

### Study to understand trends and priorities among European consumers and enterprises around 4G applications

#### Research Objectives and Overview



- Qualitative study completed in December 2008 in UK, France and Germany of consumers and enterprise end-users.
- Purpose of study was to gauge adoption for next generation mobile services. Specifically, the Phase 1 research was designed to:
  - Prioritize applications with the greatest market potential;
  - Understand drivers for application preferences;
  - Refine descriptions of 4G mobile network concepts and applications.

#### Key Findings

##### Enterprise



- Increased productivity and faster communications are key benefits.
- Interest for enterprise end-users is driven by applications that support their job function and being mobile, e.g., navigation helper and mobile broadband file sharing.

##### Consumer



- Faster speed translating to time savings and instant connection to people and information, flexibility, and convenience are critical.

#### Considerations for Service Providers

Both consumers and enterprise end-users are interested in wireless LTE, but want to be assured of no loss in service, (coverage, reception, reliability). The benefits of applications to either work/lifestyle need to be clearly articulated. For more details on the findings from this European study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.