

F A R E A S T O N E

遠傳

3G Service Development

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3G Experiences

Greenfield Experience

From its claims to be 'not another Telco' and to be the first operator in a new market, 3 is now fighting for market share in true Telco-style. 3 has been forced to compete with its 2G peers on: voice pricing and handset subsidies.

Incumbents' views

At the UMTS Congress in Paris in 2003, Vodafone explicitly stated it would not launch UMTS until:

- ☐ Guarantee call completion rates of 95%;
- ☐ Support average data rate of 200-250kbit/s (ten times today's GPRS speeds);
- ☐ General performance (including things like battery life and call quality) is comparable with that of current 2G/2.5G services.

We consider that 3G is ...

- ☐ Additional spectrum and high bandwidth to provide more capacity in line with mobile service evolution;
- ☐ Seamless, integrated network development among 2G/2.5G and 3G, with 3G focusing on hotspot and 2G/2.5G for coverage area; and
- ☐ With guarantee of the same or better 3G experiences



Evolution



FAREASTONE

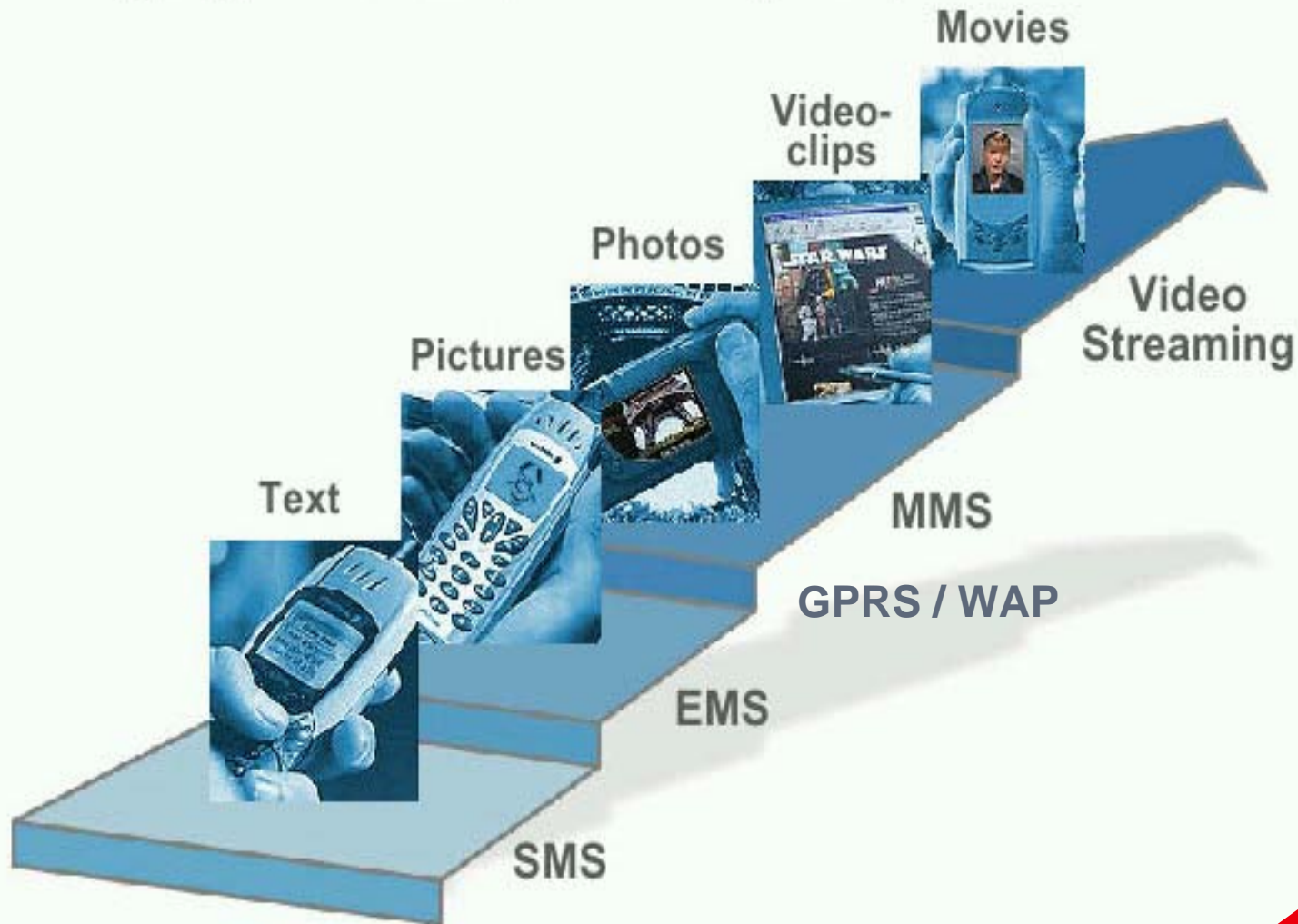
遠傳

Fashion – 百萬手機



Evolution Trend

Messaging Evolution – User's Perspective



Bravo Portal Menu

【 Bravo Portal】

- **Bravo Motion**
- **Java**
- **MMS**
- **Vogo**
- **Friends**
- **Games**

- 訊息助理
- 拇指選單
- 遠傳專區
- 網路瀏覽
- 本週排行
- 哈燒新貨
- 我的專區
- 客戶服務
- English

Multimeida Zone

