Carriers: barriers or enablers?

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Sprint Focused on Enabling an Open Ecosystem
Let Developers Innovate, Customers Choose

Customer

Sprint Control

Devices

Content

Trusted Space
- Multi-Device Capability
- Quality of Service
- Self-Diagnostics
- Network Assisted LBS

“Garage” Tools
“Garage” Developer Store
“Garage” Interface

Sprint Control
- Contact List
- Care
- Dialing/Voice
- APIs/Wholesale
- Behavioral Trends
- Permission Control
- Quality of Service
- Femtocell
- Sprint.Com site

Trusted Space
- Storefront
- Behavioral Trends
- Digital Vault/Cloud Storage
- VoIP
- Self-Care Tools

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Sprint teams up to deliver compelling services

Sprint delivers Services

Published via APIs

...within Sprint’s Services Framework

Partners integrate API’s into their applications

..to serve customers

LBS
Presence
Geofencing
Account Mgmt
Messaging
Handset Profile
Billing
Digital Wallet
Advertising
Identity Mgmt
Many Others

Developer Environment
- Sandbox
- Communities
- Support

Enablement Environment
- Customization
- Integration
- Support

Usage Environment
- Optimization
  ..devices, network
- Analytics
- Monetization

Mid 2010

Current Enablers
- Alcatel-Lucent
- Wave Market
- Loc-Aid
- TechnoCom
- Useful Networks
- Where
- Many more in discussion...

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## Services organized within 5 core attributes

<table>
<thead>
<tr>
<th>Personal API's</th>
<th>Core API's</th>
<th>Optimization API's</th>
<th>Monetization API's</th>
<th>Mobile Apps VAS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilitate access to your online services for Sprint customers</strong></td>
<td><strong>Provide the pathways to deliver content to your customers</strong></td>
<td><strong>Optimize the delivery of your content on the Sprint network</strong></td>
<td><strong>Enable commerce opportunities</strong></td>
<td><strong>Applications offered seamlessly thru trusted 3rd party partners</strong></td>
</tr>
<tr>
<td>• Network Address Book</td>
<td>• LBS</td>
<td>• Device Mgmt</td>
<td>• Digital Wallet</td>
<td>• Video platform</td>
</tr>
<tr>
<td>• Policy Management</td>
<td>• SMS &amp; MMS</td>
<td>• Multimedia</td>
<td>• Advertising</td>
<td>• Multi-media</td>
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<tr>
<td>• Digital Locker</td>
<td>• Geofencing</td>
<td>• 4G</td>
<td>• User info</td>
<td>• Voice/ Speech to text</td>
</tr>
<tr>
<td></td>
<td>• Presence</td>
<td>• Browser</td>
<td>• Analytics</td>
<td>• Mapping</td>
</tr>
<tr>
<td></td>
<td>• Identity manager</td>
<td></td>
<td>• Payment services</td>
<td>• Virus</td>
</tr>
<tr>
<td></td>
<td>• Call control</td>
<td></td>
<td>• Advice of charge</td>
<td>• Device diagnostics</td>
</tr>
</tbody>
</table>

### Applications offered seamlessly thru trusted 3rd party partners
- Video platform
- Multi-media
- Voice/ Speech to text
- Mapping
- Virus
- Device diagnostics
- Content feeds
- Social net. feeds
- Local Search
- Live video feeds
- Bar code scanning
Sprint’s Developer Sandbox – Provides Free Access to Sprint Network Capabilities

- Web 2.0 meets Telco 2.0
- Seamless functionality across all mobile devices (not just handsets), PC and desktop and mash-up with other services
- Usable within any development software and browsers
- Supports end user privacy opt-in management

Access Sprint Network/Product Services

- LBS
  - 3G and now 4G
- Messaging
- Presence
  - * User Mgmt
- Geofence
  - *More to Come

Services are easy to use - Restful format

Mash-up with Other Services into Your Own Application or Web Page

Google  
Microsoft  
Facebook  
Yahoo!  
amazon.com

The possibilities are endless!
4G is here NOW

Open in SV for developers!

Launched Markets
- Abilene
- Amarillo
- Atlanta
- Austin
- Baltimore
- Bellingham
- Boise
- Charlotte
- Chicago
- Corpus Christi
- Dallas/Fort Worth
- Greensboro
- Honolulu
- Killeen-Temple
- Kitsap
- Las Vegas
- Lubbock
- Maui
- Midland-Odessa
- Milledgeville

Announced Markets
- Boston
- Cincinnati
- Cleveland
- Denver
- Houston
- Kansas City
- Los Angeles
- Miami
- Minneapolis
- New York
- Pittsburgh
- Salt Lake City
- San Francisco
- San Jose
- St. Louis
- Washington, DC

120 million people in 2010

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Let Sprint Promote Your App!

- **Submit to Sprint Apps Pitch Box**
  http://developer.sprint.com/pitchyourapp

- **Selected apps may be featured in many of Sprint distribution channels including:**
  - Sprint Zone
  - Sprint.com

- **Moving away from pre-loading third party applications**
GetJar

- **Largest cross-OS content aggregator**
- **GetJar specializes in the distribution of more than 60,000 free applications!**
- **Over 55 Million downloads a MONTH with 800+M downloads to date**
- **GetJar supports all major platforms except Palm WebOS**

GetJar Services

- Mobile Site Shortcuts
- App Download Page
- Pay-Per-Download
- Analytics

http://sprint.getjar.com

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Sprint Mobile Payment Service

- SMPS allows customers to purchase goods and services from participating merchants using stored payment options
- Enables micro-payments within applications
- Application will be downloadable from Storefronts
- Commercial Launch – Mid 2010
- To sign up and for more information visit the Sprint ADP web site at http://developer.sprint.com
Sprint’s Developer Program
Free to join at http://developer.sprint.com

Developer program provides support for:

- 4G development
- Content development
  > Mobile Applications/Web
  > Sprint Developer Sandbox
- Testing/content upload
- Staying up to date
- Enhanced Programs

Sprint’s Developer Conference

- 10th annual
- Oct 26-28, Santa Clara
- Register at: developer.sprint.com/devcon2010