

# Welcome to UPnP Workshop

Hosted by ZTE

2015-07-13



# 蓬勃发展的M-ICT时代已经到来



**随时随地的连接**  
2020年超500亿移动连接  
移动流量逐年倍增



**生活与工作难分彼此**  
云服务无处不在；业务应用层出不穷



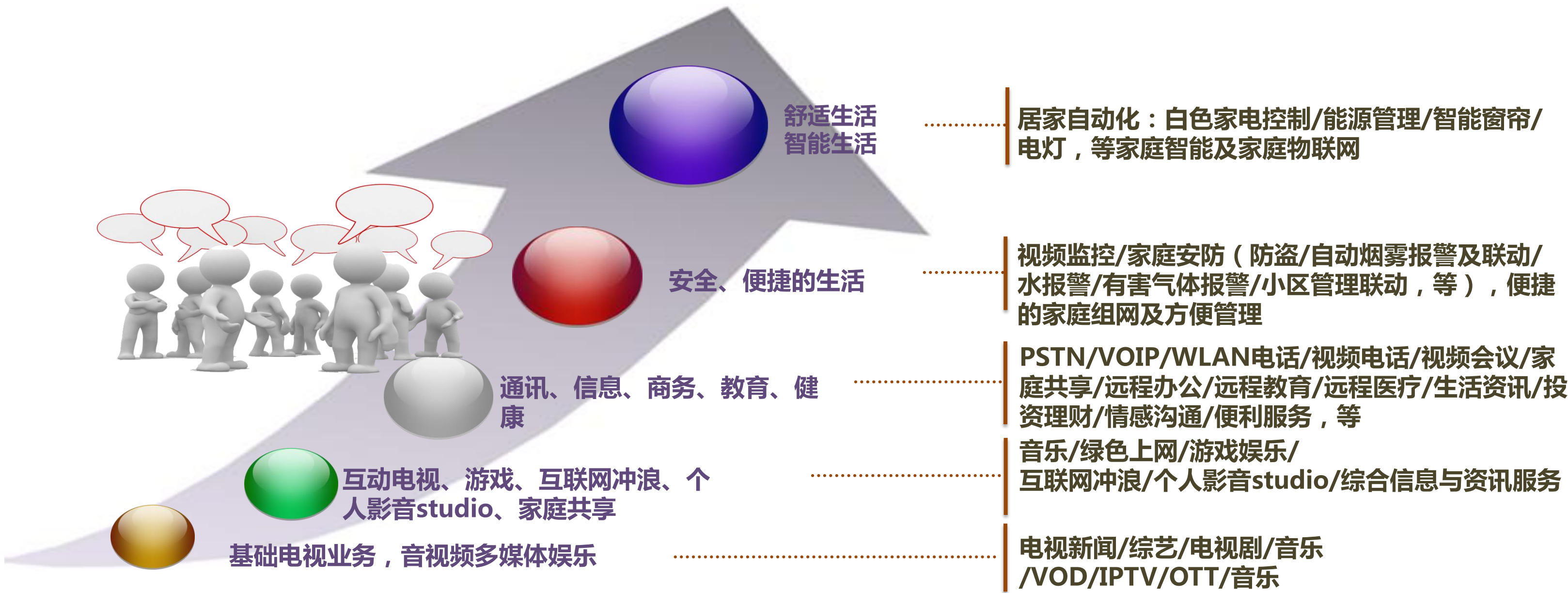
**虚拟与现实合二为一**  
物理与数字世界的连接、渗透和融合



**安全与隐私引起高度重视**  
企业、国家、跨域的信息及网络安全  
与个人隐私

## 时代特征为ICT产业发展赋予“M”时代标签，使之进入以人为本、万物移动互联的M-ICT时代

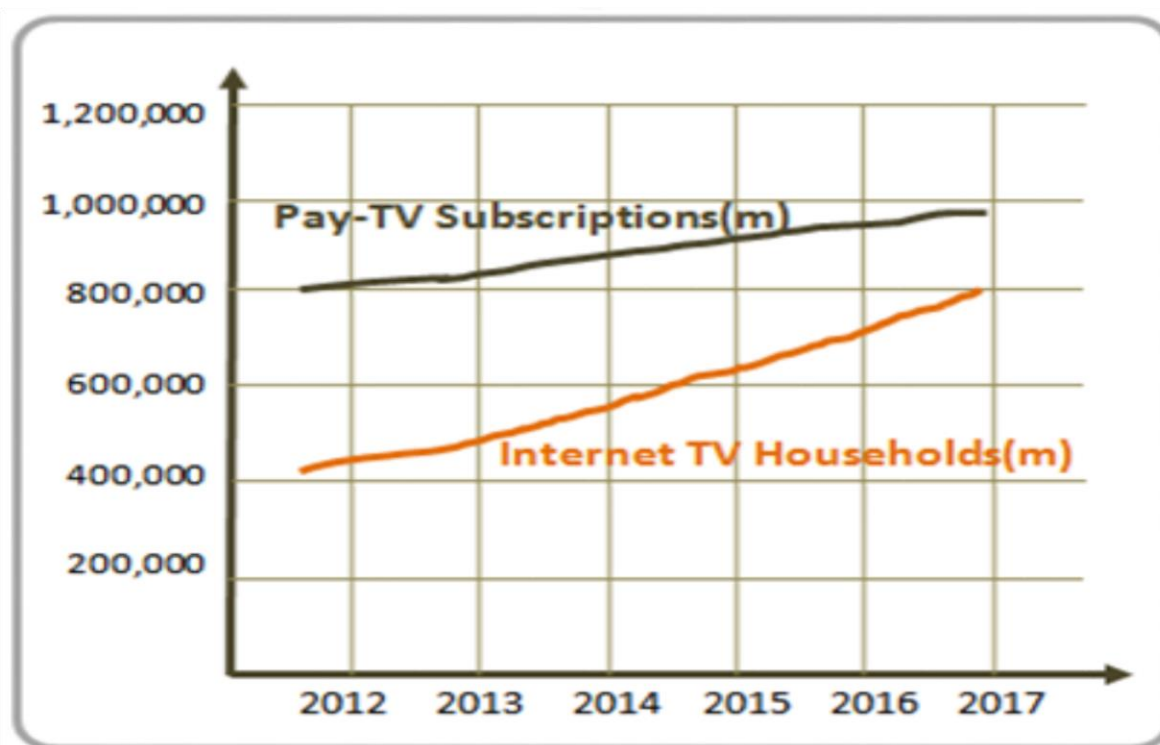
# M-ICT时代智慧家庭的需求势头强劲



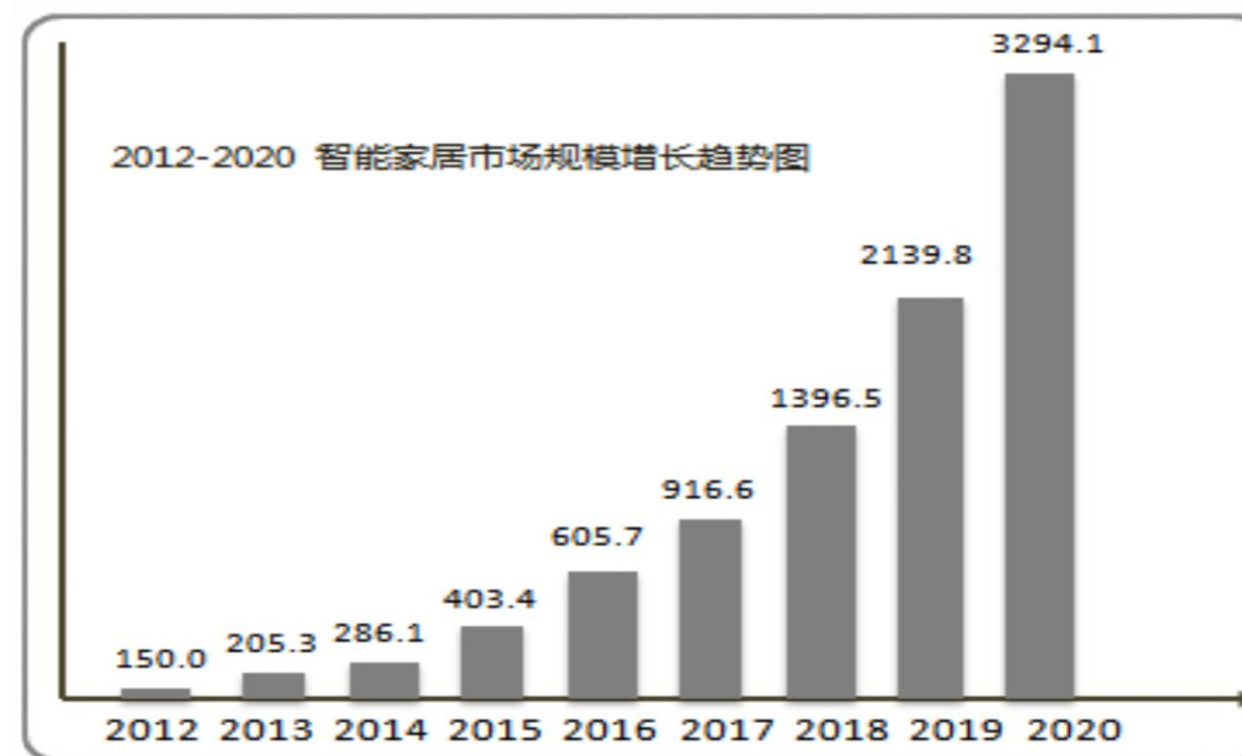


# 智慧家庭市场正发生剧烈变革

- ✓ 业务应用的丰富和用户体验的提升，激发智慧家庭需求急剧膨胀；
