

5G ©



New opportunities for Switzerland

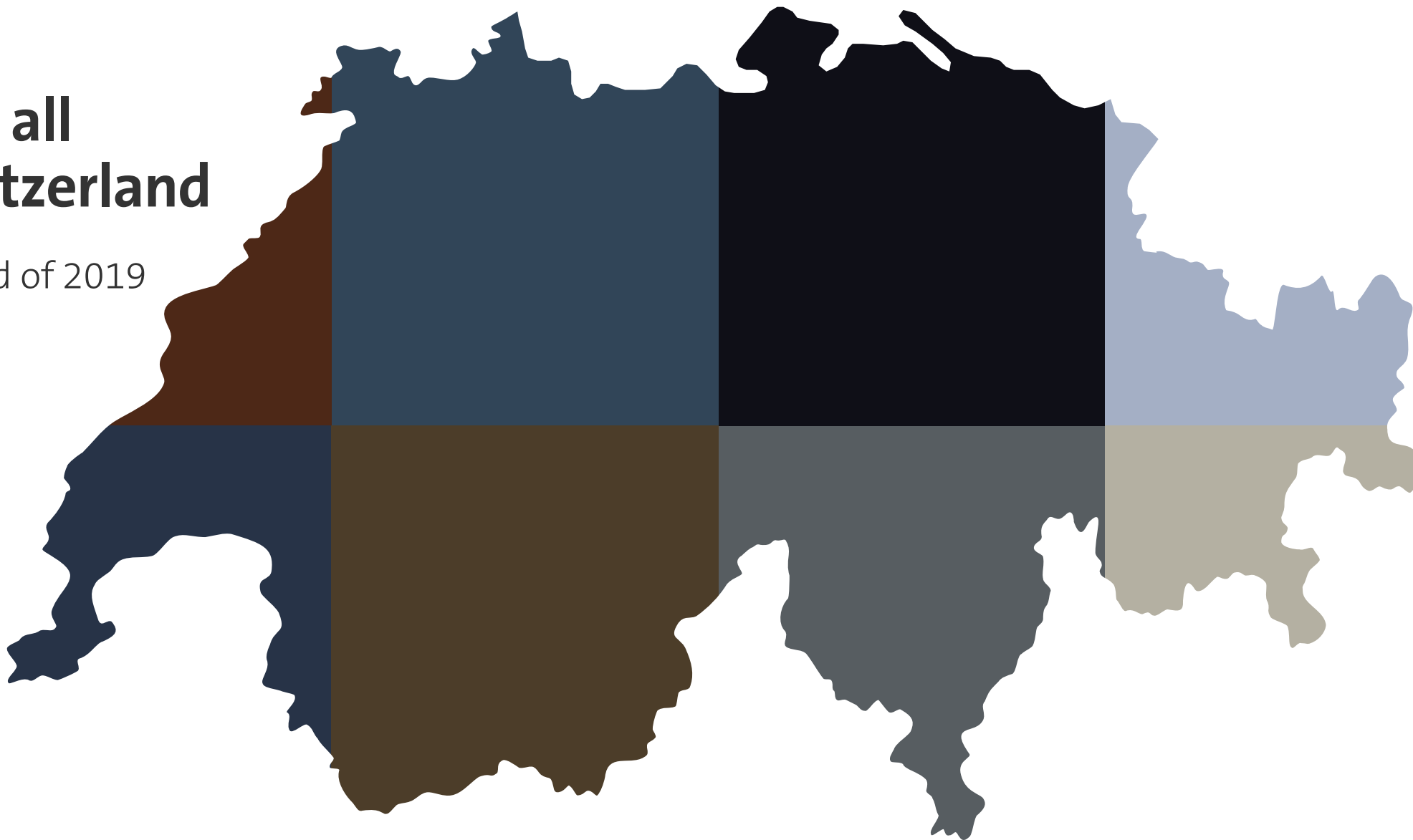
Urs Schaeppi





5G for all of Switzerland

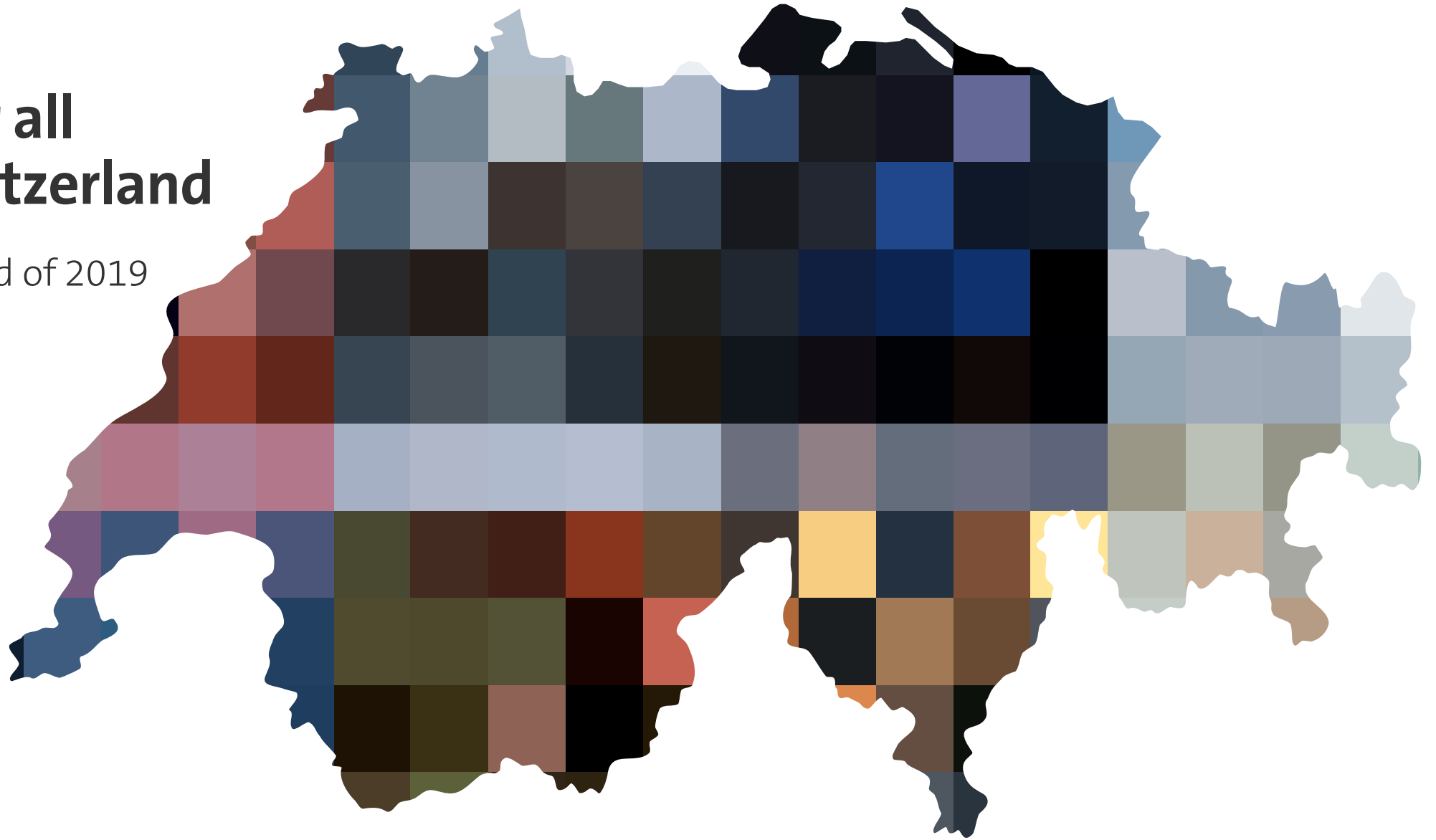
By the end of 2019





5G for all of Switzerland

By the end of 2019





5G for all of Switzerland

By the end of 2019





Future-relevant for society

3G and 4G have significantly changed our everyday life.

With 5G, we are now experiencing the same thing.

The network is strengthening Switzerland as an innovation location.



We think ahead

As a leading provider Swisscom takes its responsibility for Switzerland seriously.



Swisscom invents Prepaid

1996

4G

Swisscom launches Switzerland's first 4G network

2012

2004



