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“Es ist nicht genug zu wissen.
Man muss auch anwenden.”

Johann Wolfgang von Goethe

“Creativity is
inventing,
experimenting,

“Wer in der Zukunft lesen
will, muss in der Vergangenheit
blättern.”

André Malraux

growing, taking risks,
making mistakes,
and having fun.”

Alan Kay

“Phantasie
ist wichtiger
als Wissen, denn
Wissen ist begrenzt.”

Mary Lou Cook

Stanislaw Jerzy Lem (polnischer Satiriker)

Albert Einstein

swisscom

innovations

The central Innovation Unit of the Swisscom Group

Switzerland's economy is increasingly reliant on state-of-the-art telecommunications. For Swisscom, acting as the leading telecommunications service provider in this business environment, a position at the cutting edge of technology is vital. In this context, innovation is a key issue, the objective being to continuously turn new technological opportunities into user-friendly services. It is the ultimate aim of Swisscom Innovations to maintain the innovative power of Swisscom.

Swisscom Innovations specialises in generating exciting new ideas and expanding the Group's range of products and value-added services for a diverse range of customers. On the one hand, we develop concrete proposals and demonstrators for new services and we support the Group companies in their current innovation projects. On the other hand, our engineers have the freedom to look beyond immediate issues, evaluating the impact of technological developments on the strategy of the Swisscom Group, as well as identifying new business opportunities.

Interdisciplinary Team

At Swisscom Innovations we rely on an interdisciplinary team of specialists and nurture a culture of innovation based on the breadth and depth of their expertise. Our activities are organised as projects, bundled together in the form of Innova-

tion Programmes. The majority of the projects are sponsored by individual Group companies. An additional measure of corporate funding is used to define complementing projects and to strive for new insights. This approach permits us to achieve leadership and exploit synergies in related technological areas.

Innovation Programmes

Current programmes include:

- Person-to-person and person-to-content communication services that integrate a variety of networks, applications, services and devices.
- New opportunities arising from current software technology trends and their possible impact on service creation and quality of service.
- "Rich-media" information and entertainment services enhanced by broadband access and new multimedia technologies.

- Business aspects and implementations of operations and business support systems, as well as new developments in Customer Relationship Management.
- Future network technologies enabling wired and wireless, fix and mobile broadband services.
- Electromagnetic compatibility (EMC) and the perceived health effect issues of existing and emerging service delivery technologies and their business consequences.

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