

Speaker Note: 2 x 60 mins

Distributor Seminar Portfolio Highlights



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French Menu, Scottish Presentation!

- → New Sales Tools
- → What's ahead in 2007
 - Fastrack Supreme
 - WMP Portfolio
 - Security Plug-In
 - aqLink[®]
 - Wavecom Integrated SIM
- → Putting it all together
 - Live demo time!



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New Sales Tools To Help Achieve Objectives

→ Demo Wheel II with new features:

- Remote camera image capture
- C-GPS / Google map server
- C-Bluetooth / Bluetooth headset
- Colour display



→ Demo Wheel III

Intelligent Device Services & other new portfolio elements

Big question: would you buy this if we make more?



New Sales Tools To Help Achieve Objectives

→ MicroTracker: Proof of Concept (PoC)

- Rapid live demo on-site at customer premises
- Sales demonstrator to show:
 - Q2687 Wireless CPU[®]
 - Open AT® C-GPS and Internet Plug-Ins
 - Open AT® Application
- Self contained, "Match box" sized
- Design can be propagated under support disclaimer

Sales Tool Features

- Robust yet small & portable
- Easy to use 3 button interface
- Upgradeable Open AT® app.
- Server access for distributors
- USB rechargeable
- Removable translucent case
- Internal antennae (x2)



Make it wireless





VIP Technology Showcase for customers & prospects



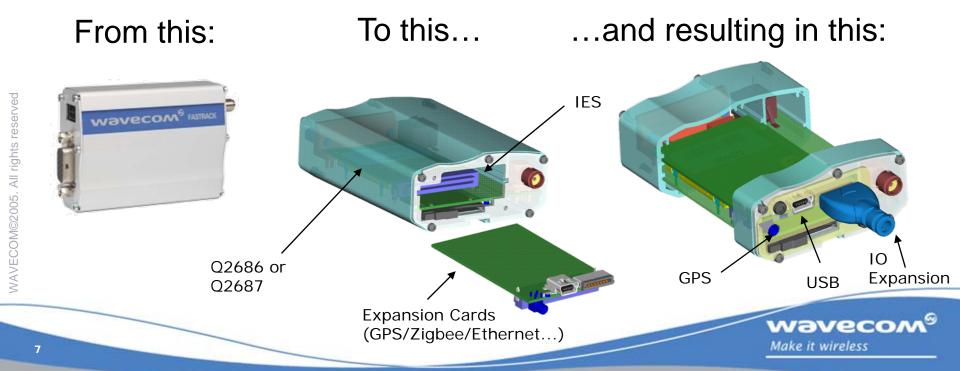
What's Ahead in 2007

Fastrack Supreme
Wireless Microprocessor®
Open AT® Security Plug-In
Open AT® aqLink® Plug-In
Open AT® DR & C-AGPS Plug-In
Wavecom Integrated SIM



New Plug & Play device Fastrack Supreme 10 & 20

- → Customer focussed evolution of strong selling Fastrack M1306.
- → Brand new industrial concept: customisable hardware
- → Q26 bearer evolution from GPRS to EDGE to 3G to HSDPA.



With evolution

Create whatever you need



Customisable via hardware

O Programmable via software



Key Features

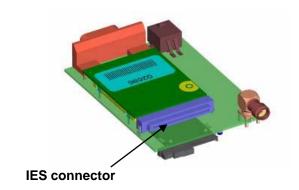
- → ARM946 32bit core: a new standard in industrial powerhouse processing
 - VariSpeedw capable (on-the-fly switching 26-104MHz)
- → Fully Programmable
 - Via Open AT® Software Suite
 - VariPowerw capable (programmable power modes)
- → IES: Internal Expansion Socket
 - 50 pin standard interface for:
 - USB, GPIOs, UART2, 2 SPI, 1 PCM, 1 DAC, 1 ADC
 - Multiple power supply capabilities
- → Middleware extensions via Open AT® Plug-Ins
- → RTC internal battery backup
- → Improved power consumption compared to M13 (close to M12)
- → Global Cellular Radio with more rugged RF connector

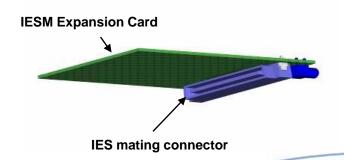


IESM: Standardised way of adding peripherals

Fastrack Supreme & IESM

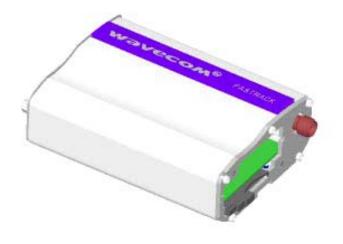
- Wavecom has designed an open interface (IES) for customers to add additional IO connectivity or features like GPS, WiFi, or more..
- Customers are able to develop their own expansion modules or purchase IESM expansion cards from Wavecom
- IESM is plugged inside Fastrack Supreme without opening the housing
- Housing and back plate are modified in order to accommodate IESM (add guidance rails, back plate in two parts)

