



Deutsche Telekom launches International Competence Center to drive global Machine-to-Machine (M2M) innovation

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- M2M market expected to be the fastest growing area in mobile data
- International competence center to draw on expertise from all Deutsche Telekom business units to create new innovative solutions for customers
- M2M competence center will support Deutsche Telekom customers creating new M2M businesses around the world

Deutsche Telekom has launched an International Competence Center for Machine-to-Machine communications (M2M). According to Berg Insight, with two digit growth-rates predicted per year, M2M has the potential to be the fastest growing area in mobile data. Deutsche Telekom is already a large M2M solution and connectivity provider. The competence center will focus on M2M products and services in nine different market segments: Transport & logistics, vehicle telematics, smart metering / smart grid, consumer electronics, security, retail & commerce, industrial automation monitoring and control, healthcare and public sector & infrastructure.

By driving innovations through close collaboration with Deutsche Telekom's numerous partners and customers, the International Competence Center will draw on expertise from across Deutsche Telekom's global organization to drive the evolution of the company's M2M product offering in these industries and beyond. The market segments are prioritized according to the local requirements delivering the best proposition for customers.

With a focus on cross-border, pan-European and transatlantic solutions, the Deutsche Telekom International Competence Center will drive innovation in M2M technologies and services, ensuring they are shared within Deutsche Telekom and its partners around the world.

Recently Deutsche Telekom formed a technology partnership with automotive supplier Continental to develop a complete end-to-end infrastructure for internet connectivity and online services in vehicles, demonstrating the innovation and collaboration between Deutsche Telekom and its partners.

Rainer Deutschmann, Senior Vice President Mobile Products at Deutsche Telekom, comments: "With a global presence in more than 50 countries, our own group wide infrastructure as well as our worldwide roaming agreements, Deutsche Telekom is perfectly positioned to facilitate the development of the M2M market. More than 150 employees in Europe and the US already develop M2M projects together with partners and customers. Memorandums of understanding have already been signed with leading suppliers of communication devices to accelerate the development of new and exciting M2M services. Deutsche Telekom's International Competence Center will enable our customers and partners to create a sustainable M2M business around the world."

About Deutsche Telekom AG

Deutsche Telekom is one of the world's leading integrated telecommunications companies with over 150 million mobile customers, around 39 million fixed-network lines and approximately 17 million broadband lines (as of September 30, 2009). Its product brands are T-Home (fixed-network telephony, broadband Internet), T-Mobile (mobile communications), and T-Systems (ICT solutions). As an international Group with approximately 260,000 employees operating in around 50 countries worldwide (as of September 30, 2009), Deutsche Telekom generated more than half of its revenue - EUR 61.6 billion - outside of Germany in 2008.