



**Speaker Note:
30 mins**

Distributor Seminar Roadmap Overview

Jamie GARROCH
Product Marketing Director

Version: 1.0 JGA05APR2007



wavecom[®]
Make it wireless

Global agenda for a global approach

- Where are we coming from after 2006.
- Portfolio today.
- Roadmap overview for 2007/2008.





Major Product Achievements in 2006

- Wireless Microprocessor[®] announcement (March, Las Vegas),
 - *And subsequent ground breaking PTCRB agreement*
- Open AT[®] OS becomes Open AT[®] RTOS,
- First commercial release of Open AT[®] C-GPS Plug-In,
- Purchase of NexGen and launch of our 100% owned Open AT[®] Internet Plug-In and subsequent aggressive roadmap of innovation,
- New Q24 Series: extending the life to beyond 10 years,
- GR64 and GS64 commercially available,
- Q2438V6 and CM52 in production.

But first... a quick reminder...

→ Instead of considering a modem, why not consider a Wireless CPU®?

Add wireless afterwards

MODEM:

MODulator-DEModulator

Definition: “A device that receives data in one format and passes it on in another, without doing anything to the content of the data.”

A MODEM is by definition, unintelligent.

“I need a modem function”

Think wireless first

WIRELESS CPU®

Listening – Thinking – Doing

Wireless computing cores with ARM7 or ARM9 CPU, real time OS, natively executing industrial applications (not script or virtual machine), connected to sensors, peripherals and the Internet.

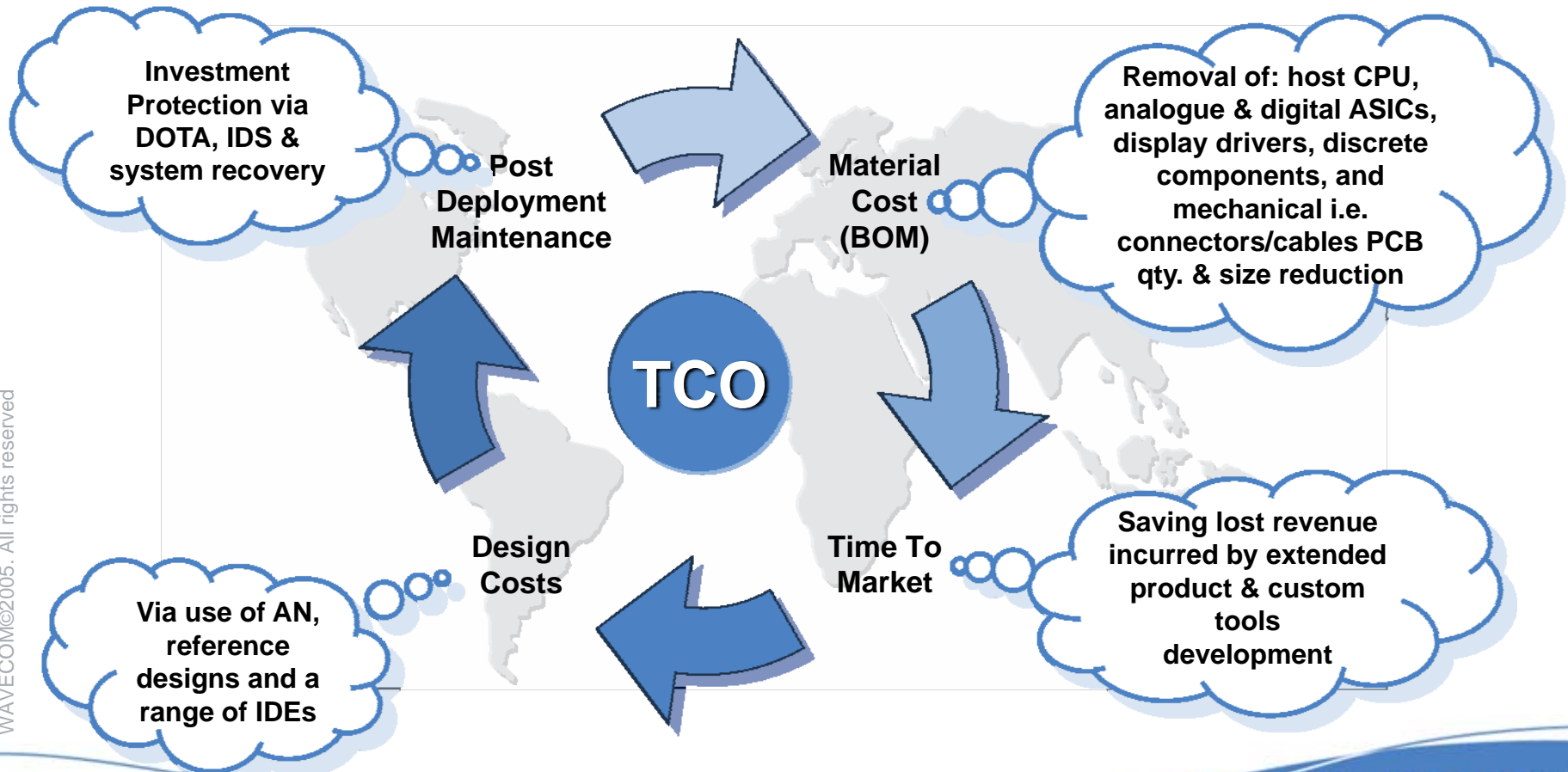
And by the way, it also has wireless!

