Towards a new technology generation – and a new way of licensing it
Incentivizing a dynamic and growing ecosystem

- Huge and growing investments
- Open innovation
  - Multipurpose standard
- FRAND licensing
- Broad adoption and further innovation

Continuous evolution to benefit consumers
$5.00
Price differentiation

- High price elasticity
- Full use of the advanced features in a standardized global network

VS.

- Low price elasticity
- Limited use of connectivity

Various intermediary value chains

Different prices allow for maximum adoption of standards for IoT