

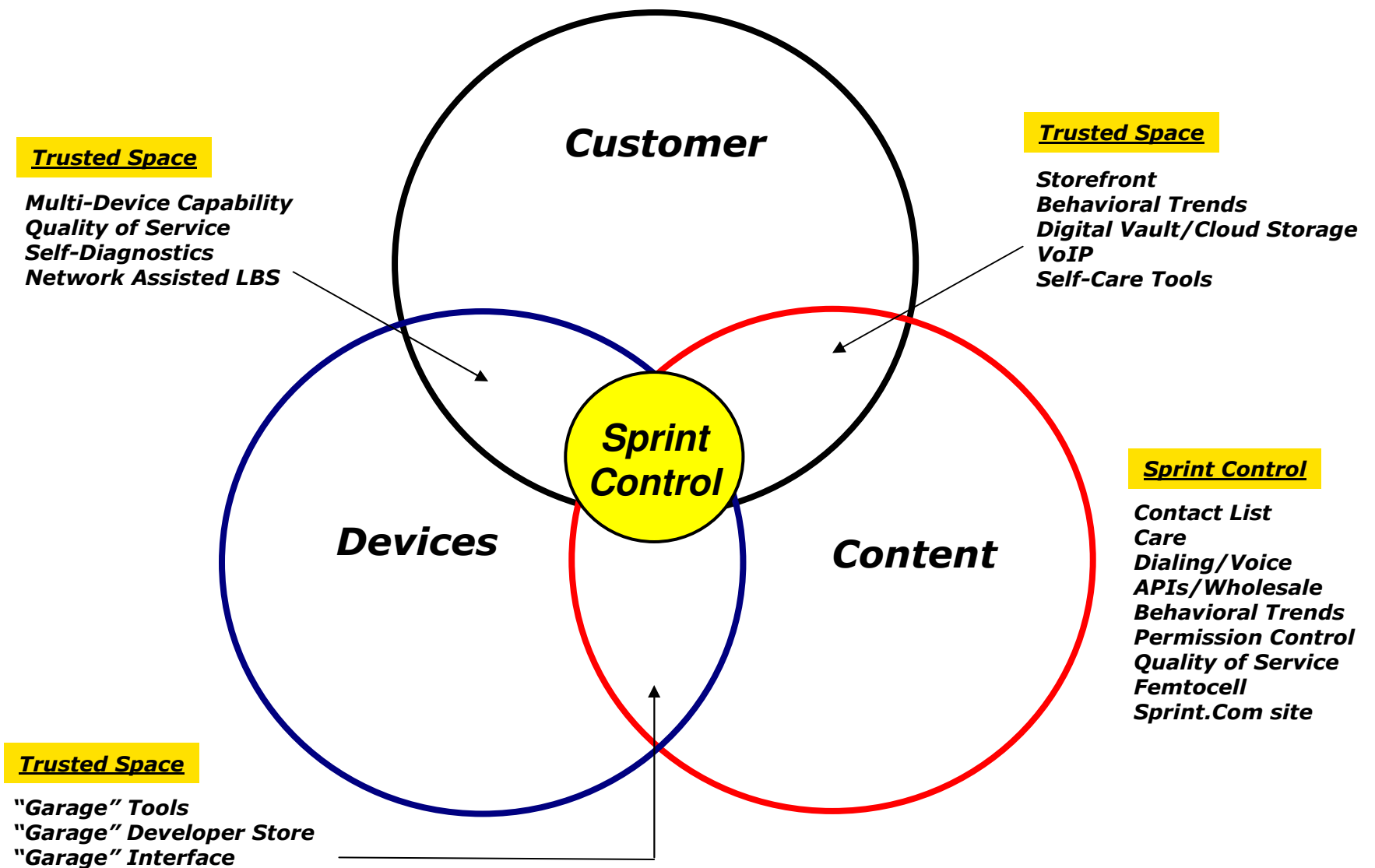


Carriers: barriers or enablers?