“I need a programmable Wavecom Wireless CPU®”



One customer focussed objective

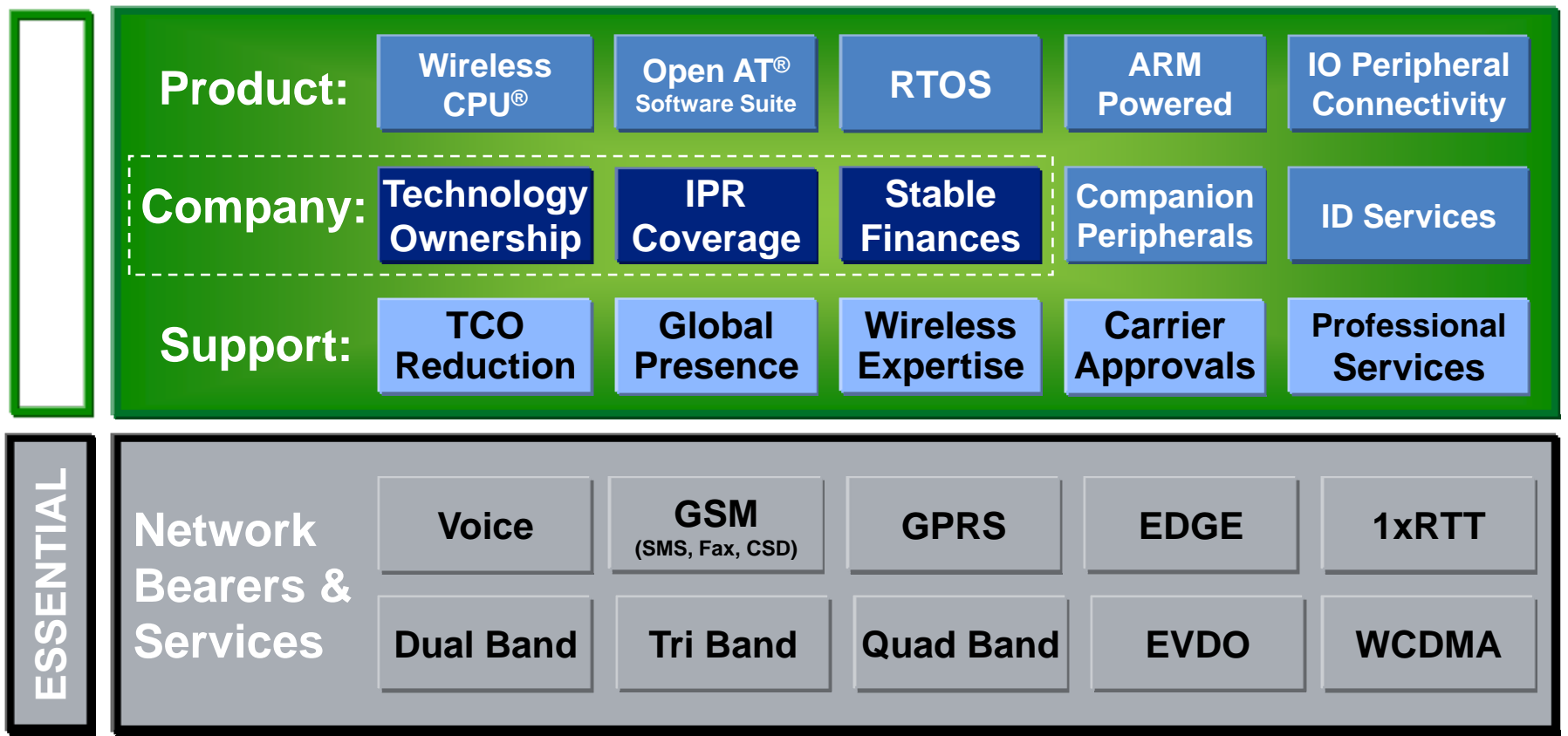
→ To reduce the cost elements that make up the TCO of your wireless product.