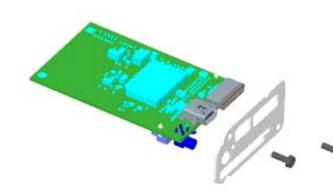






IESM Insertion



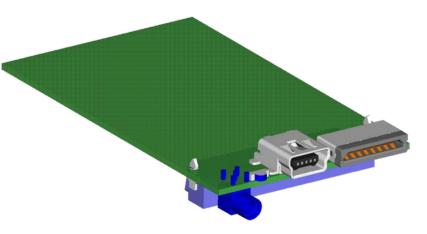




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Initial IESM Expansion Cards

- → Available at Fastrack Supreme CA (Commercial Availability)
 - USB + IO*
 - USB + C-GPS
 - USB + C-GPS + IO*
- → Of course, because the IES is an open standard, you and your customers are welcome to come with others!



→ It's likely that Wavecom will first address Zigbee and Ethernet using this Plug & Play family.



The All Important Dates & Quantities

- → Fastrack Supreme will rollout as follows:
 - Prototypes (for distributor evaluation & alpha customer program)
 - ~100 Fastrack Supreme 20, primarily for EMEA
 - ~50 IESM IO/USB + 50 IESM IO/GPS/USB
 - Mid-End April 2007
 - Engineering Samples (for end customer evaluation)
 - ~780 for global needs (500/50/10)
 - Mid-End May 2007
 - CA: Commercial Availability
 - End July 2007

Reminder: ES = fully functional, may not be full specification

→ Certification

EMEA, APAC, LATAM only (not planned for North America).



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Wavecom Integrated SIM

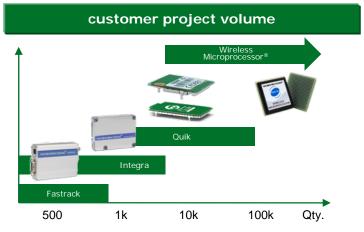


Wireless Microprocessor® Objectives

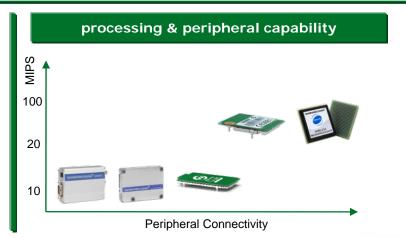
1st Generation Wireless Microprocessor® models: WMP100 & WMP150

The WMP100 & WMP150 Wireless Microprocessor® models have been designed specifically to meet these needs:

- Real time native execution of pre-compiled standard ANSI C embedded applications
- Medium to high volume automated manufacturing via the use of pick & place surface mount technology
- Lowest customer accessory BOM via elimination of IO & RF connectors
- Memory flexibility: density / brand / package / environment
- Highest possible peripheral IO connectivity via the BGA grid of 576 balls
- M2M (WMP100) and Automotive (WMP150) qualified versions
- 1st generation paves the way to customer application specific versions of WMP (see roadmap)









WMP100 Value Proposition

- → Fully programmable processor core which includes pre-integrated global cellular wireless IO
- → Reduced TCO via:
 - Lower BOM via elimination of IO + RF connectors (~\$2-\$5)
 - Lower BOM via single processor architecture (~\$1-\$8)
 - Lower BOM via single memory architecture (~\$1-\$5)
 - Lower BOM via extensive IO capability, saving external ASIC and discrete components (~\$1-\$5)
 - Lower manufacturing running costs via machine automation
 - Lower development costs via existing development tools
 - Lower maintenance costs via IDS (Intelligent Device Services)
 - Faster TTM via use of existing Wavecom middleware Plug-Ins and development tools
 - Faster TTM via use single software development environment
 - Lower certification costs than a chip set via pre-certification like a "module"
- → Small product design capable
- → Product PCB layout flexibility
- → Memory flexibility: capacity / technology / environmental / vendor
- → Comprehensive development tools, using standard C programming language
- → Wavecom Integrated SIM compatible and roadmap towards segment specific IOs



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Wireless Microprocessor® Family



→ Explanation of naming...

Hardware umbrella (function): Wireless CPU®

Family (form factor): Wireless Microprocessor®

Models: WMPxyz

Generation **Extensions** 0 = Nothing**Segment** 1 = SIM

0 = Generic

1 = VRM (Vehicle Remote Management)

2 = AMM (Automated Meter Management)

3 = H&S (Home & Security)

4 = Automotive After Market

5 = Automotive Tier 1, OEM, Car man.



