



Embedded Mobile Competition Requirements and Invitation to Strategic Partnership (ISP)

- Devices and End-to-End Services -

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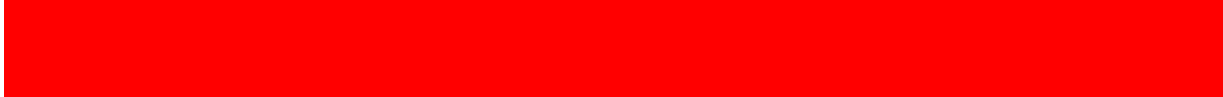
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2 SUMMARY

The key findings from a market study¹ conducted on behalf of members of the GSMA's Board and Strategy Committee to explore the landscape, opportunities and challenges associated with new embedded devices and services has indicated that the following vertical markets are poised to be the main growth sectors and priorities for mobile operators:

- Car Telematics/Automotive
- Health
- Smart Metering (Clean Technology and Utilities)
- Consumer Devices

It is the intention of the GSMA and the participating mobile operators to stimulate the development of new devices and services in order to expand the scope and also to speed up the rate of growth of the Embedded Mobile market opportunity.

The GSMA is therefore launching a competition with the aim of driving overall market awareness for embedded devices and to showcase **new and innovative** devices, applications and business models. Companies that submit entries to the competitions and eventual winners of GSMA Awards will benefit from the widest possible exposure amongst potential customers and eco-system partners.

3 BACKGROUND

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The Association's members provide digital wireless services to over 3.5 billion customers.

¹ Embedded Mobile – M2M Solutions and Beyond – available from Market Intelligence section of www.gsmworld.com/embeddedmobile

The GSMA's 26 Board Members include 25 operator representatives and the GSMA CEO Rob Conway. Each of the 13 largest operator groups within the Association's membership is entitled to nominate one board member. 12 other operator members are nominated to reflect the needs of small, independent operators and to ensure global representation.

4 COMPETITION BRIEF

The key findings of a GSMA study to explore the market for new devices and services has indicated a sizeable market opportunity and a role for the GSMA to play both by showcasing innovative solutions and working with eco-system partners to overcome barriers to deploying embedded mobile applications.

Many of the opportunities are emerging in non-traditional segments. The consumer electronics segment (e.g. digital cameras, e-book readers, game stations, and music and video players) is one area where new, wireless-enabled device opportunities are currently emerging. In the health sector, almost a billion people suffer from non life-threatening ailments. Many of these conditions lend themselves to telemedicine and telecare applications on sound economic grounds and for improved quality of life reasons.

The study has indicated that the following vertical markets are poised to be the main growth sectors:

- Car Telematics/Automotive
- Health
- Smart Metering (Clean Technology and Utilities)
- Consumer Devices

The aim of the GSMA competition is to stimulate innovation and provide recognition on a global scale for new devices and services, especially in these priority sectors. The competition process will also create market awareness for embedded devices, and help to drive overall market demand and stimulate ideas to drive economies of scale for the vendors.

5 BENEFITS FOR THE AWARD WINNERS

Participating suppliers (device vendors and providers of service solutions that use embedded mobile connectivity) will have an opportunity to present their organizations capabilities and products directly to the MNO Steering Committee. The MNO Steering Committee represents a large group of leading MNOs intent on investigating and exploiting the Embedded Mobile business opportunity.

The key benefits for the award winning suppliers are access to and promotion within the Operator community on a global basis as well as the opportunity to expand overall market

size and serve a new market segment of device users. The endorsed supplier will enjoy significant marketing and promotional support in partnership with the GSMA. This will target the following audiences on a global basis:

- Analysts
- Consumers
- Media
- Operator Community

This support is likely to include but not be limited to the following:

- Mobile World Congress in Barcelona in February 2010
- Project coverage in keynote presentations by the GSMA
- Announcement of winning submissions during Mobile World Congress Barcelona ensuring strong coverage
- Online Communication of participating suppliers and award winners via the GSMA's Embedded Mobile portal
- Promoted on home page of GSM World (In excess of 30 million hits per month)
- GSMA press releases
- Media interviews with GSMA leaders
- Analyst and press roundtable with representatives from participating MNOs, suppliers and GSMA
- Interviews with key press agencies
- Promotion of the Devices/Services and Project to MNOs
- GSMA endorsement on supplier stand at Mobile World Congress 2010
- Ongoing promotion by the GSMA in industry as we extend the pool of MNO participants
- Ability for competition entrants to use their association with the competition in communications collateral