Swisscom launches Mobile Unlimited as a world first

2019

5G

5G is becoming reality



Swisscom shapes the development

5G

- Together with Ericsson and EPFL Lausanne, Swisscom is researching and developing 5G
- Innovative pilot projects
- 5G ecosystem for Switzerland





5G for Switzerland



June '16

First industry case



February '18

First 5G antenna



September '18

Swisscom builds 5G



February '19

June '17



5G Speed Demo in the Shop (20Gbps)

July '18



First Internet booster in Guttannen

November '18



First 5G Smartphone prototype



Opening up new opportunities



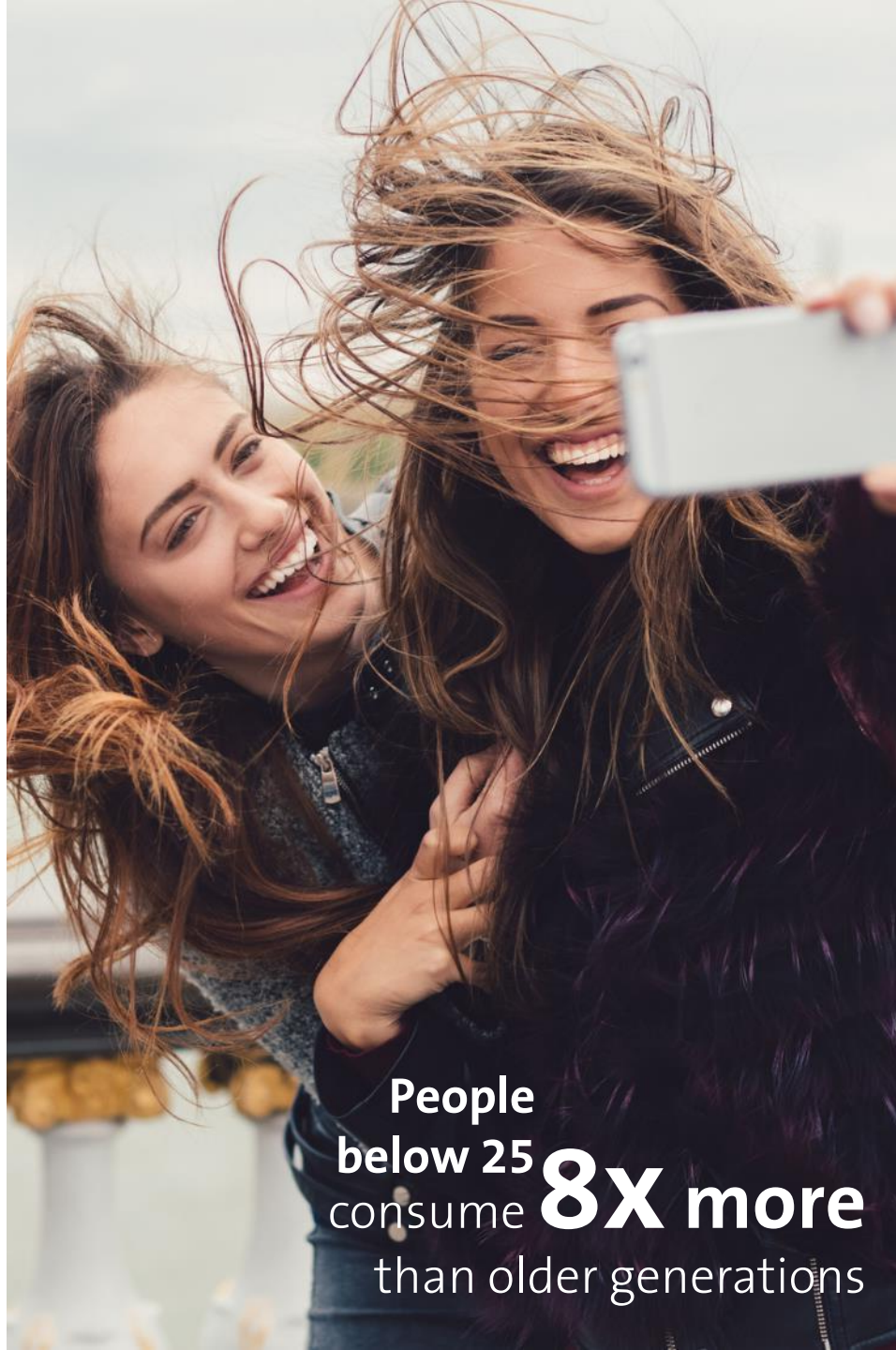
For people
For the business location
In the city
... and in the country.