Wireless Microprocessor Portfolio





Auto-AM

M2N.H&S



M2M.VRM

Multi-Use





Until then, we can talk in gerneral terms about the concept of "integrating" segment specific IOs in to the Wireless Microprocessor series but we must not mention how. To be more specific, the phrases/words "Wavecom Baseband" and "Wavecom Silicon" MUST not be used prior to the press release.





WMP50 ARM946, 86MHz

ARM926, 156MHz

WMP100 Series ARM946, 104MHz

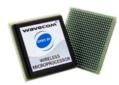


5000

Not to be presented to end customers before the WMP50 press release









Until then, we can talk in gerneral terms about the concept of "integrating" segment specific IOs in to the Wireless Microprocessor series but we must not mention how. To be more specific, the phrases/words "Wavecom Baseband" and "Wavecom Silicon" MUST not be used prior to the press release.





















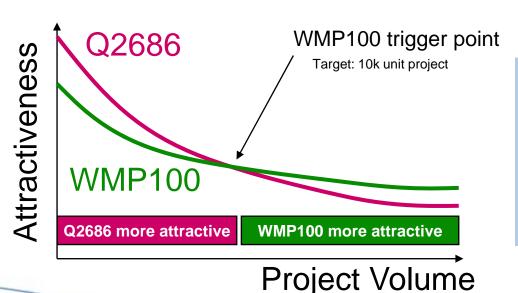






Where is the trigger volume for WMP100?

- Incorrect statements:
 - WMP100 replaces Q2686: both have valid positions in the portfolio and both will stay
 - WMP100 is cheaper than Q2686: it's not as simple as just the unit price
 - WMP100 is harder to integrate than Q2686: in some cases, 1mm pitch BGA is easier.
- → However, we know that there will be a trigger volume when WMP100 becomes more/less attractive than Q2686:



Trigger point is complex & a function of:

- 1. Q26 RF connector costs
- 2. Q26 IO connector costs
- 3. WMP memory purchase/handling costs
- 4. WMP manufacturing capital investment
- 5. WMP manufacturing efficiency gain
- 6. RMA
- 7. Other factors...



Fastrack Supreme
Wireless Microprocessor®

Open AT® Security Plug-In
Open AT® aqLink® Plug-In
Open AT® DR & C-AGPS Plug-In
Wavecom Integrated SIM



Ensuring your business security

- → Wavecom was the first to provide M2M products with connectivity to the Internet.
- → With continued growth, M2M products start to become attractive to illegal actors such as hackers, spammers, DoS attackers.
- → When an M2M product is "taken down" it usually means somebody somewhere is losing money and/or customers.
- → The new Open AT® Security Plug-In will be one of the most significant product launches this year to specifically address this issue.



Open AT® Security Plug-In

Key Features

- Jamming Detection (with sensitivity API)
- Open AT® Safe Mode
- SSL 3.0 / TLS 1.0 Security Tunnel
- Secured Internet Protocols (HTTPS / FTPS)
- © Crypto Library
- Open SIM Access

Local & remote bearer independence

- 100% owned and maintained by Wavecom
- Designed for your industrial cellular needs
- Provides:
 - Context programmable GSM jam detect
 - End-2-End security "triangle"
 - © Client + Server authentication
 - Access to multiple SIM cards
 - Fully embedded solution (no additional hardware)
- Prevents:
 - Transaction thefts
 - Spyware and malicious application threats
 - Eavesdropping

CA: October 2007



Wireless CPU® Compatibility

- WMP100



Q2687



- Fastrack Supreme
- Future Q26 devices
- Future WMP devices







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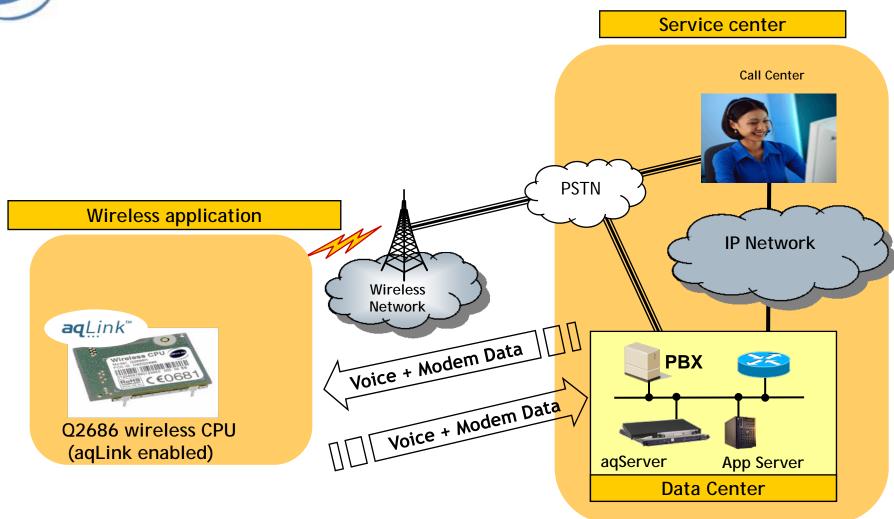
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Airbiquity introduction