6 ROLE OF THE GSMA

The GSMA's role in the Project will include:

- Managing the Selection process
- Acting as a trusted central information service without disclosing any confidential information

- Project Management
- Marketing support for project and participants

What the GSMA will not do:

- Act as a buyer on behalf of participating MNOs, the GSMA or any other 3rd party
- Enter into any contractually binding agreements with respect to the purchase or delivery of modules

The GSMA and the Steering Committee of MNOs reserve the right to withdraw or re-cast the competition if it is judged that no entry adequately meets the requirements of the competition as well as reserve the right to single out additional devices and/or services or competition entrants for special recognition if deemed applicable.

7 ENDORSEMENT - GSMA AND THE SUPPLIERS

The endorsement by the GSMA and supplier will aim to provide the following:

- Commits participants to meet quality, specification, distribution support levels, target price, list price and other terms for a specific device or service that has been entered into the competition.

What the endorsement will not provide for:

- Guarantee volume or commitment to purchase by any party
- Replace or supplement standard contractual procurement processes and agreements between suppliers and MNOs or other buyers
- Suppliers and MNOs should conclude any purchase agreements on a bilateral basis outside the Selection process. There will be no restrictions whatsoever on the ability of the supplier to sell devices and services to other parties or geographical areas and there will be no restriction on the price for the sale of the module by the supplier or the MNOs.

Judging and selection of the endorsed device and service will be undertaken by a Steering Committee of MNOs. The supplier is expected to offer the module under the terms of the endorsement to any operator member or a buyer who is a member of the GSMA.

8 PROJECT OPERATOR PARTICIPANTS

Current operator participants are:

- AT&T
- KT
- Mobilkom Austria
- Mobistar
- Orange

- Rogers
- Smart
- Softbank
- Telecom Italia
- Telefonica O2
- Telenor
- Telstra
- T-Mobile
- Turkcell
- Vodafone

9 PARTICIPATION IN THE COMPETITION

Participation in both the devices and the services competition categories is open to all companies that incorporate the GSM family of technologies in their offerings.

The Steering Committee will be responsible for defining the final competition framework, forming the judging panel and selecting the endorsed device and/or service. The Steering Committee intends to identify the best overall device and service in accordance with the evaluation criteria set out below.

The Steering Committee reserves the right to single out additional devices, services and/or companies for special recognition based on a particular technical feature or innovation, or particular suitability to a priority market or segment.

10 COMPETITION EVALUATION CRITERIA

The competition includes two award categories:

- Best Embedded Mobile Device and,
- Best Embedded Mobile End-to-End Service.

Participating companies can enter in one or more categories.

The GSMA is specifically looking for innovative devices and/or services that can be applied in the indicated vertical markets (Car Telematics/Automotive, Health, Smart Metering (Clean Technology and Utilities), and Consumer Devices); however additional vertical markets will not be excluded.

With respect to network connectivity, the GSMA has also launched a competition for Best Embedded Module. The entrant should take into consideration the connectivity requirements as outlined in the document

(http://www.gsmworld.com/documents/ISP_and_Module_Competition_Requirements_document.pdf)

TOPIC	EXPLANATORY NOTES
Company Name Contact Information	<ul style="list-style-type: none"> • Provide formal company name • Company point-of-contact information for competition entry •
Competition Entry Category	<ul style="list-style-type: none"> • Indicate entry for 'Device' or 'Service' category • Target market segment (e.g. specify an industry vertical, as appropriate)
Description Of Competition Entry	<ul style="list-style-type: none"> • Description of the product or service offering including launch, in-service support and customer care elements offered by the company
Description Of Typical Usage Scenario(S) Unique Selling Features	<ul style="list-style-type: none"> • Provide an overview of how the device or service is used • Describe what is unique or innovative about this entry (e.g. dominant share of the market in its category, breakthrough service proposition, breakthrough technology, business model innovation etc.) • Describe the business impact of the device or service (see also section Business Model and Deployment Dependencies)
Business Model	<ul style="list-style-type: none"> • Describe the device or service value chain and the role of business partners (design, deployment, mobile network connectivity and services, service delivery, customer care, billing, problem resolution etc.) • Describe the business model (e.g. B-to-C, B-to-B-to-C etc.) for the device or service (high level description of revenue flows, any aspects of risk sharing among eco-system partners etc.)
Commercial Availability	<ul style="list-style-type: none"> • Provide commercial information (e.g. when will the device or service be launched or if it is a recent launch: when was the device or service launched?) • Identify key partners (e.g. distributors, solutions integrators etc.) • For recently launched devices or service, indicate the number of deployments and/or existing connections in service or in trial)
Deployment	<ul style="list-style-type: none"> • Describe steps necessary for operational launch of the device or

