

Innovation

The Telekom Austria Group's research and development activities focus on customer convenience and the development of future-oriented network infrastructures.

Thanks to its extensive research and development expertise the Telekom Austria Group is a key innovation driver in the national communications industry and makes a significant contribution to technological progress in Austria, securing the country's standing as a business location.

Innovation activities at the Telekom Austria Group enable the early identification of technologies with strong growth potential with a view to satisfying current and future customer needs and opening up new areas of business. This research and development work focuses on specifically enhancing customer convenience and thus makes a crucial contribution to technological progress in Telekom Austria Group markets.

In 2008 investments in research and development totaled EUR 41.5 million.

Highlights 2008 Fixed Net

Presentation of the visionary "Connected Living" applications at the ITnT technology park in Vienna

Telekom Austria equips the Carinthian school network with an innovative security solution that ensures that teaching and learning with digital media is appropriate for minors

Provision of a wide range of telecommunications services for the UEFA EURO 2008™. More than 2 petabytes of data were transmitted throughout the world during the European Football Championships

Telekom Austria was the first and only cable TV operator in Austria to offer live interactive viewing of the Olympic Games in Beijing in cooperation with the ORF on the basis of the "ORF 1 interaktiv" format as part of the EU-funded research project "Live"

The Fixed Net segment continuously invests in the further development of its network infrastructure and is pushing ahead with the implementation of an IP-based infrastructure. Furthermore, backbone and access technologies as well as open media platforms should safeguard free and unhindered user access to information and content. At the same time, the company also seeks to increase the attractiveness of fixed access lines by expanding its product portfolio. In the reporting year it responded to customer demand for integrated communications solutions by introducing an attractive product package comprising fixed line telephony, broadband Internet and mobile communication within the framework of a promotional campaign.

Another focus of innovation activities in the Fixed Net segment is the further expansion of the program range of the aonTV service launched in 2006.

[More Infos Fixed Net](#)

Highlights 2008 Mobile Communications

M-Tel: Comparative tests confirmed best mobile data quality

A1 Internet Security by mobilkom austria and IKARUS received the GTB Innovation Award 2008

Si.mobil: Independent study confirmed excellent network quality

A1 mobile phone transmitted blood pressure results to doctors

The Mobile Communication segment focuses on a number of areas as it seeks to safeguard its technological and innovation leadership. The cross-border harmonization of processes was intensified in 2008, as was the exchange of know-how and market expertise. Numerous innovation projects, some of which were carried out within the framework of the partnership with Vodafone as well as with external research institutes and partners, were continued.

The continued harmonization of technical platforms safeguards the high quality of all available services throughout the segment's network. A study by the Institute of Broadband Communications of the Vienna University of Technology has

confirmed mobilkom austria's network's high quality for the eighth time in a row: mobilkom austria offers its customers the best mobile internet service and the best voice quality throughout Austria. The segment also plays a leading role in the roll-out of the latest broadband technologies such as I-HSPA and LTE (Long-Term Evolution).

[More Infos Mobile Communications](#)