One net for all requirements

Christoph Aeschlimann

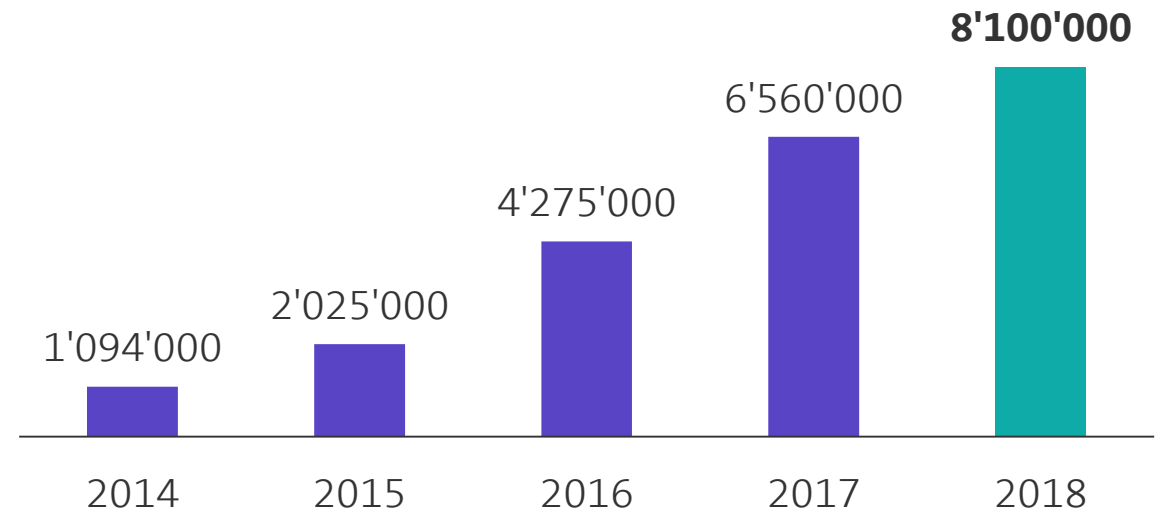




People
below 25
consume **8X** more
than older generations

Data volumes are exploding

Volumes that were transferred in a week in 2014 are today used up in half a day.