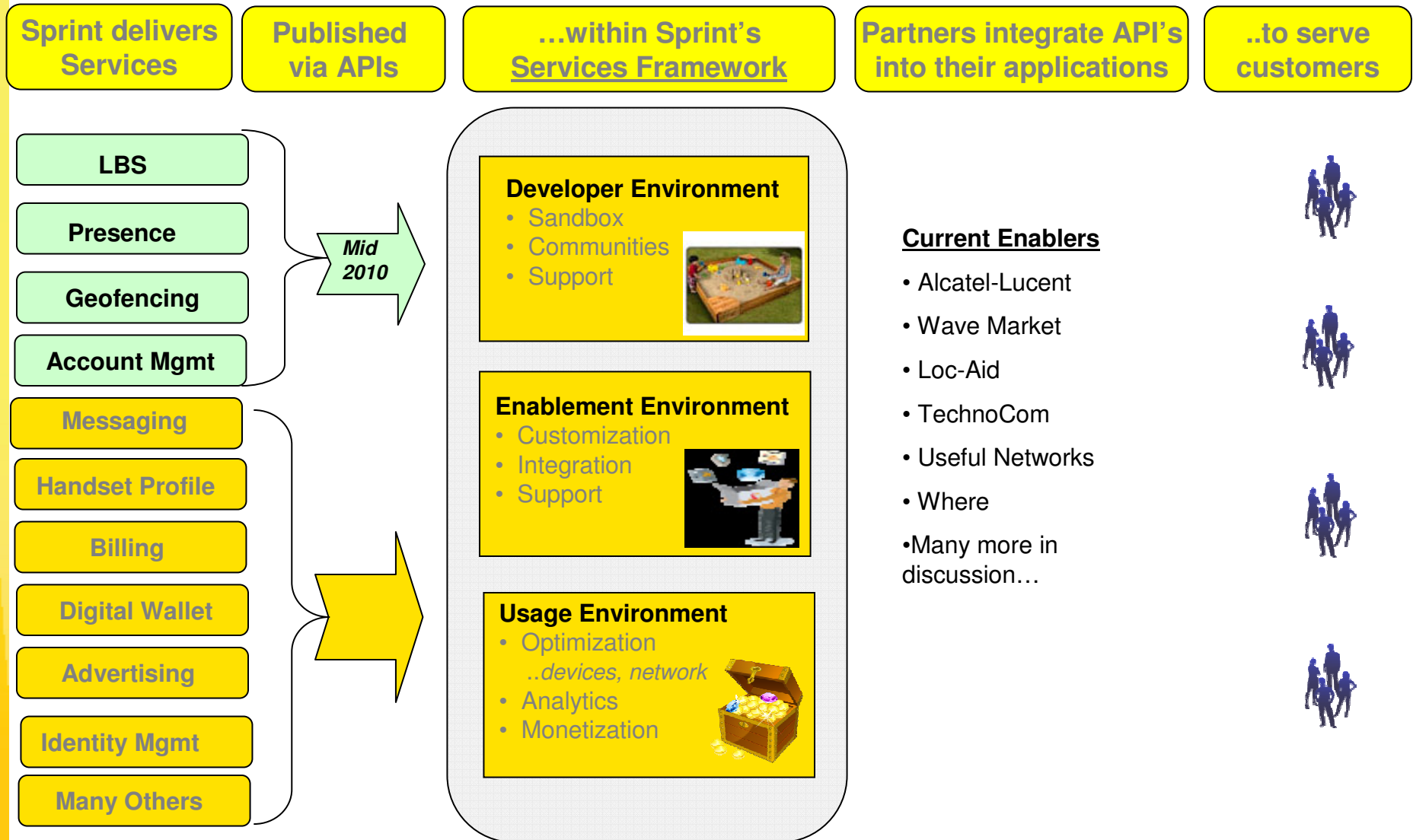
Anne-Louise Kardas, Strategic Business Development Manager

Anne-Louise.Kardas@sprint.com

Sprint Focused on Enabling an Open Ecosystem Let Developers Innovate, Customers Choose



Sprint teams up to deliver compelling services



Services organized within 5 core attributes

Personal API's

Facilitate access to your online services for Sprint customers

- Network Address Book
- Policy Management
- Digital Locker

Core API's

Provide the pathways to deliver content to your customers

- **LBS**
- **SMS & MMS**
- **Geofencing**
- **Presence**
- Identity manager
- Call control

Optimization API's

Optimize the delivery of your content on the Sprint network

- Device Mgmt
- Multimedia
- 4G
- Browser

Monetization API's

Enable commerce opportunities

- **Digital Wallet**
- Advertising
 - User info
 - Analytics
- Payment services
- Advice of charge


Mobile Apps VAS

Applications offered seamlessly thru trusted 3rd party partners







- Video platform
- Multi-media
- Voice/ Speech to text
- Mapping
- Virus
- Device diagnostics
- Content feeds
- Social net. feeds
- Local Search
- Live video feeds
- Bar code scanning