Dependencies	service; provide an indication of effort and elapsed time for design, system integration, testing, certification activities as applicable <ul style="list-style-type: none"> • Describe any infrastructure requirements and additional costs to launch the device or service (e.g. customer premises equipment, mobile network operator equipment etc.) • Roll out potential (i.e. list any restrictions on geographic deployment)
Technical Parameters	<ul style="list-style-type: none"> • Network connectivity – description of local- and wide-area options. • High level description of functionality • Typical duty cycle and power consumption profile • Service life and failure rate information as applicable
Customer Or Partner Endorsements (Optional)	<ul style="list-style-type: none"> • Supporting quotes from customers or value-chain partners
Any Other Information (Optional)	<ul style="list-style-type: none"> • Product samples, product or service promotional materials (marketing brochures, video/animated materials etc.)

11 EVALUATION & TIMESCALE

An evaluation panel consisting of senior representatives of participating MNOs (The Steering Committee) will be responsible for evaluating competition entries according to the following assessment stages:

- Proposals shall be submitted by 1 January 2010, 17:00h GMT.
- All qualifying proposals will go through a 1st assessment stage which will be scored by the Steering Committee with scores aggregated by GSMA. Competition entrants are strongly encouraged to provide physical samples/dummy modules; however a creative design must be part of their submission. GSMA will project manage the process communicating results to MNOs & participating companies.
- Within 2 weeks (depending on the amount of submissions), it is the intention that a short list of 4-5 proposals shall be announced and the short list will be invited to a – **short** - 2nd assessment stage with an opportunity to refine & resubmit a final proposal. This is likely to be accompanied with a presentation at a face to face meeting with the Steering Committee.
- By February 16th, 2010 the final winning best overall module will be announced in accordance with the evaluation criteria and/or modules with special recognition.

- FAQs will be published on the GSM World Embedded Mobile website; participants are encouraged to review this section of the website frequently.

Member Operators on Steering Committee reserve the right to conclude final award assessment if none of the entries meets the requirements outlined in this document.

12 SUBMISSION OF COMPETITION ENTRIES

The format of each competition entry should be in a word document, together with any supporting information. The proposal should, we request include:

- Brief outline of the company's strategic intent on developing modules with innovative solutions & products
- Response to each of the criteria identified in the ISP, which should be no more than 3-4 pages long, preferably in a word document using the table format provided in section 10
- Response of localized specialist knowledge of regions with specific market strategies and ability to manage the complex regional & market distributions
- Supply of sample products as part of the submission if possible or schedule to provide

13 CONFIDENTIALITY

The submitted competition entries will not be distributed beyond the GSMA professional staff team and the Steering Committee directly involved in evaluation process. All submissions will be deemed Confidential Information and treated as such by the GSMA professional staff and the Steering Committee handling the information, as will any documents created as part of the evaluation process.

Nothing shall however prevent the GSMA or the Steering Committee from disclosing Confidential Information to the extent it is legally compelled to do so by any governmental investigative or judicial agency pursuant to proceedings over which such agency has jurisdiction; provided, however, that prior to any such disclosure, that party shall (i) assert the confidential nature of the Confidential Information to the agency; (ii) immediately notify the other party in writing of the agency's order or request to disclose; and (iii) cooperate fully with the other party in protecting against any such disclosure and/or obtaining a protective order narrowing the scope of the compelled disclosure and protecting its confidentiality.

14 DISPUTES AND APPLICABLE LAW

This ISP shall be construed in accordance with, and all disputes hereunder shall be governed by, the laws of England and shall be subject to the exclusive jurisdiction of the English courts.

15 FURTHER INFORMATION AND CONTACT DETAILS

Companies interested in participating in the competition process should liaise with the GSMA in case questions and/or clarifications are required by email:
embeddedmobile@gsm.org.

Submissions must reach the GSMA no later than 17.00hrs GMT on 1 January 2010.

Responses should be submitted by email to embeddedmobile@gsm.org – product samples and/or dummies should be sent to:

GSMA Head Office

Attn. Embedded Mobile Competition

7th Floor,
5 New Street Square,
London,
EC4 3BF