

NEC Femtocell White Paper

Femtocell Services

1. Introduction

NEC Femtocell solution offers operators with an ability to develop innovative applications for use indoors based on the availability of presence and other APIs. NEC is able to offer several different business models to operators allowing flexible deployment of applications while working with their current existing ecosystem of application developers and partners.

2. Operator View of Femtocell

Operators will see Femtocell as a key driver for introducing application based on several attributes of the end user that are available to the operator.



Figure.1 Operator's View of Femtocell

Femtocells have inherent attributes that are the keys to generating new value from the network:

- **Advanced Locator**
 - Specific location information
- **Practical Presence Management**
 - Cell-join, Cell-exit triggers
- **Bigger Pipe**
 - Rich contents

3. Example of Femtocell Services

3.1 Change Your Lifestyle

Your favorite contents will be delivered to you comfortably.



Figure.2 Change Your Lifestyle

3.2 Change Your Shopping Style

Mobile Phones will be service portals when in store and change the retailer-customer relationship.



Figure.3 Change Your Shopping Style

3.3 Smart Delivery

Realize effective delivery service and protect your privacy with Temporary ID.

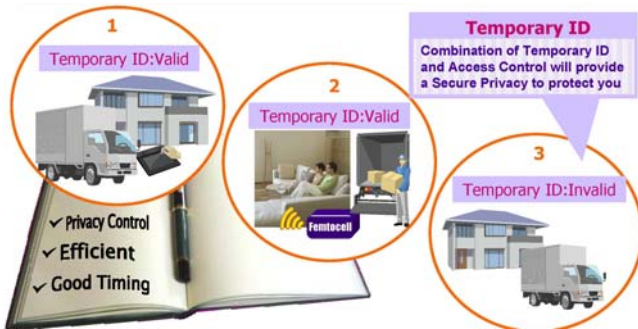


Figure.3 Smart Delivery

4. Conclusions

NEC provides a mobile operator's best choice for their Femtocell Business, by a unique combination of ahead-of-the-market technology and practical in-field experience.