



ADDER Case Study

T-Mobile - Challenge... Solution... Result

T-Mobile, one of the leading mobile communication companies in the world, offers products and services for both consumers and business users.



CHALLENGE

The new T-Mobile 'Retail Service' concept to be launched in T-Mobile stores across the Netherlands resulted in ambitious requirements to deliver up-to-date information and advice about T-Mobile products to customers via touch screen monitors.

These concept requirements were translated into the development of four Multi Media Experience (MME) Applications:

- **T-Zones demo:** Gives the customer a look and feel of T-Zones, the T-Mobile internet portal on mobile phones

- **Knowledge Point:** An interactive tool to answer shop visitors questions regarding T-Mobile services
- **Belwijzer:** An interactive tool to help customers decide on the best combination of handset and rate plan to fit their needs
- **Freezones:** PC system facilitating a web browser to access T-Mobile related internet sites

All T-Mobile stores use a network to connect to retail head quarters, enabling the most up-to-date information to be available to all stores at all times.



T-Mobile Touch screen monitors provide customers with the latest advice and information



T-Mobile

The latest information is available to all T-Mobile stores at all times



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SOLUTION

Looking at the hardware required to deliver the MME Applications, T-Mobile decided to use Personal Computers in a secure, air-conditioned area in the back office, with touch screens and keyboard/mouse functionality in the shop.

This setup results in a large distance between the PCs and the touch screen monitors, requiring the extension of standard PC communication protocols like VGA, PS/2 and RS323.

To overcome this, T-Mobile tested several options for transporting video, audio and keyboard/mouse signals over large distance. It was imperative that the video quality was excellent. Touch screens have the additional challenge of a serial connection which requires a continuous signal. Adder X2-Gold CAT 5 extenders proved to be the best solution by far.

RESULT

T-Mobile opened its first service point in Nijmegen in August 2004, and has since opened up another 7 stores in the Netherlands. It is anticipated that further shops will be opened throughout 2005 and beyond using X2-Gold CAT5 extender solutions from Adder Technology.

From the visitors' point of view, they are provided with a seamless solution which gives them credible information to make the right choice of T-Mobile products.

ABOUT T-MOBILE

T-Mobile, the worldwide mobile network, has 2.3 million customers in the Netherlands (December 31st, 2004) and holds the number 3 position in the Dutch market. T-Mobile offers products and services for both consumers and business users. T-Mobile Netherlands is a part of T-Mobile International, one of the leading mobile communication companies in the world. As one of the three strategic pillars of Deutsche Telekom, T-Mobile concentrates on the most dynamic markets in Europe and the United States.



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