- Airbiquity provides a "data transport technology"
 - full duplex communication of data from wireless applications to service center
 - inband data modem technology (data over voice channel of cellular network)
- It provides guaranteed data message delivery.
- → It comes from the automotive industry where the need is e-call but is also of interest to
 - POS where financial transactions must not be lost
 - or home and security where a break in alarm must be detected.
- → aqLink® is a patented software solution transporting data between 2 peers (end to end solution)
 - To be deployed in wireless applications (through Open AT® aqLink® Plug-In available into Q26 Wireless CPU® with OASiS1.1)
 - To be deployed in data service center (through aqServer which transmit receive and process information transported)



Airbiquity System overview





Open AT® aqLink® Plug-In

→ Solution description

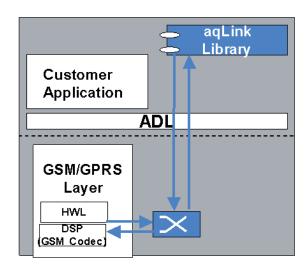
- aqLink $^{\!\! (\!n\!\!\!)}$ is executed as an Open AT $^{\!\! (\!n\!\!\!)}$ Plug-In on a Q26 Wireless CPU $^{\!\! (\!n\!\!\!)}$
- aqLink® library with the following functions:

 - Detect prédefined carrier on audio path Switch from voice to data mode when carrier detected
 - Exchange data through voice channel
 - Switch back to voice

→ Key Benefits

- Enable End to end solution.
- Ubiquitous, reliable and cost effective wireless data transport
- Fast transmission (22 bytes/1.5s)
- Acknowledged delivery
- No need of external CPU
- Technology already proven (selected and deployed by Onstar/GM in USA)









What's Ahead in 2007

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Open AT® aqLink® Plug-In
Wavecom Integrated SIM



GSM Barriers? We're all familiar with one!

- → The SIM!
- → Designed for consumers, but used by us all in this room by industrial grade product designs.
- → It's:
 - Susceptible to harsh environments of



- Lifetime limited
 - A phone lasts ~2 years, an electricity meter more than 15!
- Costly to manage inventory and secure storage prior to shipping



The SIM: from consumer to industrial

Wavecom Integrated SIMw

→ At the M2M trade show in Paris and at CTIA Orlando, 2007, Wavecom demonstrated the worlds first...

Wireless CPU® with pre-integrated SIM technology

Note 1 : this is a technology demonstrator, not a product launch!

Note 2 : WiSIM was the name used in the PR but will not be the commercial name

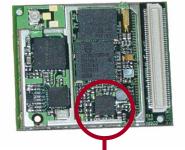


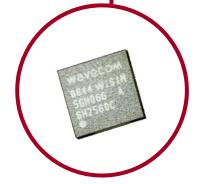
What is it and why is it so important?

- → Wavecom integrated SIM chip (Subscriber Identity Module)
- → What it it not:
 - It's not a "Virtual SIM" i.e. software solution
- → What it is:
 - It is an embedded silicon solution, created and developed by Wavecom with partner relationships.
- → It takes the silicon die of the SIM, stacks it on top of the existing Wavecom PMU chip, to create a multi function ASIC which includes the SIM function.
- → The significance to the industry is monumentous since it has the power to remove the largest complexity the industry knows, and as such can stimulate cataclysmic volume growth.







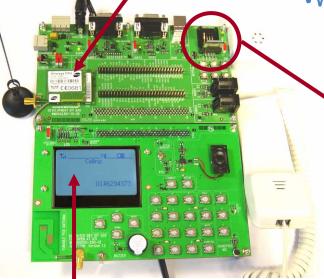


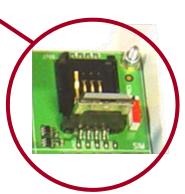
Wavecom Integrated SIM

Wavecom⁶ Make it wireless



- Q2686
- Q2687
- WMP100 (WMP101)
- WMP150 (WMP151)