Data download GB/week



**That's why we are
making the best
net even better**



More speed



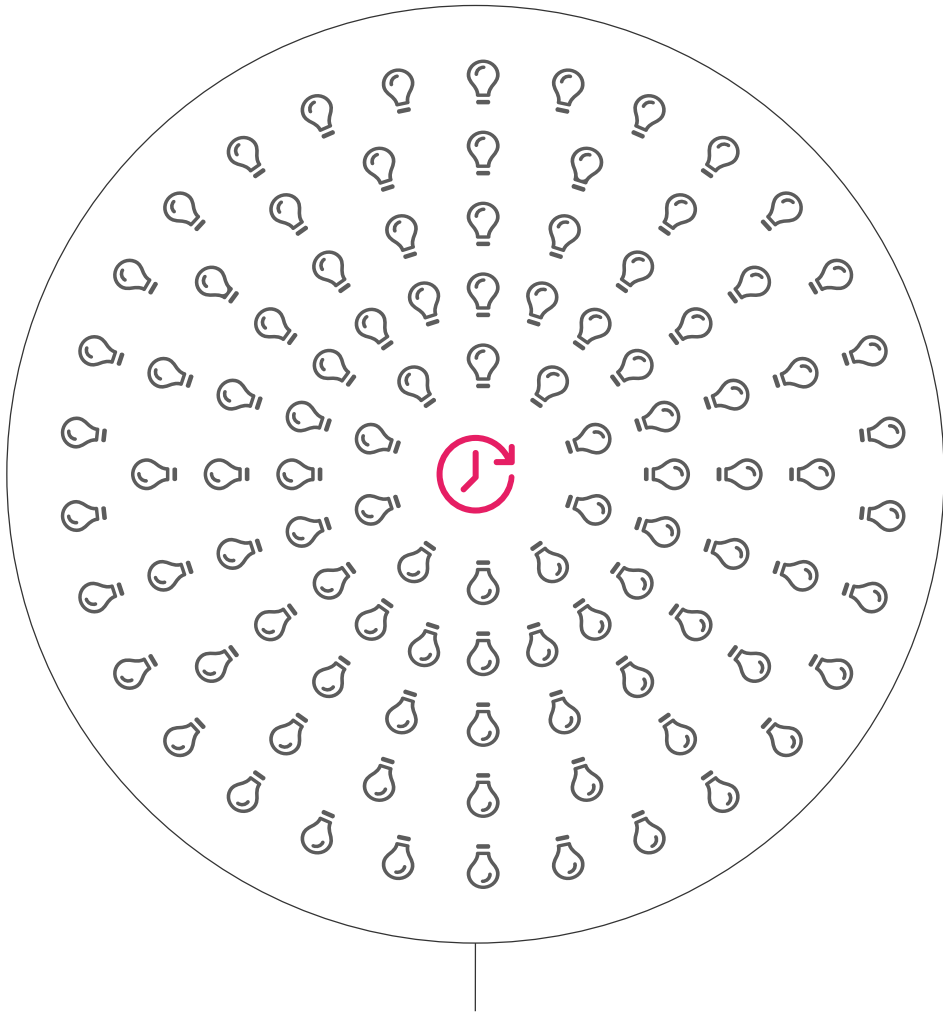
More capacity



Short response times

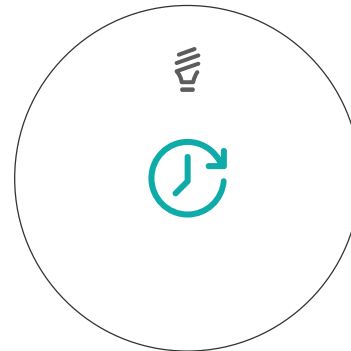


New opportunities



2G

**...and on top
sustainable**



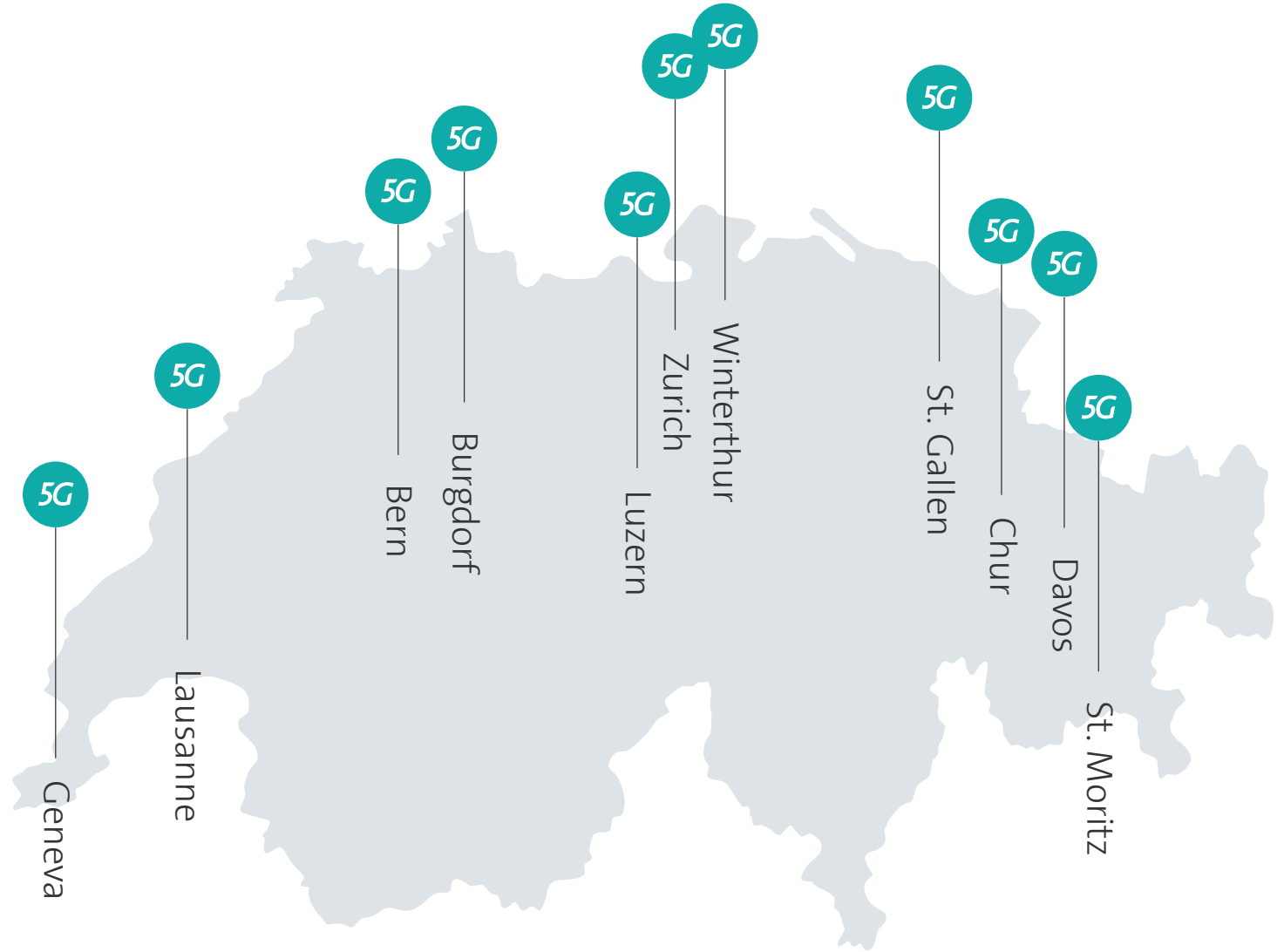
5G





We will activate

100 sites in more than 50 cities and villages