Wavecom's Unique Value

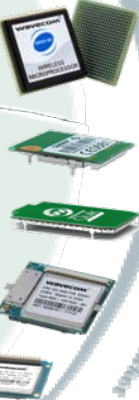
→ We have to provide the **essentials** but what makes Wavecom **different**? The **differences** are Wavecom's inherent value:



WAVECOM©2005. All rights reserved

ESSENTIAL

What We Are Providing to our Customers



Wavecom® Portfolio 1H'2007

**Wireless
Microprocessor®**



WMP100

World's first SMT processor with native C execution, and global cellular wireless!

Quik

M2mpower



GR64



GS64

Q2438



New Q24 Series
Q24 Classic
Q24 Plus
Q24 Extended
Q24 Auto



Q2687
Q2686

Plug & Play



Fastrack Supreme



Fastrack M1306



Integra M2106

*Automotive tier 1 CM52 not shown for clarity

Open AT[®] Software Suite

Intelligent software for today's intelligent Wireless CPU[®]

- **Open AT[®] Software Suite** is the worlds most comprehensive application development environment for the creation of embedded cellular applications.
- It supports **native** execution of **standard ANSI C** applications within a **Real Time OS**.
- Embedded applications can be run on the Wavecom family of GSM Wireless CPU[®] devices:
 - ¹Wireless Microprocessor[®]
 - ¹Q26 and ²Q24 Series
 - ¹Fastrack Supreme, ² M1306 & ²Integra Plug & Play Series
- The full suite includes:

