London 12 December, 2007

Today's Agenda

- Welcome
- OMA Technical Impact and Accomplishments
  - Mark Cataldo, Chairman OMA Technical Plenary
- New OMA Web Site Demonstration
  - Howard Greenwell, OMA Director of Technical Programs
- Deployment case studies of real world implementation of OMA Enablers
  - Vodafone - OMA Device Management, Vodafone Special Guests
  - Orange - OMA Multimedia Messaging Service, Philippe Lucas, VP International Stds.
  - KPN - OMA BCAST, Franklin Selgert, Senior Innovation Manager
- Keynote - OMA, MEF and the $25 Billion Mobile Entertainment Industry
  - Patrick Parodi, Chairman Mobile Entertainment Forum
- OMA Deployment Statistics
  - Jari Alvinen, Chairman Open Mobile Alliance
- Cocktail Party
  - Everyone is invited!
- Special Guests
  - Peter McAvock, Digital Video Broadcasting (DVB)
  - Tim Raby, Director of Marketing, OMTP
  - Patrick Parodi, Chairman, Mobile Entertainment Forum, MEF
  - Margit Hauschulz, Principal Product Manager Core Enablers, Vodafone
  - Claudio D'Anzeo, Solution Architect Core Enablers, Vodafone
  - Nikola Aschoff, Solution Architect, HP

