

Bell Mobility Developer Partner Program *Partnering For Success*

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October 2nd, 2006



Making it simple.™

You've Got Great New...

Mobility Business Solutions

Content

from Ring-tones to Multi-player Gaming

Applications

from Messaging to Prosumer Apps

Location Based Services

from Navigation to Tracking

Now, how do you partner with Bell Mobility?



Not For Redistribution

You Should Start Here

Mobility Business Solutions

<http://developer.bellmobility.ca>

Bell Mobility's Developer Portal for applications, content, and services

- interface descriptions
- access to SDKs
- front door to business primes



Benefits of Enrolment

Mobility Business Solutions

Bell Mobility's Developer Partner Program provides you with:

- Association with Canada's leading wireless operator, a world leader in Wireless Data service
- Access to our networks and technology
- Access to our technology staff
- Information to help you market and position your product or service
- Incubation environment to test out your product or service
- Support for visibility activities



Partner Program Business Models

Mobility Business Solutions

Bell Mobility understands the importance of vendor relationships to drive growth. Our mission is to lead the industry with solutions that offer all parties a fair share of the value chain while maintaining a reasonable total cost for the customer.



Partnering for Content & Applications

Mobility Business Solutions

TV & Video

Bell is the leading mobile video provider in Canada offering **exclusive** content and partnerships.



Music

Bell has more full track labels than any other carrier in Canada including Universal, Warner, Sony/BMG, Beggars Banquet, DRA, V2 and more.



Games

Leading in gaming with first to market content from Tier A game providers like **EA, Sega** and **Namco**.
Recently launched multi-player games.



Text

We participate in over 200 cross carrier short-code programs for TV shows, international events, and marketing promotions. We were **1st in Canada** to launch MSN instant messenger application for easy messaging to friends.



Search

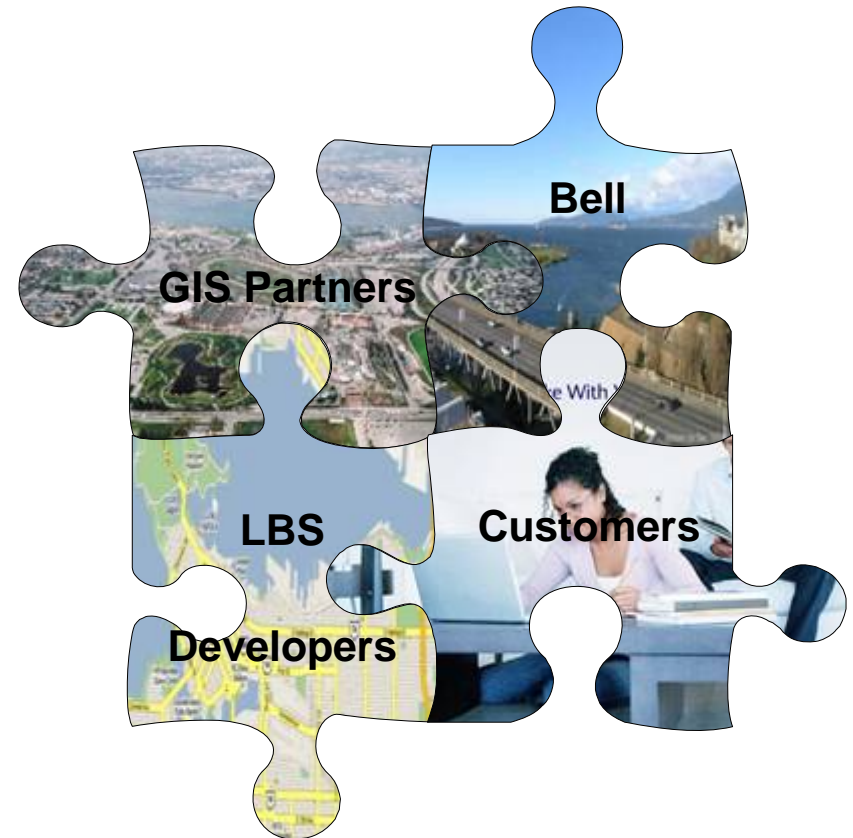
We offer Mobile Search, improving customer navigation, search and speed to purchase. Already **over 35 K search queries a week**.



Partner Program for Location Based Services (LBS)

LBS Developers can provide

- Customized solutions or features not offered by Bell's standard GoTrax service
- Integration with existing customer applications and GIS platform
- Applications tailored to specific verticals



Bell's LBS Partner Program

Enrolment is as simple as downloading the Software Development tools from developer.bellmobility.ca and leveraging ESRI & Bell's sandbox

Bronze Technical partner

- Prove basic technical skill set
 - ESRI ArcWeb (ArcWeb configurations)

Gold Technical partner

- Prove ability to launch and support customer solution (achieve 5 – 50 unit launches)
- Pass technical assessment questionnaire
(System Architecture, Support Structure, Hosting Location, Technical Team Strength)

Business partner

- Bell business assessment of company
- Marketing Alliance, or Resale/Revenue Share relationship

Bell Marketing Support

Web support in Bell Mobility Business-on-the-GO website

One Page, double sided cut sheet for inclusion in Bell Business Tracking Services Sales Kit

Co Marketing opportunities, Bell Sales Channel opportunities, Offload billing and receivables



LBS Developer Support

- Business Tracking Services Sales Kit, co-branded marketing cut sheet
- Web support
 - ESRI ArcWeb Services:
www.esricanada.com/english/engine/product.asp?version=1&groupid=6
 - Microsoft MapPoint:
<http://www.microsoft.com/mappoint/products/locationserver/default.msp>
 - Bell Mobility Partner Solutions:
www.businessonthego.ca => Wireless Solutions => Data Applications



Bell's Wireless Innovation Centres

Mobility Business Solutions

Bell's **Innovation Centres** are where Developer Partners come to test their solutions on the Bell Mobility network.

Partners have access to a secure developer network, as well as a fleet of the latest handsets for testing.

Our premier Wireless Technology Innovation Centre is located in Mississauga; our Vancouver Innovation Centre will be opening in 2007 in association with WINBC's **WINLab**.



Looking Ahead to EV-DO Rev. A

Significantly higher reverse link data rate, improved forward link data rate

- **3.1 Mbps forward link** peak rate (rel 0 – 2.4 Mbps)
- **1.8 Mbps reverse link** peak rate (rel 0 – 153 kbps(1x))

Low latency to support delay-sensitive and real time applications

- Improved latency:
 - Faster connection times
 - Smaller packet sizes supported
 - Multi-user packets
 - Call set-up times < one second for Push-to-talk

Quality of Service (QoS)

- Per user (i.e., gold, silver, bronze)
- Per application (for delay-sensitive applications like VOIP)



Looking Ahead to EV-DO Rev. A

- Multiple Radio Link Protocol (RLP) flows (multimedia applications)
- Support for enhanced **Broadcast-Multicast services**
- Increased capacity for low data rate applications such as **VoIP**
- Cost effective and seamless upgrade from 1xEV-DO Rev. 0
- Applications enabled include:
 - Push To Talk
 - Video Telephony
 - Faster image uploads
 - Higher PC modem upload speeds
 - Mobile broadcasting



What We're Looking For Today

Mobility Business Solutions

Full-Track Audio Content
Video Content
Prosumer Applications
Integrated Enterprise Solutions



Just Remember...

Mobility Business Solutions

<http://developer.bellmobility.ca>



Questions?



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