PC Environment

- IDE built on Eclipse[™]
- Compiler
- Tool Chain

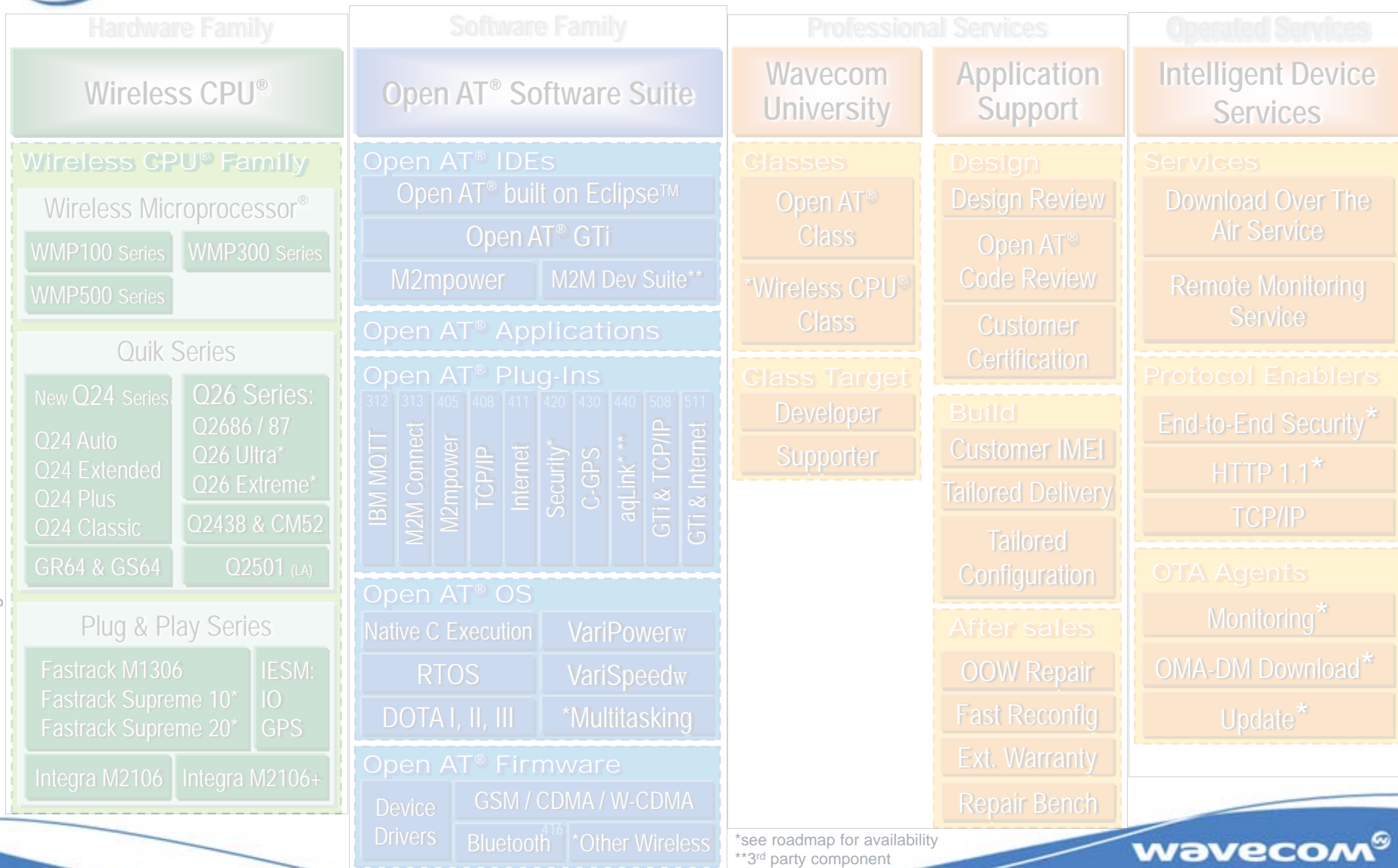
Embedded Environment

- Operating System
- Communications Firmware
- Plug-Ins
- Sample applications



¹ARM946, 32 bit, 104MHz core, up to 87MIPS
²ARM7 core

Product Portfolio: 1H2007



Moving from Price to Cost to Value implies...