Measuring results | Looking ahead

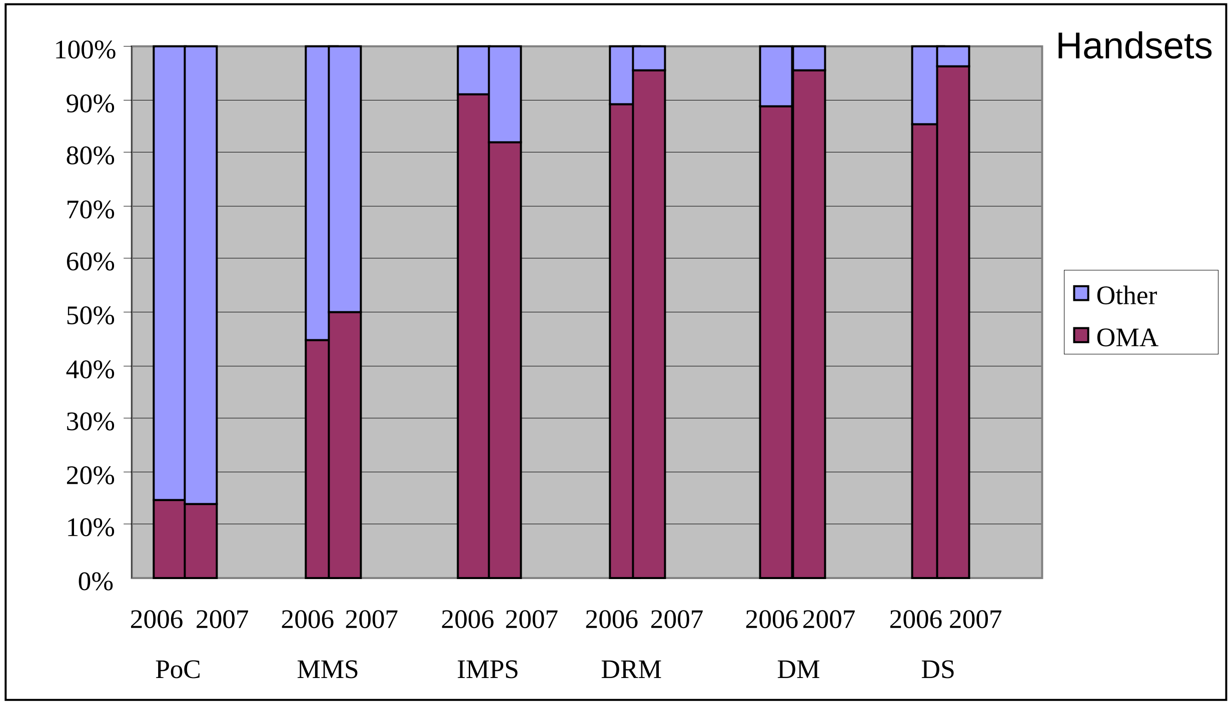
OMA World | London 12 December, 2007

Jari Alvinen, Chairman of the Board

OMA Deployment in the Market

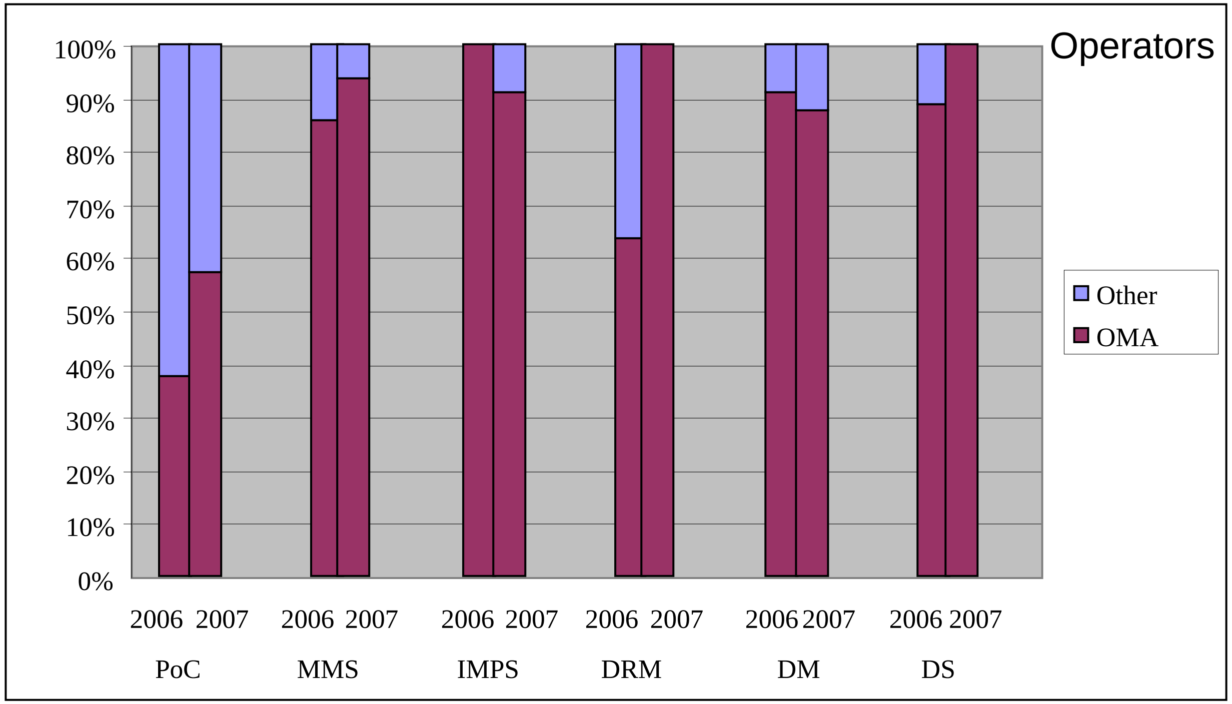
- 2nd annual board survey of market deployment statistics
  - Externally conducted survey
  - Implementation by handset model and operator deployment only
  - Adoption and usage rates are set and measured in the market
- 6 OMA Enablers
  - PoC, MMS, IMPS, DRM, DM, DS
- 2005 Survey Pool
  - 7/9 handset manufacturers = 700 million handsets shipped
  - 18/30 operators = 1 billion subscribers
- 2006 Survey Pool
  - 9/9 handset manufacturers = 1 billion handsets shipped
  - 20/30 operators = 870 million subscribers
- Two years of results to consider
  - Survey conducted at same time each year with half year results
  - Last year stats were aggregate of 2005 and partial 2006 numbers
  - This year allows full year statistics on 2005 and 2006 with partial numbers on 2007
  - Operator stats represent current snapshot of deployment not usage

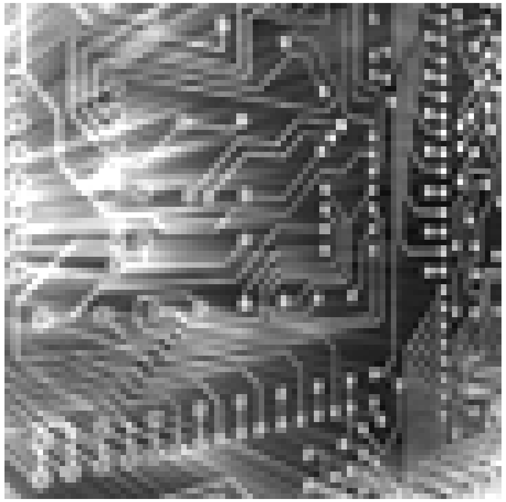
Handset Deployment Comparison 2006/2007



- Chart shows year over year of handset models in the market for the Enablers represented
- 2007 number is aggregate of all current models in the market
- "Other" is comparable feature set implemented/deployed based on non-OMA specifications
- Ratio represents number of OMA enabled handsets v total number of commercial implementations
- OMA IMPS is the only declining handset implementation.
- OMA DRM 1.0 is the predominant deployment represented in the total aggregate statistics. (98.5% in 2006 / 93% in 2007)

Operator Deployment Comparison 2006/2007





- “Other” is comparable feature set implemented/deployed based on non-OMA specifications
- Both IMPS and DM implementations among operators declined from 2006 to 2007
- Partial deployments counted as an OMA deployment
- “In testing” or “road map” status was not counted as deployed
- Some difference in responding operators from 2006 to 2007

What does this tell us?

- » Measuring standards deployment is not an exact science
  - » Considerably more nuances in the market than yes/no responses in the survey
  - » Review, testing and marketing/deployment can be a 2-4 year process
- » Loss of market share is reflective of market demand - not necessarily a technical shortfall
  - » OMA doesn’t build markets, but creates the building blocks for the the industry create markets
- » Year over year increases show steady progress
  - » Industry finds value in the work we produce