- ☐ Multimedia services (video, java, MMS ...)
- ☐ Free GPRS bearer fee when browsing “Multimedia”

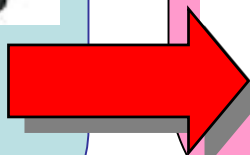
Graphic MMI

- ☐ Display Graphic MMI mode when Bravo customers using certified color handsets
- ☐ Certified graphic mode devices at least are including Sharp GX i-98, Nokia 7650, 3650 on 7/1.





Pictures



Video

FET Bravo Multimedia Service

Multimedia Zoon

Bravo Motion

- Java
- MMS影音訊息
- Vogo
- Friends
- Games
- 訊息助理(PIM)
- 拇指選單(Menu)
- 遠傳專區(FET Area)
- 網路瀏覽(Internet)
- 本週排行(Top Pick)
- 哈燒新貨(New)
- 我的專區(MyFET)
- 客戶服務(Care Service)
- English

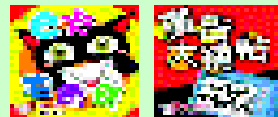
● Movies



● Beauties



● Entertainment



● 電影最前線

(movie preview)

● MTV趴趴走(MobileMV)

● 行動電影院(VideoClipping)

● YOYOMV館



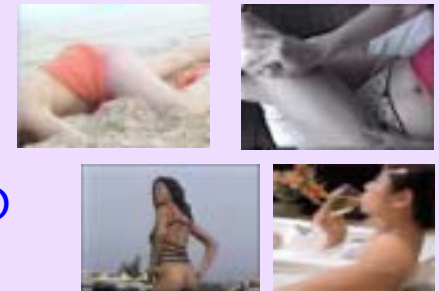
● 夜半情挑

(Midnight Fever)

● 麻辣情色派(Hot&Spicy)

● AV映像館(Adult Gallery)

● Pretty Woman寫真台



● 可愛卡通

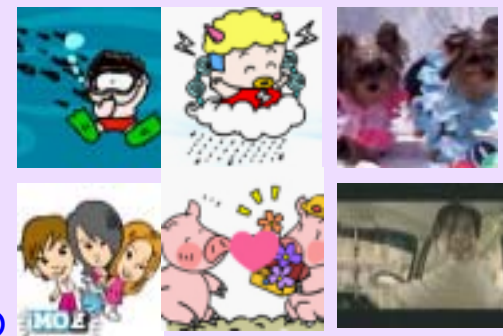
(Cartoon Town)

● 娛樂精選輯

(M_Entertainment)

● E卡宅急便 (E Card)

● 廣告大補帖(M Coupon)



● Bravo Motion

● **Java**

● MMS影音訊息

● Vogo

● Friends

● Games

● 訊息助理

● 拇指選單

● 遠傳專區

● 網路瀏覽

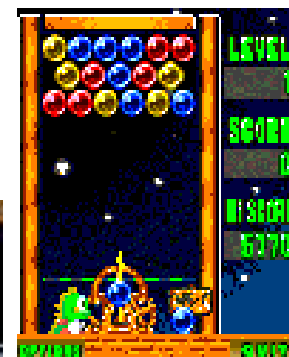
● 本週排行

● 哈燒新貨

● 我的專區

● 客戶服務

● English



Multimedia Zoon

● Bravo Motion

● Java

● MMS

● Friends

● Games

● 訊息助理

● 拇指選單

● 遠傳專區

● 網路瀏覽

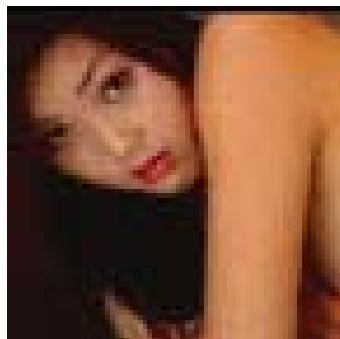
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FET Bravo -- MMS