- Becoming more segment specific in our joint approach:
 - Understanding the business of our customers (they do not make M2M applications for example)
 - Understand the issues facing them
 - Working out how to solve them with our portfolio and especially with the combination of a **Wireless CPU**[®] and an **Open AT**[®] **Application**
 - *Conceive & propose a solution that no competitor can provide*
 - Adding unique [to the industry] functionality which makes our offering a no brainer*

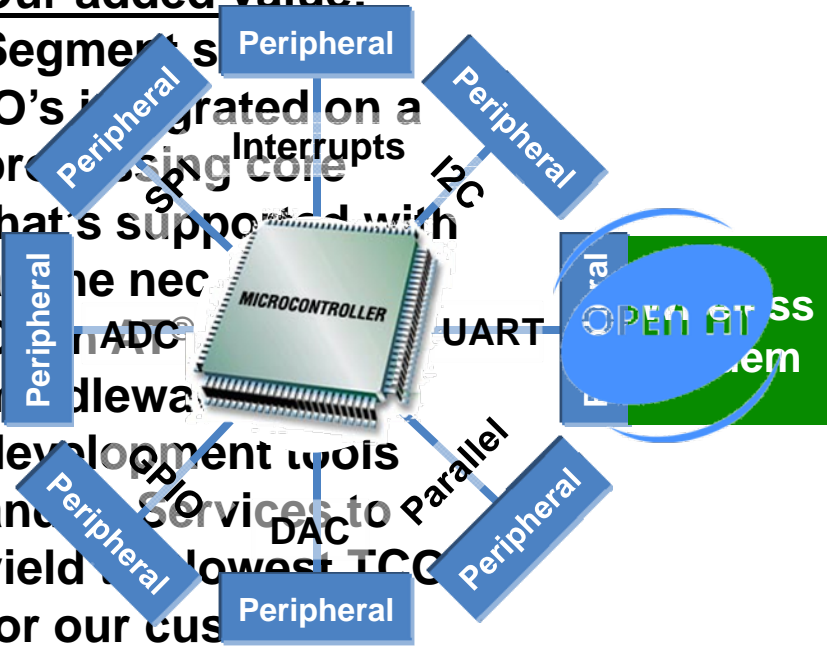
**no brainer: so obvious, there is no other choice*

Becoming segment specific means...

→ Understanding more of the customer IO peripherals:

Our added value:

Segment specific IO's integrated on a processing core that's supported with all the necessary hardware development tools and services to yield the lowest TCC for our customers.



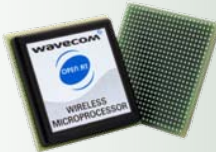
WAYECOM©2005. All rights reserved

Portfolio Evolution

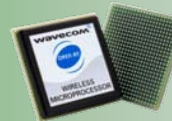
Generic "all purpose"

Segment Specific

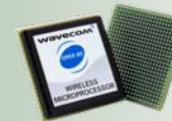
Wireless Microprocessor®



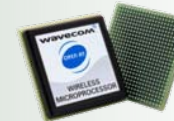
WMP100



WMP520
AMM



WMP550
Auto



WMP330
H&S



WMP340
PND

Quik



GR64



New Q24



Q2686 & Q2687



Application Specific Open AT® Software:

- aqLink® Plug-In for guaranteed delivery
- Security Plug-In
- Camera Plug-In
- Open AT® GTi for displays

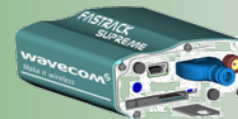


Plug & Play

Fastrack
M1306



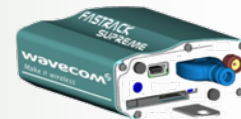
Integra
M2106+



+ IO IESM
C&M



+ GPS IESM
VRM



+ Zigbee IESM
H&S

What we have to sell / market

Sell in to new designs now:

- * Q2686
- * Q2687
- * Fastrack Supreme
- * Open AT[®] Software Suite
- * Wireless Microprocessor[®]

Market the future:

- * Security
- * IDS
- * Integrated SIM
- * 3G & HSDPA

Maintain existing designs:

- * New Q24 Series
- * M2106+
- * Q2438
- * GR64

Who are our competitors?

- For this strategy, we have zero, zip, none, didly squat.
- Today.
- They will come, eventually.
- So there is a time to build our reputation of innovation in a space we have defined, take the lead, and stay in front.



That time is now.