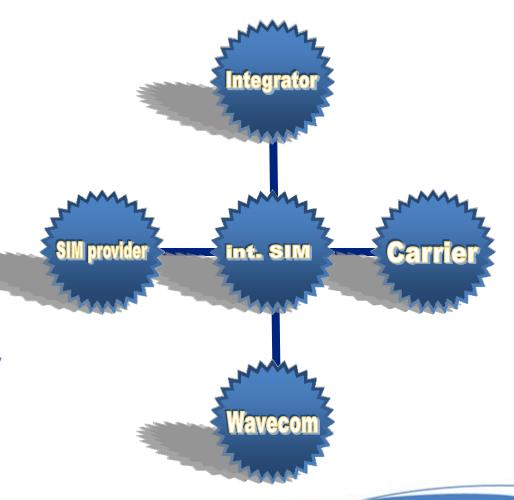
Open AT® GTi reference design

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Where do we go from here?

- → Wavecom Integrated SIM will give birth to a product feature like no other,
- → It will required 4 way business cooperation,
- → Some have started already,
- → Wavecom marketing teams (tech/bus/prod) are standing by to have such discussions with carriers and integrators
 - Please contact us!







Open AT® Demonstrator



What is the wheel?

- → Originally conceived for the Las Vegas PR.
- → So successful, we decided to improve it and make it a standard Wavecom sales tool with 7 units available globally.
- → Designed to be "customer hands on" (i.e. not passive demo)
- → Demonstrates in 5 minutes what a marketing person takes 2 hours to say!
- → It may be obvious, but, it's not a product and it's designed the way it is to make sure customers know that!



It's all about the IO

→ Inputs/Outputs/Peripherals demonstrated:

- I²C bus Camera

3 axis accelerometer

SPI bus
 Low resolution monochrome display

Parallel bus High resolution colour display

GPIO e-switches, buttons, chip select, VariSpeedw

5x5Keypad

UARTRS232 Companion GPS

Companion Bluetooth

UART^{USB} Custom Open AT® programming interface

PCM Companion Bluetooth

ADCTemperature

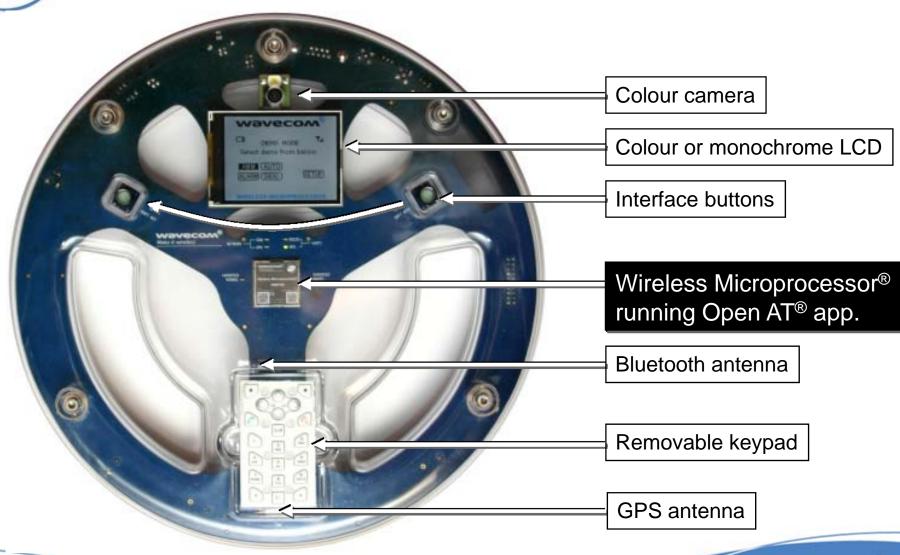
Battery Charging

Cellular Global GSM/GPRS connectivity

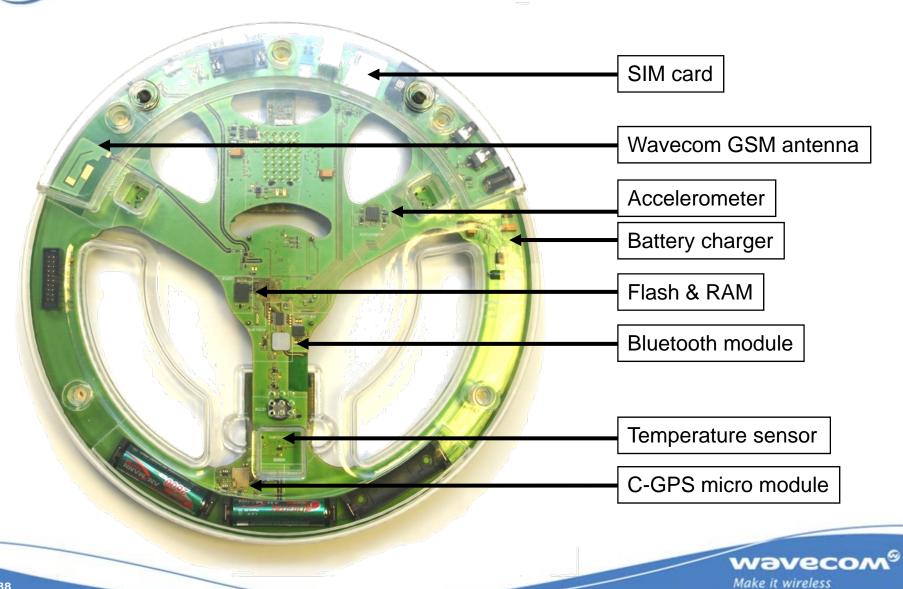
Internet TCP/IP/FTP



Wireless CPU® at the heart



Wireless CPU® at the heart



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Demonstration Environment

Demo 1: AMM

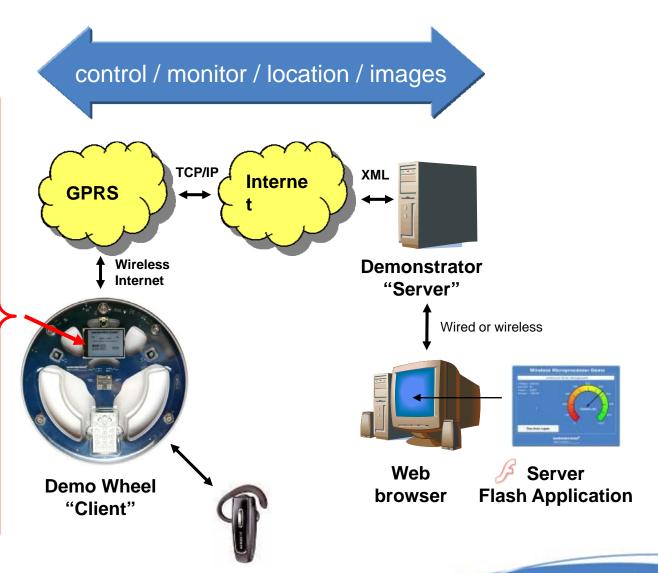


Demo 2: Alarm



Demo 3: Auto





Bluetooth Headset



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This isn't just about Wireless Microprocessor®!

→ It may be a surprise to see what is possible with the Open AT® Software Suite you have today!

		Q24 Plus	Q2686	Q2687	WMP100
OPEN AT	Native C execution	✓	✓	✓	✓
OPEN AT	RTOS		✓	✓	√ √
OPEN RT	VariSpeed		✓	✓	✓
OPEN AT	Internet Plug-In	✓	√	✓	✓
OPEN AT	Mono LCD	✓	✓	✓	✓
OPEN RT	Keypad & IO	✓	√ √	√ √	✓ ✓ ✓ ✓
OPEN RT	Colour Camera	✓	✓	✓	✓
OPEN AT	C-Bluetooth Plug-In	✓	✓	✓	✓
OPEN AT	C-GPS Plug-In		√	✓	✓
OPEN AT	Colour LCD (direct)			✓	✓







→ Let's go the "Wheel of Opportunity"...



Customer feedback...

- → Wow, can I buy one?
- → Answer:
 - Unfortunately not, we only made a handful, but we can still help you...
- → Wow, can we have a copy of the schematics?
- → Answer:
 - Sure thing, just an NDA and a simple 2 page support disclaimer licence to sign and they're yours Sir.
 - Obtainable from your Wavecom FAE.
- → Question for all of you: would you buy one if we made more?



Finally...



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Everything is in place to win... big

- → Wavecom have the most innovative products that reduce TCO while bringing tangible competitive value,
- → We're extending our technology ownership strategy to further enhance the investment protection of our customers,
- → Service revenues are coming to add to your saleable portfolio,
- → Competition is suffering hard,
- → There has been no better time to be part of the Wavecom team.



BACKUP

I've seen this a few times now:

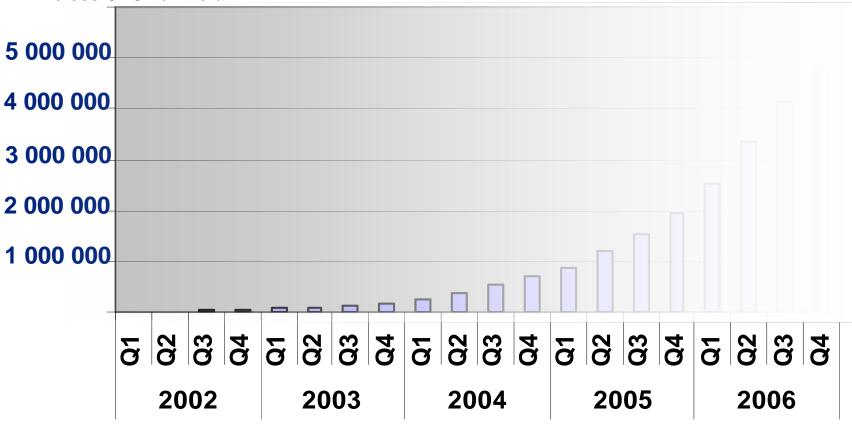
- → After pitching the portfolio:
 - "Ahh, I see, I didn't realise your product could do that, we need to set up a more detailed meeting with your engineering team."
- → This is all about the fact that we do not sell what the bit pipe vendors do.
- → If a prospect is asked what he wants or needs, more often than not, the answer is:
 - "A cellular wireless modem."
- → If a prospect is asked, what problems he's trying to resolve with his product design, the door is opened for us to sell our value.
- → Example:
 - On showing the RTOS demo to a <u>very</u> technically competent German automotive customer, he was amazed to see what we could do with the RTOS and became convinced that what we say is true and as a result is currently investigating Open AT as their defacto wireless development environment.



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Open AT® Shipments





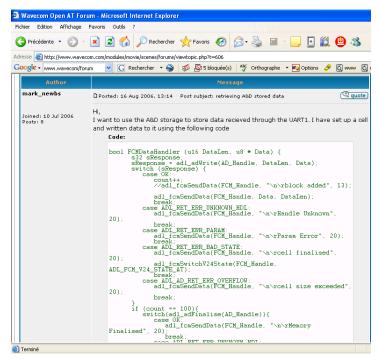
Field Deployment Evolution Accumulated per quarter



Open AT® Community: Alive and kicking!

→ 2400 + developers are exchanging views, tips and code in the

Open AT® Forum:



→ Wavecom University has now more than 100 Certified developers!





APAC	India	182		
	China	92		
	Australia	39		
	New Zealand	30		
	Indonesia	30		
	Thailand	23		
	Taiwan	20		
	Malaysia	18		
	Philippines	15		
	Singapore	11		
	Hong Kong	11		
APAC Top 10 / Total		471/489		
EMEA	Russian Federation	112		
	South Africa	86		
	Germany	74		
	France	74		
	Spain	67		
	Italy	53		
	Poland	47		
	United Kingdom	45		
	Hungary	42		
	Netherlands	42		
EMEA Top 10 / Tota		642/1002		
INC	USA	91		
	Brazil	63		
	Canada	17		
	Mexico	13		
	Colombia	4		
	Argentina	3		
	Chile	3 3 2 2 2 2 2		
	Ecuador	3		
	Venezuela	2		
	Bolivia	2		
	Uruguay	2		
	Cuba	2 205/208		
INC Top 10 / Total				



Wavecom University - Open AT® Courses

→ 5 Days of in depth technical training:

Customer Quote: "...Than'
Training course...'
software without

NEWS FLASH!

→ Identify and Creating Specific developments
Diploma of I

→ Accredited

Customer Quo

Trainer is

Global Semin Training can be h We are currently evaluating restructuring of pricing in order to give discounted offer to distributors and provide trainer training so that they in turn may conduct the course, locally, in their own language.

New 1g to 1g topics under preparation





k and Open AT® Features, AT Commands, Timers

IDP sockets and FTP services

ne LASTNAME

Call Related API's

S and Safe Mode Services

ion to TCP/IP and ED Soft

Open AT® Success Stories

Customer and their product

Company LongSun Co. Ltd.

China Model LX-06

Type Tracking assets



What Open AT® was used for and how it benefited our company We used Open AT to create a user interface that allows the GPS information be transmitted by the Open AT enabled Wireless CPU. We also used it to Transmit RFIDs information to our customers. Open AT made the design & development easier.

Wavecom solution used

Open AT® IDE Open AT 2.0 series Open AT® OS OS6.40 series Open AT® Plug-in Not used Wireless CPU Q2406A & -C



Financial benefits we achieved by using Open AT

Open AT reduced my developement time and developement cost.

Financial benefits Savings per unit

Total project saving Time To Market savi

\$USD 10 \$USD 13

Visit our website

Customer and their product

Company EBS Sp. z o.o. Country Poland

Model

Home automation Type

PX300 GPRS/GSM Transmitter

What Open AT® was used for and how it benefited our company The PX300 was designed to enable permanent monitoring and two-way communication (data and signal transmission) with facilities where voice connection is needed, i.e lifts to ensure communication between trapped user and monitoring station.

Our main benefit taken from the use of Open AT® was design process shortening and simplicity that made the device fit better for applications where robustness is a key factor.