Multimedia Zoon

● Bravo Motion

● Java

● MMS

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● Friends

● Games

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Multimedia Zoon

- Bravo Motion

- Java

- MMS

- Vogo

- Friends

- 電玩好手精選

- 訊息助理

- 拇指選單

- 遠傳專區

- 網路瀏覽

- 本週排行

- 哈燒新貨

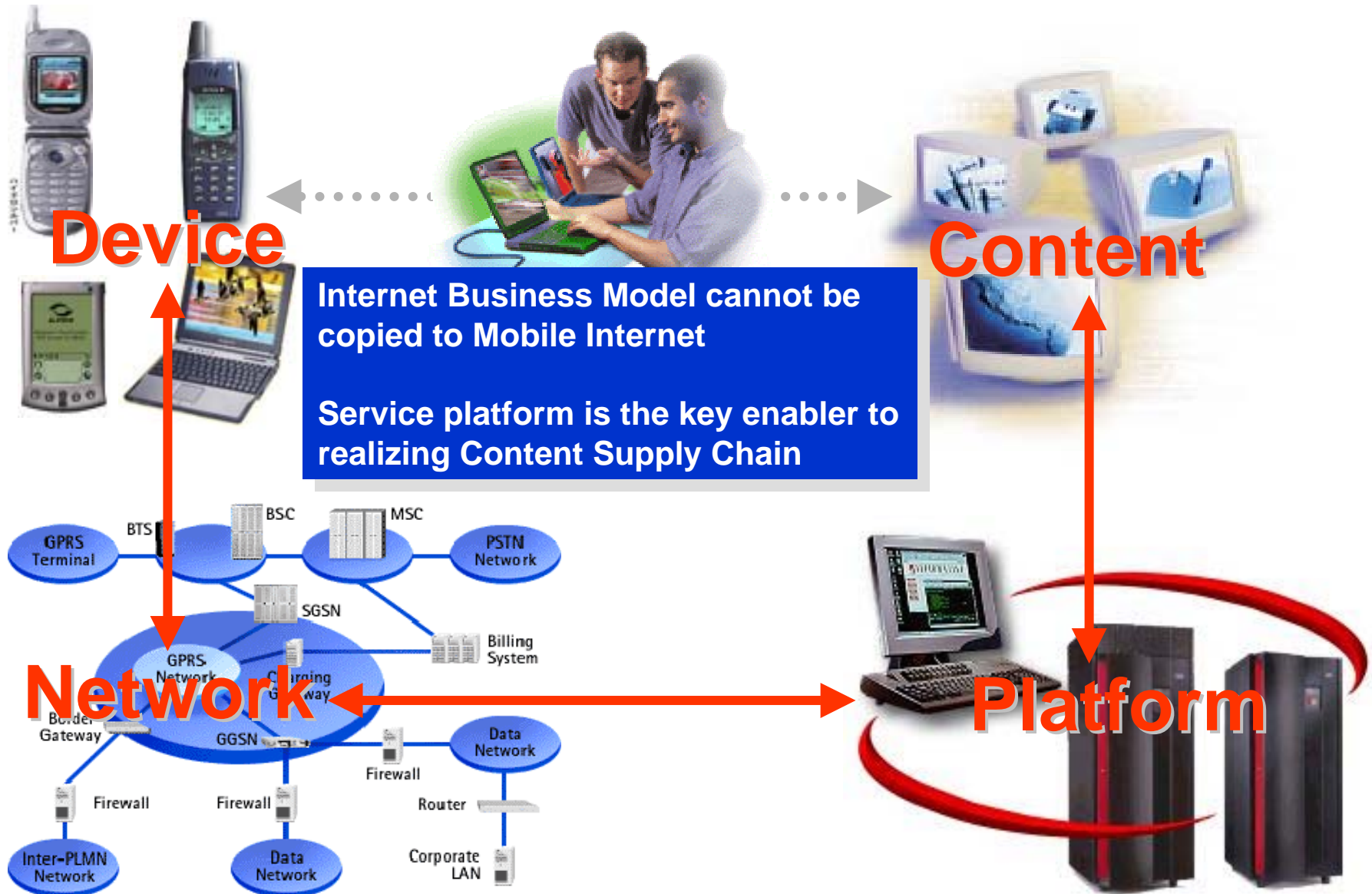
- 我的專區

- 客戶服務

- English



Building Content Supply Chain



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