Sprint's Developer Sandbox – Provides Free Access to Sprint Network Capabilities

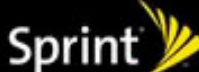
- *Web 2.0 meets Telco 2.0*
- *Free to use – register at <http://developer.sprint.com>*
- *Seamless functionality across all mobile devices (not just handsets), PC and desktop and mash-up with other services*
- *Usable within any development software and browsers*
- *Supports end user privacy opt-in management*







Access Sprint Network/Product Services

*LBS		3G and <u>now 4G</u>
*Messaging		
*Presence		* User Mgmt 
*Geofence		*More to Come 

Services are easy to use - Restful format



Mash-up with Other Services into Your Own Application or Web Page

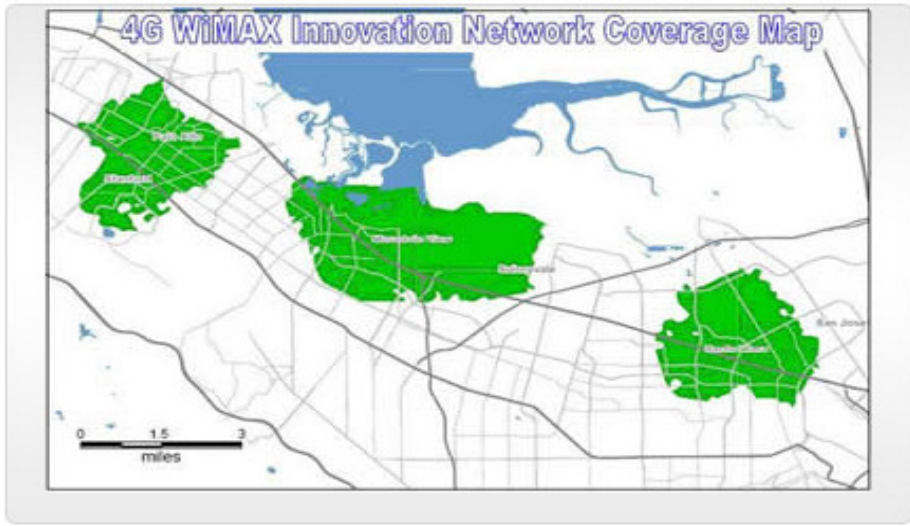
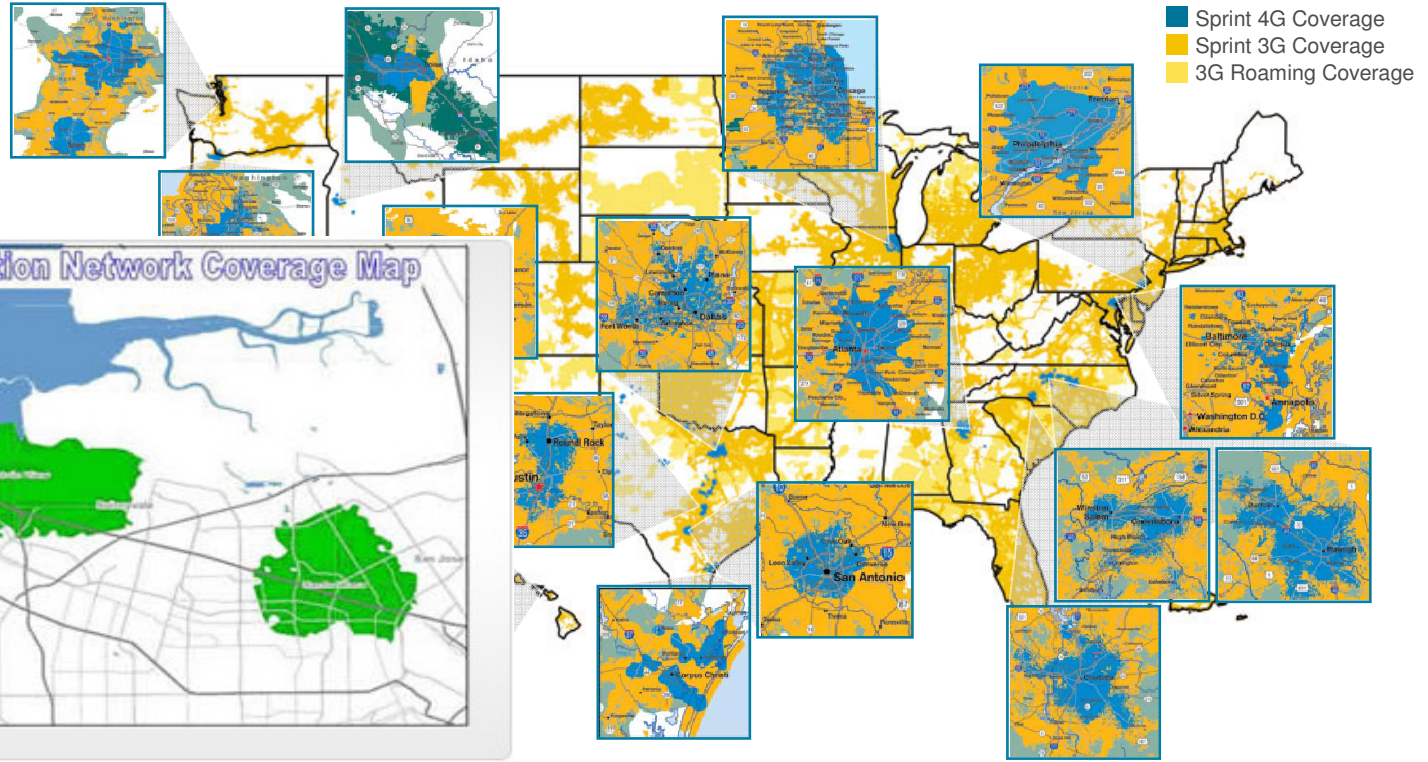
		
