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HP's Mobile E-Services Bazaar

The Frontline of the Mobile Revolution

Hewlett-Packard Company
HP Solutions Organization
Mobile E-Services Bazaar

Louis J. Judice
Director, Americas Region



Our Vision

- Mobility IS NOT about wireless access to the internet..
- Mobility IS about delivering useful services that help consumers and workers live their lives on the go
- It doesn't have to be complex - it just has to make life easier!

Example: Helsinki Bus Service

Winters in Helsinki are cold!



HP and its partners have built a service that tracks the location of bus and trolleys in the city and...

Alerts commuters when a bus is a short distance from your stop.

A useful, time saving service that seamlessly makes life in motion easier.

M obility
is m ore about useful services
than technology.

Technology is an enabler,
not the star of the show ...

Exam ple :

Easypass™ is an automatic toll
payments system that helps
m illions of people
in the US live easier lives.
No complex appliances,
just a simple encoded
transponder that speeds
com m uters on their way...

Mo bility is ALL about the seam less integration of w ireless devices and stationary "devices":

- Printing kiosks that allow busy travellers to obtain printed docum ents while on the go...
- A projector that find your presentation on the internet after you "squirt" a URL to it.
- It doesn t even have to be electronic... would you believe a barcoded tom ato?



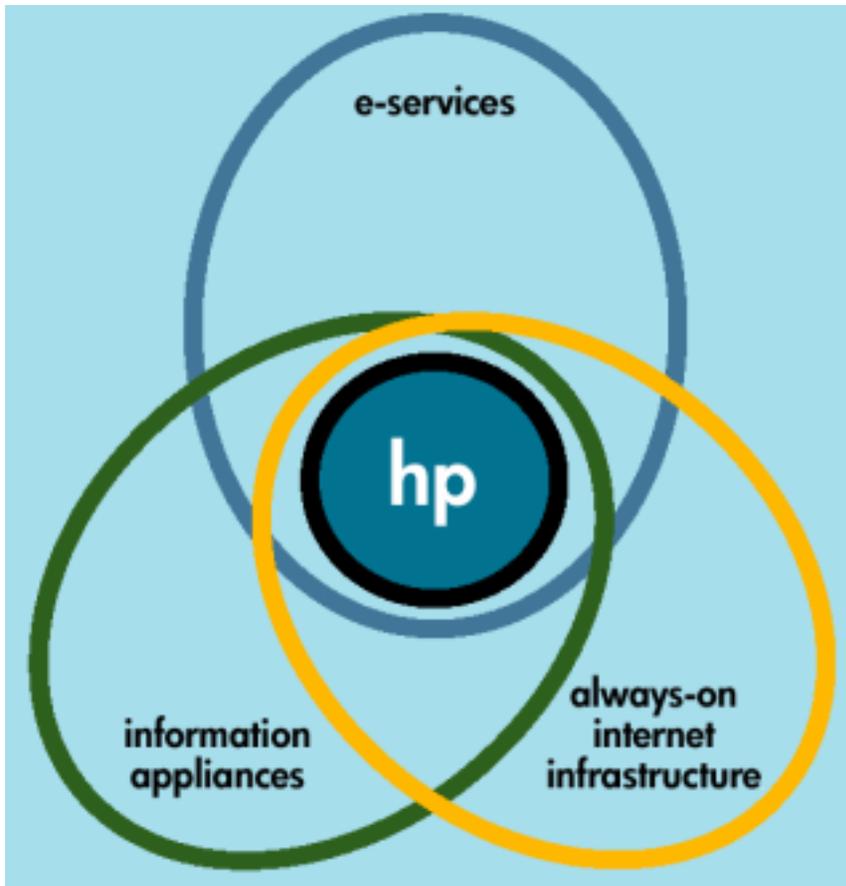
HP is a unique player in Mobility...

Offering:

the most robust, scalable, always on infrastructure for carrier-grade solutions

yearly shipments of over 40 million consumer appliances

focused on delivering against our mobile e-services vision...



no matter how focused,
no single company can
do it all.

It takes a community of
developers,
content providers,
system integrators
venture capitalists.

It takes a Bazaar...

HP Mobile E-Services Bazaar



- A community of over 400 developers and other participants who share HP's mobile e-services vision



- A range of marketing and business development services supporting these participants - all offered for free



- Our commitment to work with this community to expand the mobile e-services ecosystem and marketplace, creating a larger pie for all to share

HP Mobile E-Service Bazaar



Permanent physical locations around the world support our community

Americas:

Silicon Valley
Mountain View*
Cupertino**
Toronto

Europe

Helsinki*
Amsterdam
Milan**
London**

Asia/Pacific

Singapore*
Beijing
Bangkok

Japan

Tokyo* **

* Regional Hub

** Planned for FY2001

HP Mobile E-Services Bazaar

Benefits to Customers

Mobile Operators:

- Revenue Generation Opportunities
- Customer Care
- Customer Loyalty

Enterprise

- Productivity Improvement
- Work/life balance

Commerce

- New Business Opportunities



HP Mobile E-Services Bazaar

Benefits to Members

Participation in our go to market activities around mobility (business development activities, tradeshow s , website , press events , etc .)

Direct contact into HP 's mobility-focused organizations

Network with other developers to build high value end-user solutions





"So, while the Mobile E-Services Bazaar program is still relatively new, we believe that it could provide some very valuable contributions to Developers"

Summit Strategies, 1/01

Americas Program Areas of Focus



Business to Employee Applications

- Sales/Field Service
- Transportation/Logistics

Telematics

Location Based Services

Unified Messaging Services

Security

Working
with
US
is
simple!

Services Providers

- Work with us through your HP sales and consulting contacts

Developers/SI/Content Providers

- Work with our Alliance Managers to see if membership is right for you.

Proof Points of HP's Mobile Strategy

- HP, ML and China Mobile have formed a partnership called ASPRE to build advanced end user services in China.

- HP and NTT DoCoMo (the world's largest wireless operator) are partnering to develop next generation wireless networks and services.

- HP and DT are partnering to develop T-motion an advanced platform for delivering new services throughout Europe.

HP Mobile E-services Bazaar

USA - Canada - Latin America

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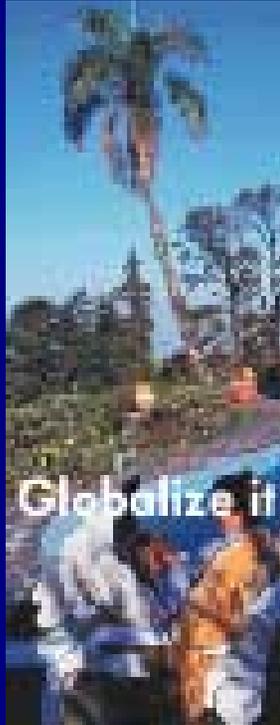
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Want to Know More?



External Web Site:

<http://www.hpbaazar.com>

Americas Regional Internal Web Site

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