5G throughout Switzerland

By the end of the year

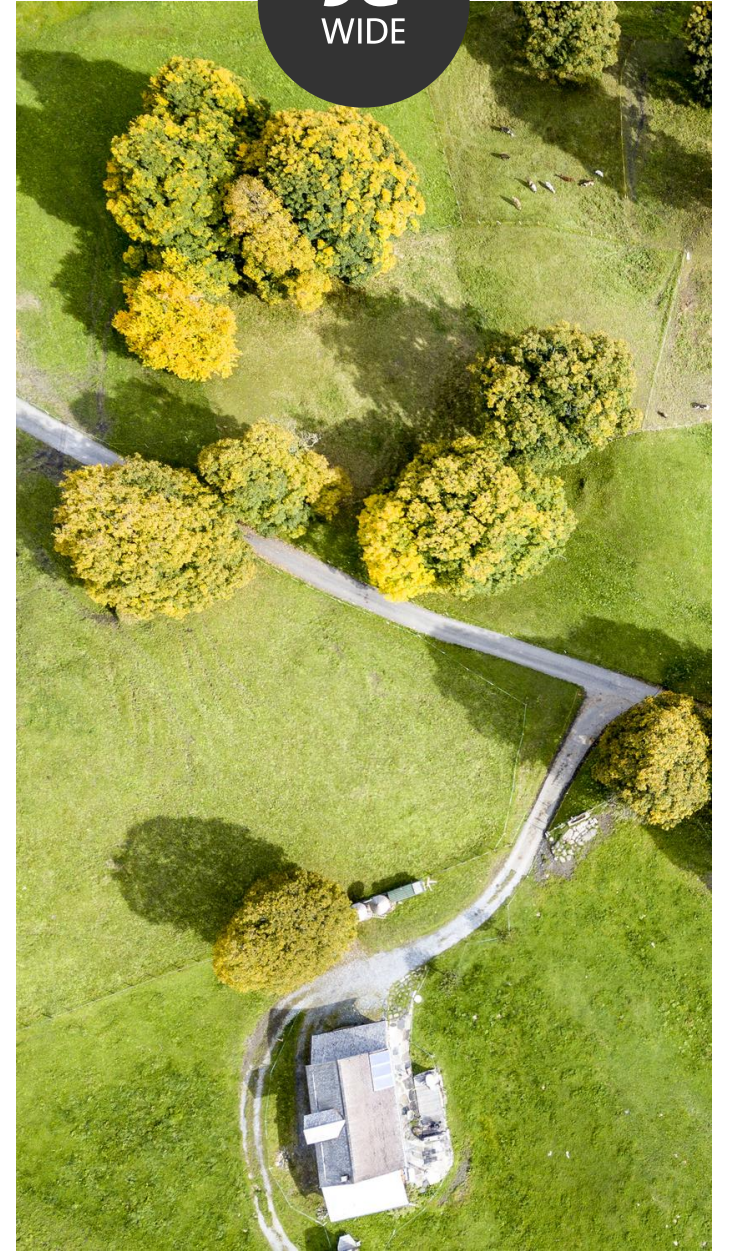




5G-fast and 5G-wide



5G
FAST

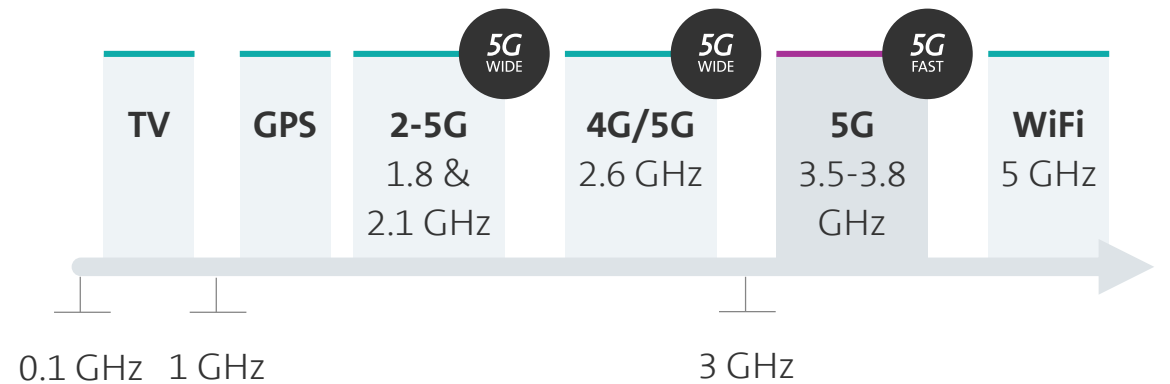


5G
WIDE



5G is using already existing frequencies

It goes without saying that Swisscom adheres to all state-imposed regulations





Modernise ONIR

Beamforming: targets only the end device and does not send to the whole sector.





