

# NATIONAL ACQUISITION AND ENVIRONMENT EMF ADVISORY UNIT FACT SHEET SERIES



## A NEW GENERATION OF SERVICES

**How we all benefit from developments in mobile communications technology.**

Britain is entering the wireless age. Electronic networks and mobile technologies are gradually transforming the way we work, the way we spend our leisure time, and the way we access and use public services – in short the way we live our lives.

In the wireless age, third generation mobile communications technology (3G) will support and improve existing mobile facilities, and greater bandwidth will bring advanced applications and a new range of services. Like Broadband in your pocket, the 3G network will make everything that is available on a desktop computer accessible - wherever you are.

### **Developing services and bringing social and business benefits**

#### **Services for hearing and visually-impaired customers**

Our mobile *Textphone* service enables deaf and hearing-impaired customers to communicate by converting voice messages to text. Similarly, *Speaking Phone* uses text-to-speech software to make the world of text messaging accessible to customers who are blind or visually-impaired. *Speaking Phone* was developed in partnership with the Royal National Institute of the Blind and nearly 2000 Vodafone customers are now using it.

#### **Lone worker protection service**

Around 1.3 million workers are attacked each year in the UK. Lone workers such as social workers, midwives or parking attendants, are the most vulnerable. *Identicom* is designed to help. Developed in partnership with the National Health Service, it looks like a normal ID badge but contains a panic button which accesses Vodafone's Enhanced Location-Based Services. Once activated, the user will be located on intelligent mapping, linking them to a 24-hour support and response service.

#### **Flexible Working**

Telecommuting allows employees to work anytime, anywhere within the 3G network using their mobile phone connected to a laptop, or a *3G data card* for fast Internet connection. For the employee, this can mean less commuting time, lower stress levels associated with travelling, and a greater balance between work and family life; for the employer, lower overheads due to less office space and operating costs, improved employee morale, and less time off due to minor illnesses or transport problems; for the community as a whole, the possibility of reduced pollution and traffic congestion as well as less stress on the transport system at peak times.

*"I was in the lounge at home in Lancaster with my laptop and 3G card, and I could (video) link with Martin, my colleague, who was in the office in the centre of Manchester".*

Business Manager.

### **Public sector bodies**

Vodafone provides a mobile phone service to over 600 local authorities; to the whole of the British Army and to most of the National Health Service with over 170 Trusts in England and Wales using the Vodafone *Blackberry*® services. The *Blackberry*® is a handheld device that can be used to make calls but it also allows users to receive and send emails, consult their electronic calendars, and get access to the Internet.

### **Business benefits**

Small to medium-sized companies have been the first to realise the benefits of 3G. In a trial project using Vodafone 3G cards by the Manchester Citizens Advice Bureau (CAB), the organisation used the cards in 'outreach' sessions where staff offer advice to local community members.

*"The Vodafone 3G card has improved the job satisfaction of all our outreach workers. They are now able to resolve the client's enquiry at the one time rather than creating 'follow up' work for themselves or other staff at the office"*

Senior Development Manager, CAB

### **Contributing to the economy**

The popularity of mobile communications means the industry's contribution to the global economy is substantial. Vodafone alone adds £17.5 billion a year in value according to the 2005 UK Department of Trade and Industry figures, and the industry directly employs around 77,000 people in the United Kingdom and a further 400,000 indirectly across Europe

### **Keeping in touch, and simply having fun**

Most of us value our mobiles to keep in touch with our friends and family and to provide security whilst travelling. Even at home, mobiles have their place - around nine percent of us rely on them in preference to fixed landline. For our leisure time, the speed of 3G means we can access and download a range of games, graphics, sounds and music easily and quickly; we can watch video sporting highlights; we can obtain alerts on movie trails, local services and special events; and the *Where's My Nearest?* service, using location-based services, makes finding a local restaurant, shop or cinema a matter of moments.

For more information about Vodafone's new generation of services visit [www.vodafone.co.uk](http://www.vodafone.co.uk).

### **For further information please contact:**

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