Financial benefits we achieved by using Open AT

Reduction in parts quantity allowed cost cutting of about 10%. We managed to shorten the development and software changes time to.

Wavecom solution used

Wireless CPU

Open AT 3.0 series Open AT® IDE Open AT® OS Open AT® Plug-in

OS6.50 series TCP/IP (407) Q2426B



Financial benefits Savings per unit Time To Market sa

\$USD 15 as 3 months

Visit our website

Customer and their product

Company EBS Sp. z o.o. Country Poland Model ActiveGuard Type Tracking People

What Open AT® was used for and how it benefited our company The ActiveGuard system is an innovative solution for supervising the work of guards (time and place) in real time using GPRS/GSM data transmission and RFID technology (or iButton). It was originally designed for the security market, though its functionality widens the range of applications for warehouse systems (identification), monitoring service propriety (i.e.

stocking vending machines), supervising personnel work time and place, or monitoring scheduled technical maintenance. Besides this, ActiveGuard enables two-way voice communication guard-monitoring station and calling for help with panic button.

Our main benefit experienced via the use of Open AT® was design process shortening and simplicity that made the device fit better for applications where robustness is a key factor.

Financial benefits we achieved by using Open AT

Reduction in parts quantity allowed cost cutting of about 15%. We managed to shorten the development and software changes

Wavecom solution used

Open AT® IDE Open AT 3.0 series Open AT® OS OS6.50 series Open AT® Plug-in TCP/IP (407) Wireless CPU O2426B



Visit our website

Financial benefits

Savings per unit Time To Market sa

\$USD 20 ags 4 months

Customer and their product

Company Keratronik

Poland Country Model Open120/Open150

Type Alarm Domestic (& Home Automation)



What Open AT® was used for and how it benefited our company

A domestic information forwarding system used to route information about breaching alarm zones to a monitoring centre, using different industry protocols. The information is either routed via SMS messages (in the Open120 device) or GPRS data (in the Open150 device). The Open120/Open150 device can also act as a standalone alarm system. With general I/O the device can act as a simple home automation center.

The design simplicity of the device makes it more fit for alarm solutions where robustness is a key factor.

Financial benefits we achieved by using Open AT

Reductions in the number of parts allowed for cutting the cost by roughly 15%.

Wavecom solution used

Open AT® IDE Open AT 3.0 series Open AT® OS OS6.50 series Open AT® Plug-in TCP/IP (407) Wireless CPU O2406B & -C



Financial benefits Savings per unit Time To Market sa

\$USD 30 5 month:



Professional Services



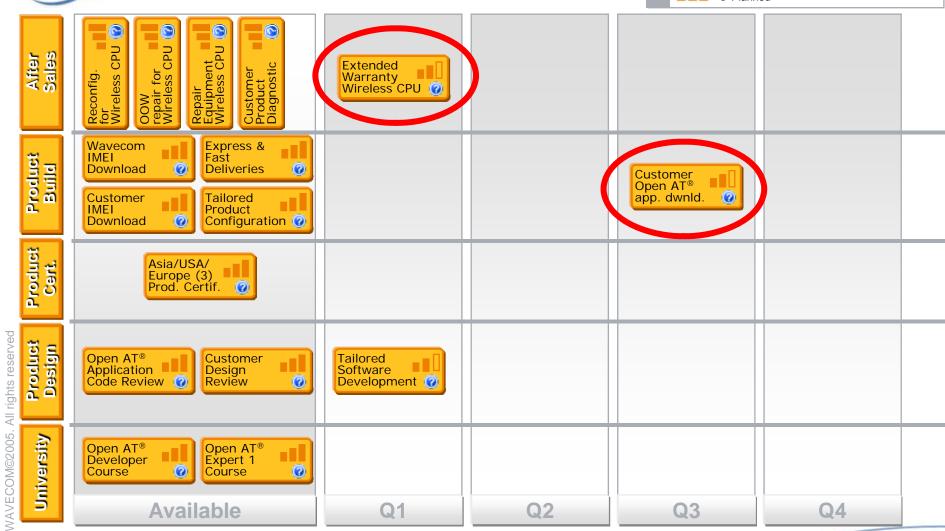


PRODUCT PORTFOLIO:

Services

Open AT® Software

Wireless CPU®



Dates are commercial availability, unless otherwise specified



Not

Not enough time to cover but you should know...

→ GPS Roadmap

- DR (Dead Reckoning)
 - New Open AT® Plug-In
 - Request primarily from the automotive tier 1 market
 - Currently in alpha stage
 - To be commercialised in 2H'2007

C-AGPS

- New Open AT® Plug-In
- Server assistance data from eRide
- To be commercialised in 2H'2007