Full potential of 5G is not usable

- 90% of urban antenna locations cannot be upgraded
- New construction of many antennas is needed

5G
FAST





New opportunities for the economy

Lukas Bigler





Here is what 5G provides



Process automation



Customer and service experience



Mobile business processes

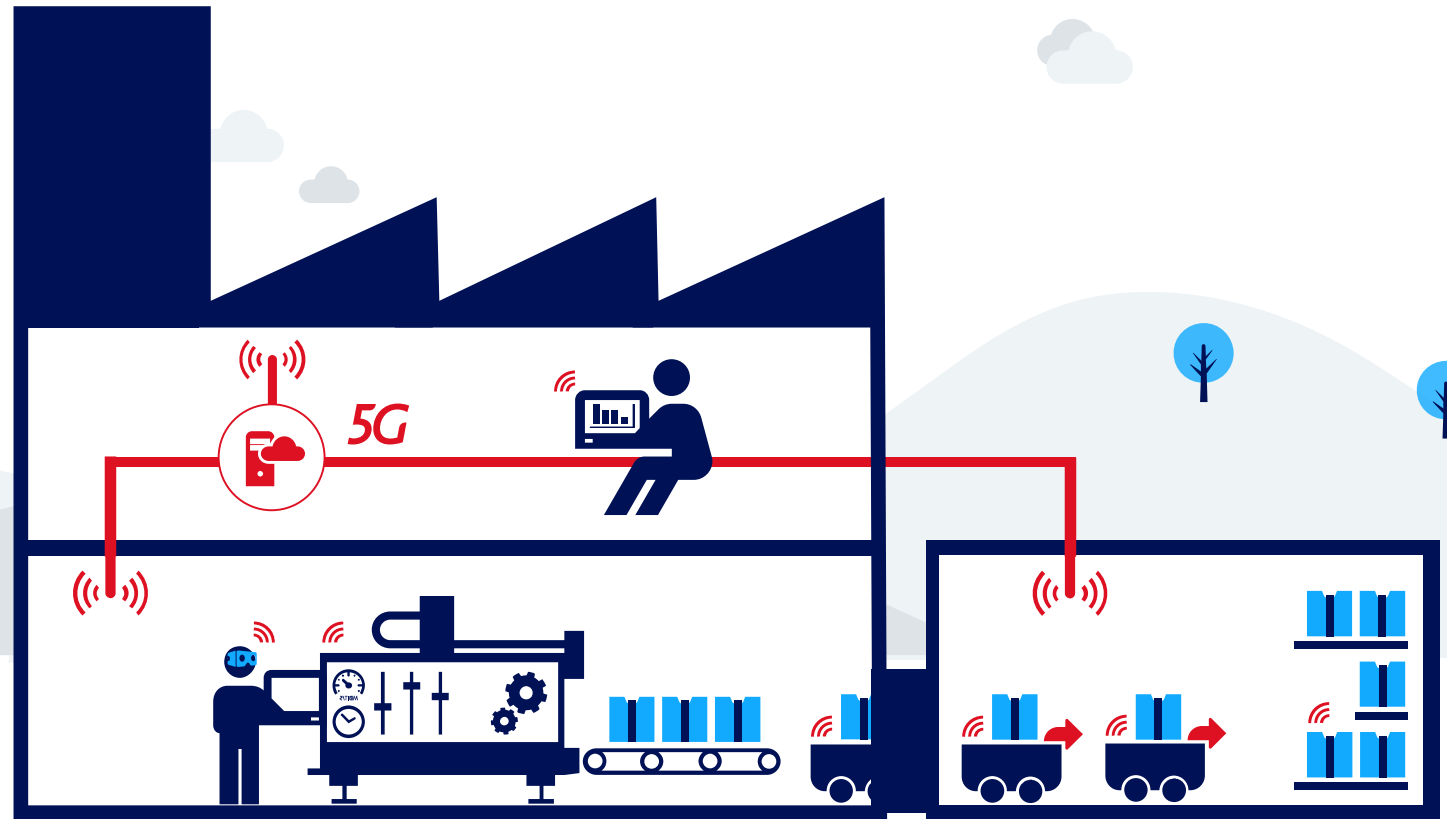


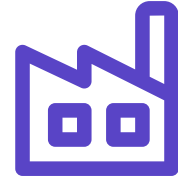
Energy efficiency



5G campus networks

Higher connectivity
at lower costs

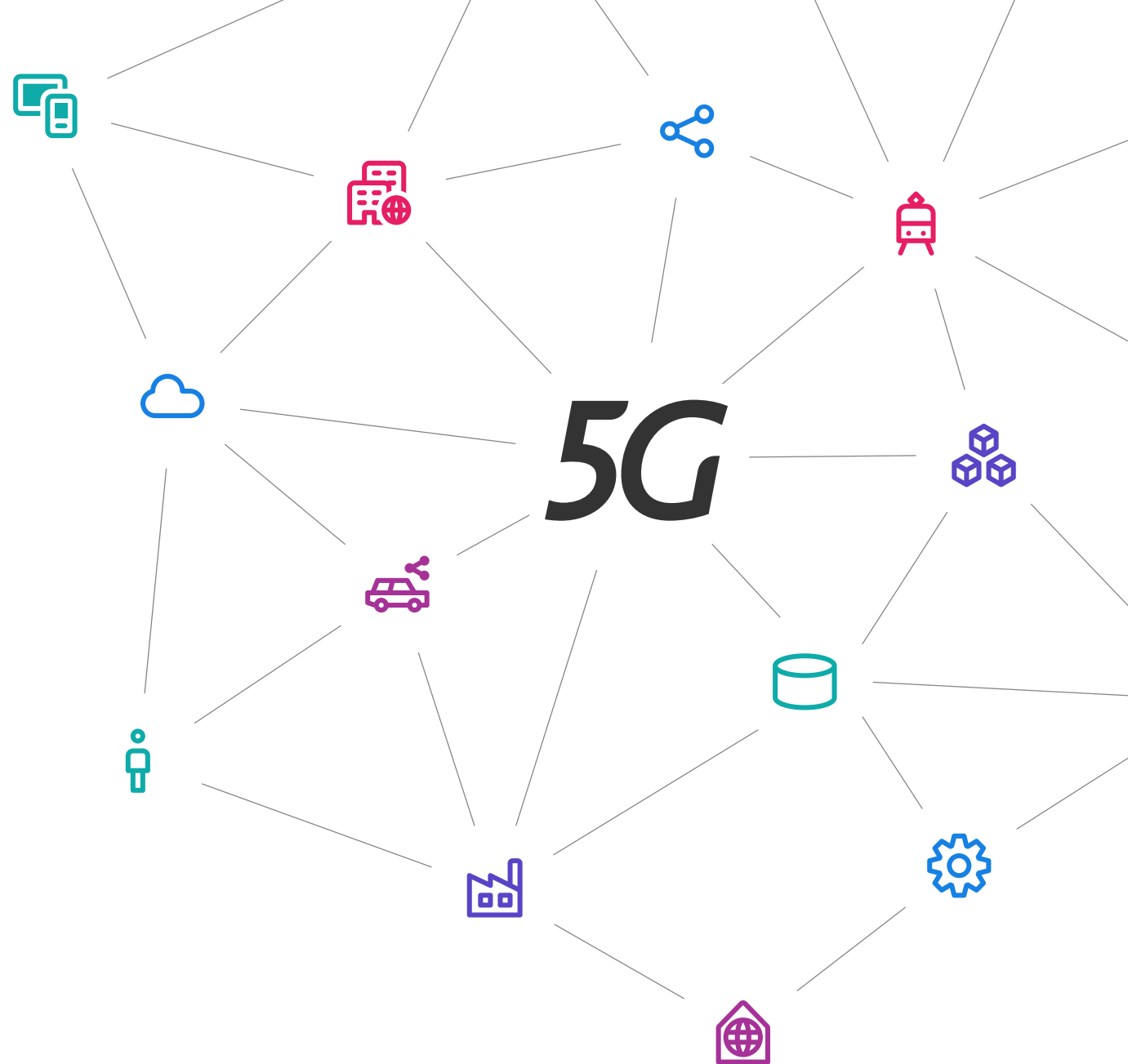






New opportunities for the economy

5G combines different
technologies with one
another





New opportunities for customers

Dirk Wierzbitzki





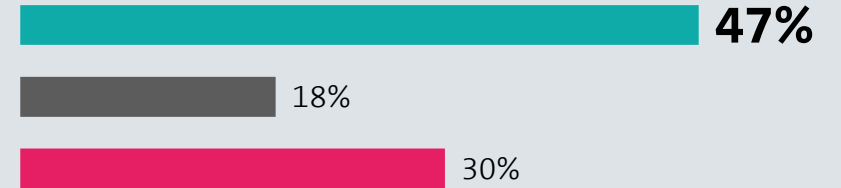
47%

of Swiss are curious about the possibilities that 5G offers

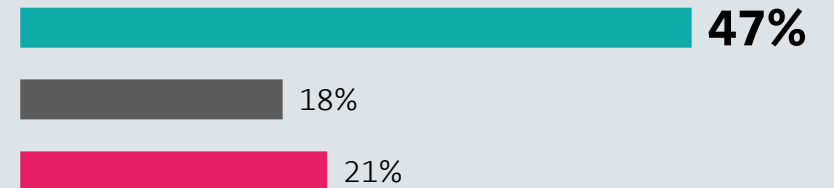


5G – Customers are excited

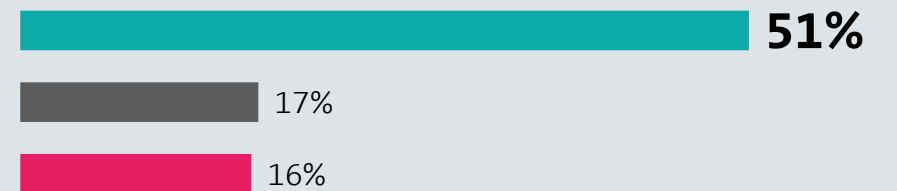
I'm curious about the possibilities of 5G



