distribution through Mobile 3GSM & Broadcasting (DVB-H)



LIBROFONINO™ - Emerging service experience

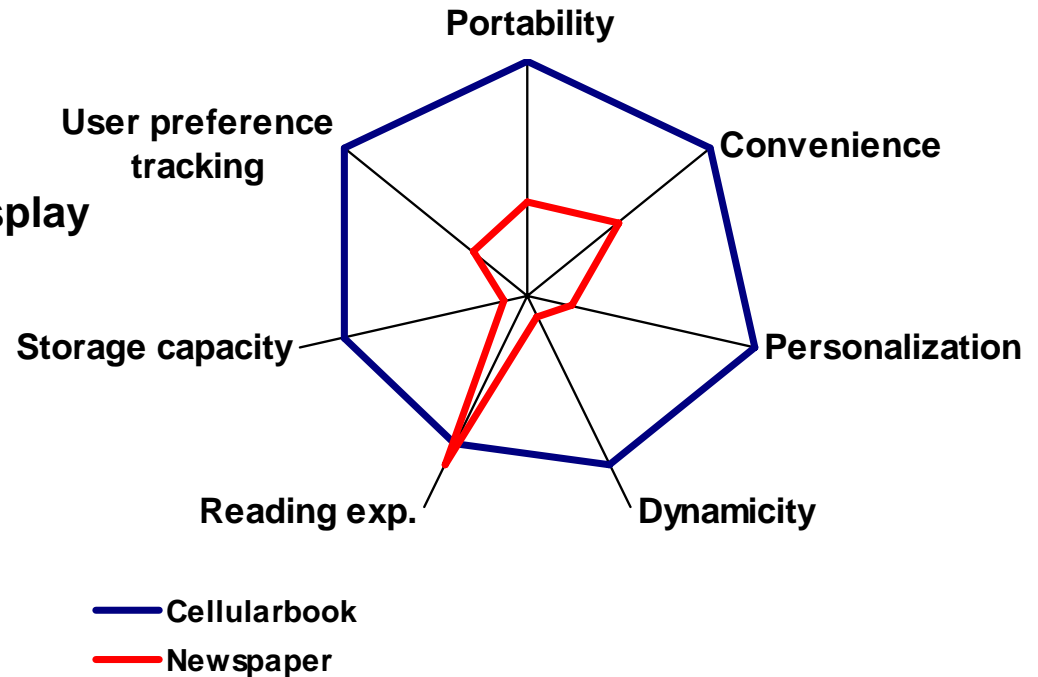
▶ Device Concept

▶ A new device for infotainment & communications

- ▶ Visual-centric
- ▶ Simple
- ▶ Connected
- ▶ Context-aware

▶ Pocket newsstand

▶ Unparalleled state-of-the art display features & communication capabilities



LIBROFONINO™ - Summary

World connectivity

- ▶ 3GSM (EDGE/UMTS)
- ▶ DVB-H* (IP data-casting)
- ▶ Fixed broadband wired/wireless

Storage: all reading & audio media

- ▶ Years of publishing
- ▶ '000 of books



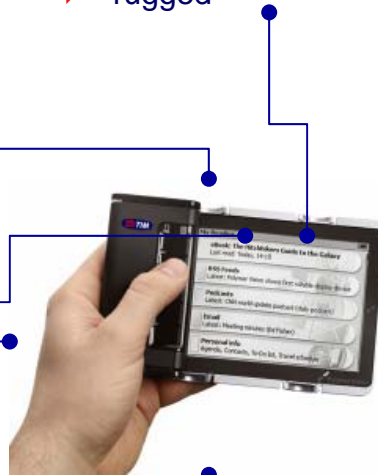
▶ Project Gutenberg: 19K books

Content distribution cost efficiency

- ▶ Combined broadcast/unicast
- ▶ Highly scalable content delivery & aggregation
- ▶ 3GSM authentication & security
- ▶ DRM protection

Innovative form factor

- ▶ Largest display by form factor
- ▶ rugged

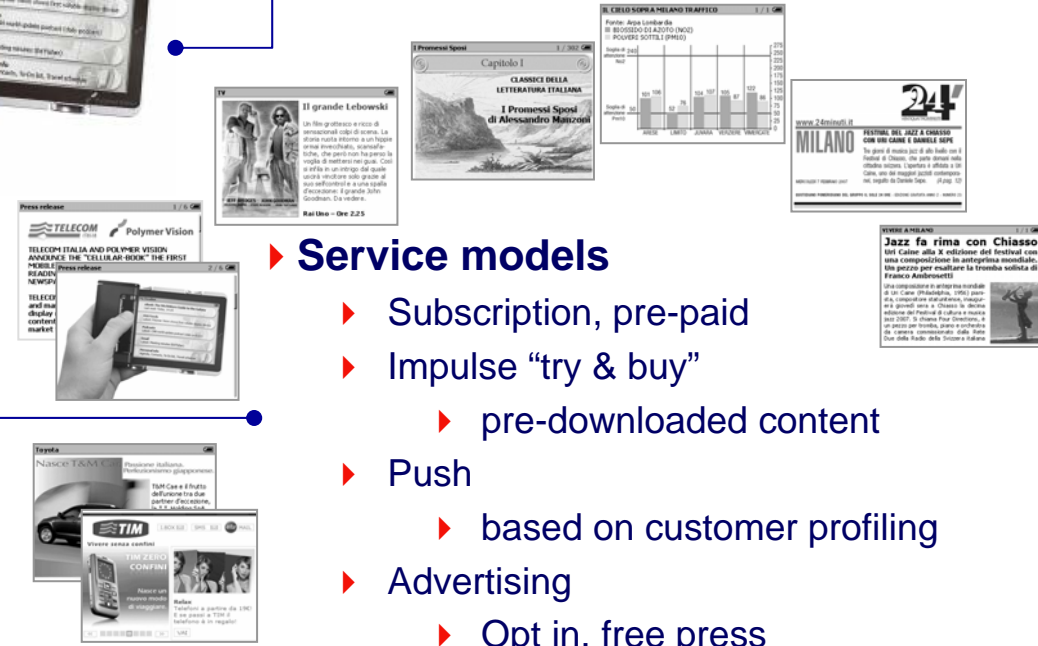


Paper like user experience

- ▶ paper digital reading experience
- ▶ foldable/rollable display
- ▶ ultra low power
- ▶ ultra-light
- ▶ Durable, robust

Service models

- ▶ Subscription, pre-paid
- ▶ Impulse "try & buy"
- ▶ pre-downloaded content
- ▶ Push
- ▶ based on customer profiling
- ▶ Advertising
- ▶ Opt in, free press



* TIM DVB-H coverage about 75% population, expected similar coverage available in major DVB-H deployments

Arthur Sulzberger, on life in the Internet age. By Eytan Avriel
"Will we print the NY Times in five years? I don't care," says the
NY Times publisher

THANK YOU