		

The possibilities are endless !

4G is here NOW

120 million people
in 2010

Open in SV for
developers!



Launched Markets

- Abilene
- Amarillo
- Atlanta
- Austin
- Baltimore
- Bellingham
- Boise
- Charlotte
- Chicago
- Corpus Christi
- Dallas/Fort Worth
- Greensboro
- Honolulu
- Killeen-Temple
- Kitsap
- Las Vegas
- Lubbock
- Maui
- Midland-Odessa
- Milledgeville
- Philadelphia
- Portland
- Raleigh
- Salem
- San Antonio
- Seattle
- Snohomish
- Tacoma
- Waco
- Wichita Falls

Announced Markets

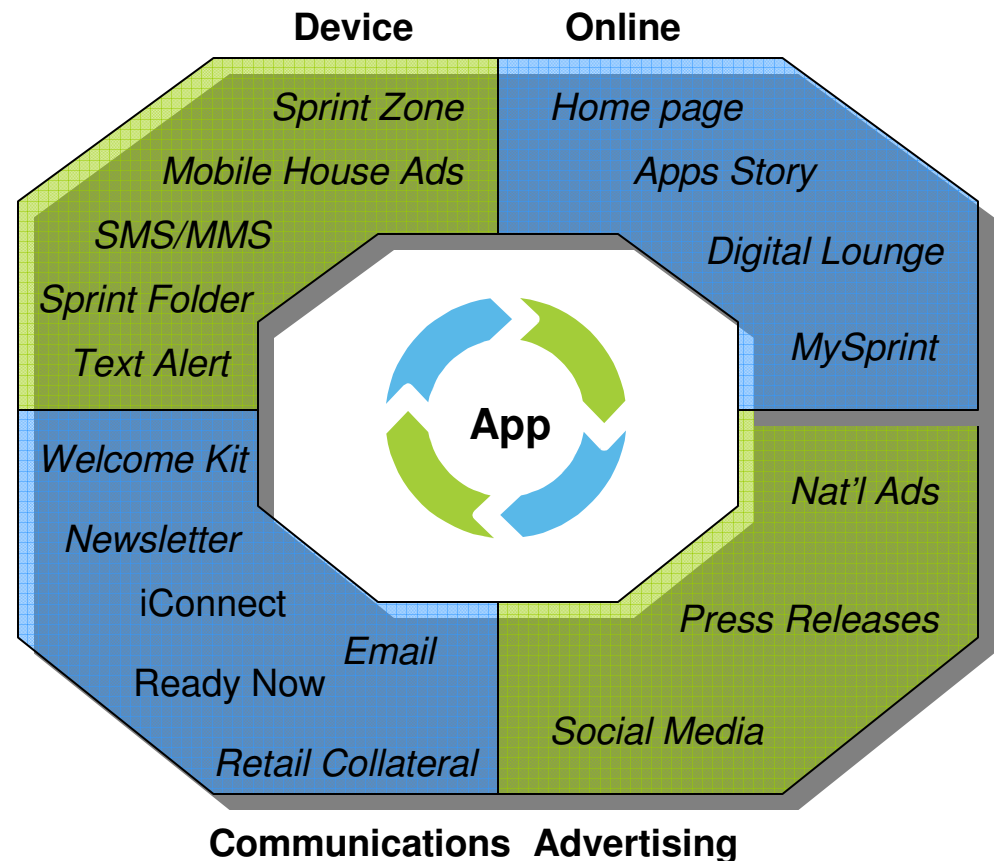
- Boston
- Cincinnati
- Cleveland
- Denver
- Houston
- Kansas City
- Los Angeles
- Miami
- Minneapolis
- New York
- Pittsburgh
- Salt Lake City
- San Francisco
- San Jose
- St. Louis
- Washington, DC



Let Sprint Promote Your App!