5G is important for Switzerland and its economy



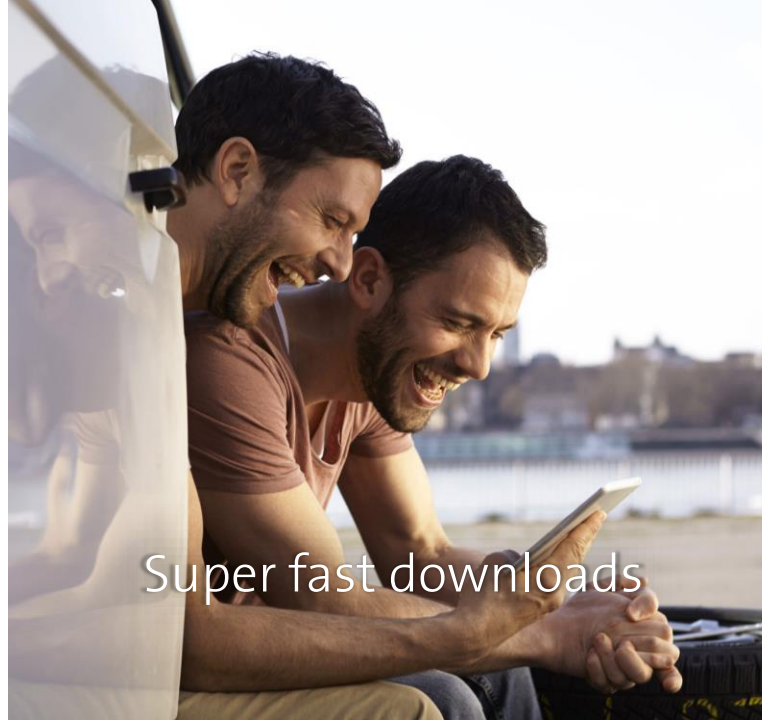
5G will improve the mobile network



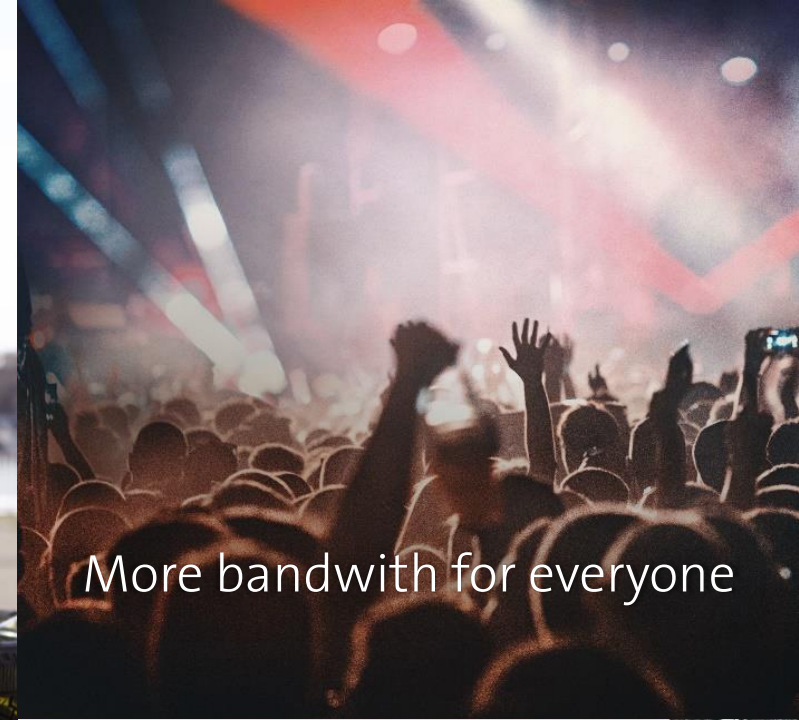
■ Positiv ■ Neutral ■ Negativ



New opportunities for everyone



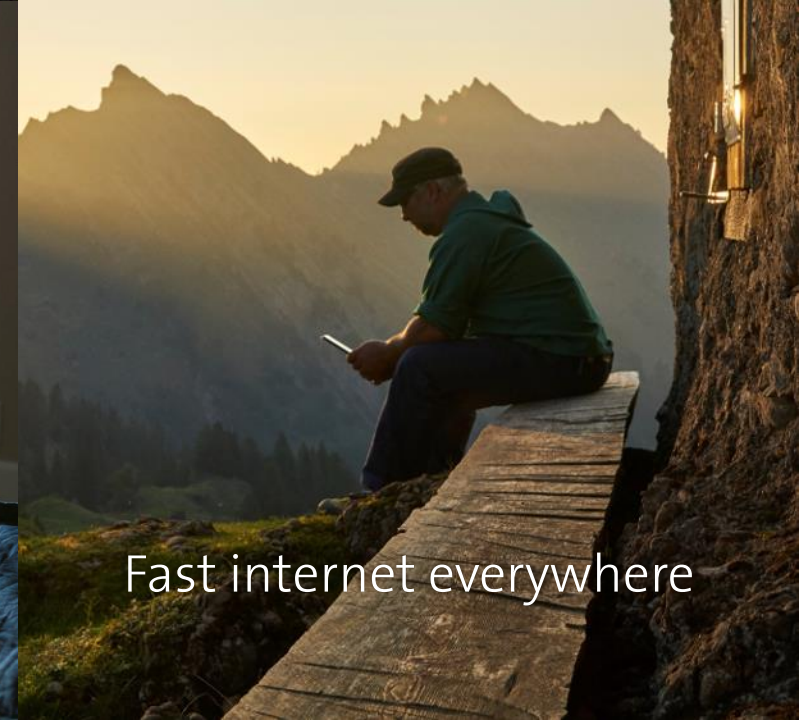
Super fast downloads



More bandwidth for everyone



Short response times



Fast internet everywhere



5G is there for everyone - The start is simple

1. A 5G capable smartphone
2. The best network
3. An appropriate subscription





inOne mobile is 5G ready

5G in all new subscriptions

5G
READY
from
CHF 60.-



inOne
mobile go

Unlimited in CH and the EU
Plus Speed: up to 100 Mbit/s

+ **Premium Speed** CHF 10.-
up to 1 Gbit/s

+ **Connect Pack** CHF 20.-
up to 1 Gbit/s, plus 3 devices

* as of summer

5G
READY
CHF 45.-



inOne
mobile basic

2 GB Surfing in CH and the EU
Basic Speed: up to 50 Mbit/s



5G Smartphones -
Innovation partner

oppo





oppo

Henry Tang

oppo

10

Years

5

Top

250,000,000

OPPO Users

40+

Markets

Next-Generation upgrade

Lifestyle

Productivity

Creativity



2015.04.01

OPPO 5G standards Team established



2018.08

Setting up in 5G signaling and data links
based on 5G available phone



2019.02

OPPO first 5G smartphone showcase
on MWC 2019

OPPO 5G Landing Project





5G

Further
your vision

Reno 5G

Addition: Beyond 5G connectivity

Before



Communication

Now



**Richer application
scenarios**

Future



**Intelligent
connectivity**

Diversification: Beyond the smartphone



+



+



+

...



OPPO Reno 5G

The first OPPO 5G smartphone with an incredible 48 MP Camera

- 10x hybrid zoom
- Ultra-night mode
- Screen: 93.1% screen-to-body ratio
- 4065mAh battery, VOOC Flash Charge 3.0
- Qualcomm Snapdragon 855

5G
FAST



from
May 2019

CHF 999. –



LG V50 ThinQ

The smartphone with an innovative dual screen, ideal for gaming

- Triple rear and dual front camera
- 32Bit Quad-DAC HiFi Sound with DTS:X 3D
- Boombox Loudspeaker
- 4.000mAh battery



from
May 2019

from **CHF 1'099. –**

with inOne mobile go
introductory offer



Samsung Galaxy S10 5G

The bestseller now also with 5G

- 6.7" QHD+ Dynamic AMOLED Display
- Quad Camera (incl. 3D depth measurement)
- 4.500mAh battery



5G
FAST

from
July 2019

CHF 1'279.-



Huawei Mate X

World's first up to 8" foldable 5G smartphone

- Foldable fullview display
- Best-in-class selfie with new Leica camera
- Ergonomic curvature for a natural hold



**5G
FAST**

**from
Q3/2019**

CHF 2'499.-



5G Smartphones – Strong brands and a selection right from the start



OPPO Reno 5G



LG V50 ThinQ



Samsung Galaxy S10 5G



Huawei Mate X

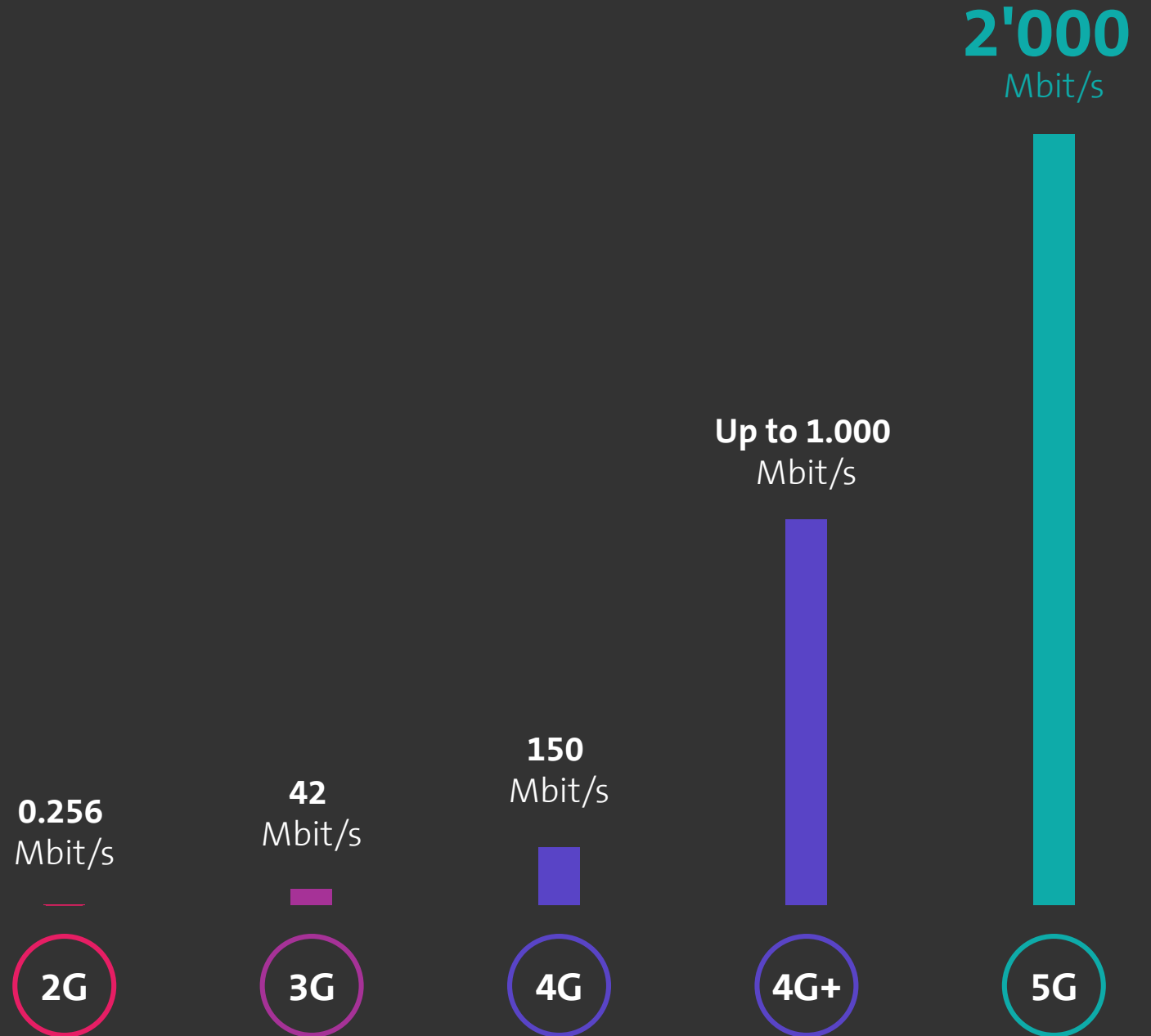


5G Booster More boost for the Internet

- 30'000 4G-based installations already today
- Better surfing experience for people in rural areas
- 5G Booster this summer in pilot usage and on the market as of 2020



5G provides loads of speed





5G



sportpanorama

Sportmagazine | CH 2019 | 55 Min
REC So. 31.3. 18:30 - 19:25 | SRF zwei
[100% heruntergeladen](#)



150 Tage - So viel Zeit bleibt dem Schwingerkönig \ Eishockey-Playoffs - Vier Skandinavier kämpfen um den Titel \ David gegen Goliath - VBC Züri Unterlan...
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Weitere Episoden



4G+



sportpanorama

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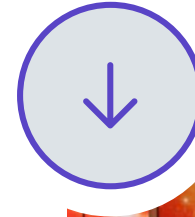
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4G



sportpanorama

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[8% heruntergeladen](#)

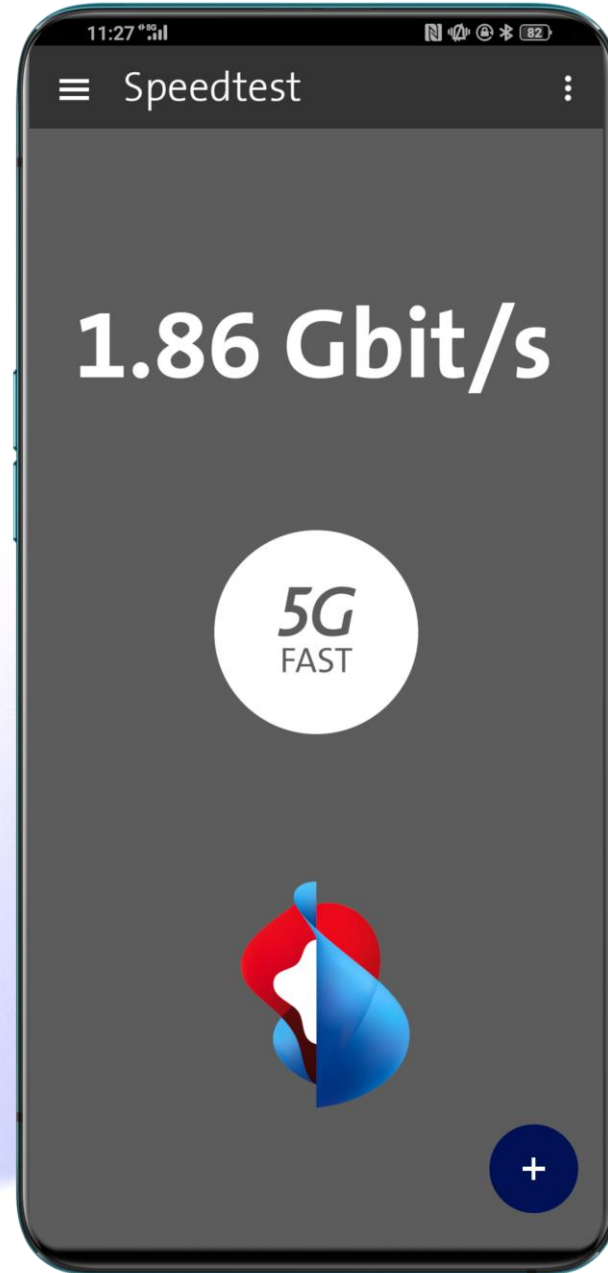


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oppo





5G

Simply seize the opportunities in a networked world.