- *Submit to Sprint Apps Pitch Box*
<http://developer.sprint.com/pitchyourapp>
- *Selected apps may be featured in many of Sprint distribution channels including:*
 - *Sprint Zone*
 - *Sprint.com*
- *Moving away from pre-loading third party applications*

Sprint Distribution Channels





GetJar

- Largest cross-OS content aggregator
- GetJar specializes in the distribution of more than 60,000 free applications!
- Over 55 Million downloads a MONTH with 800+M downloads to date
- GetJar supports all major platforms except Palm WebOS

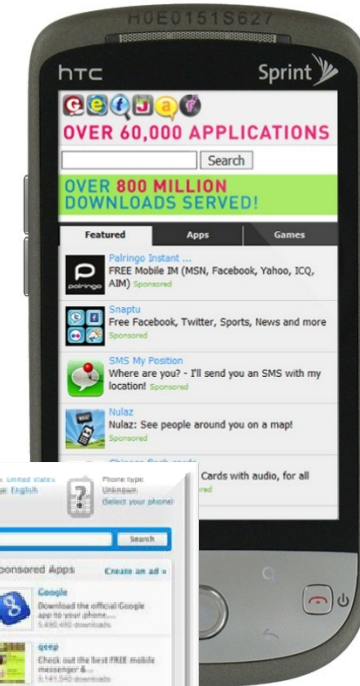
GetJar Services

Mobile Site Shortcuts

App Download Page

Pay-Per-Download

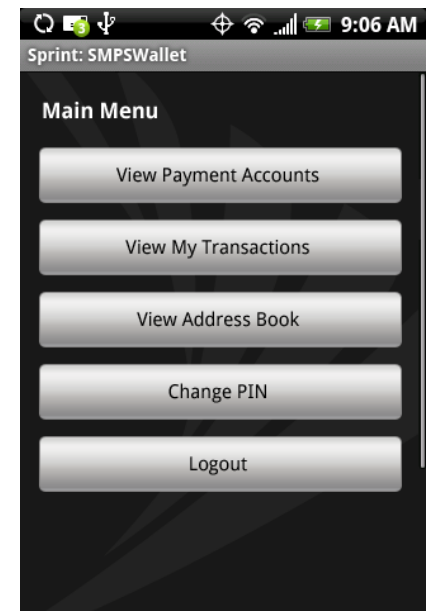
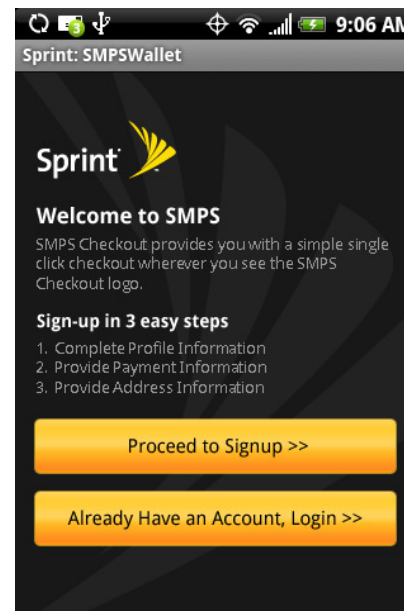
Analytics



<http://sprint.getjar.com>

Sprint Mobile Payment Service

- *SMPS allows customers to purchase goods and services from participating merchants using stored payment options*
- *Enables micro-payments within applications*
- *Application will be downloadable from Storefronts*
- *Commercial Launch – Mid 2010*
- *To sign up and for more information visit the Sprint ADP web site at <http://developer.sprint.com>*



Sprint's Developer Program

Free to join at <http://developer.sprint.com>

Developer program provides support for:

- 4G development
- Content development
 - > **Mobile Applications/Web**
 - > **Sprint Developer Sandbox**
- Testing/content upload
- Staying up to date
- Enhanced Programs

Sprint's Developer Conference

- 10th annual
- **Oct 26-28, Santa Clara**
- Register at:
developer.sprint.com/devcon2010