- ✓ 互联网化推动全球OTT TV用户数迅猛增长，增长率明显超过付费电视；
- ✓ 智能终端的普及带动家庭边界扩大化，智能家居市场出现爆发性增长。



2012-2017全球OTT业务快速增长,增速已明显超过付费电视。



未来5年平均增长率超过30%。预计2018年中国智能家居市场规模将达到1396亿元人民币，全球将达到710亿美元。——Juniper Research

# M-ICT智慧家庭的应用领域

## 影音娱乐

影音生活

娱乐生活

家庭教育

家庭沟通

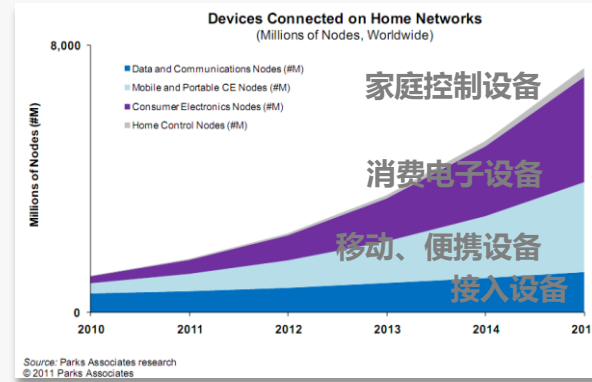
内容分享



## 智慧家庭愿景

## 智能家居

## 家庭组网



每个家庭需联网设备将达5~10台



家庭安防



能源监控



家庭物联网

M-ICT的时代：家庭业务互联网化，体验为王

# FOUNDED IN 1985, ZTE IS COMMITTED TO:

1

Providing customized communications products and services for clients globally

2

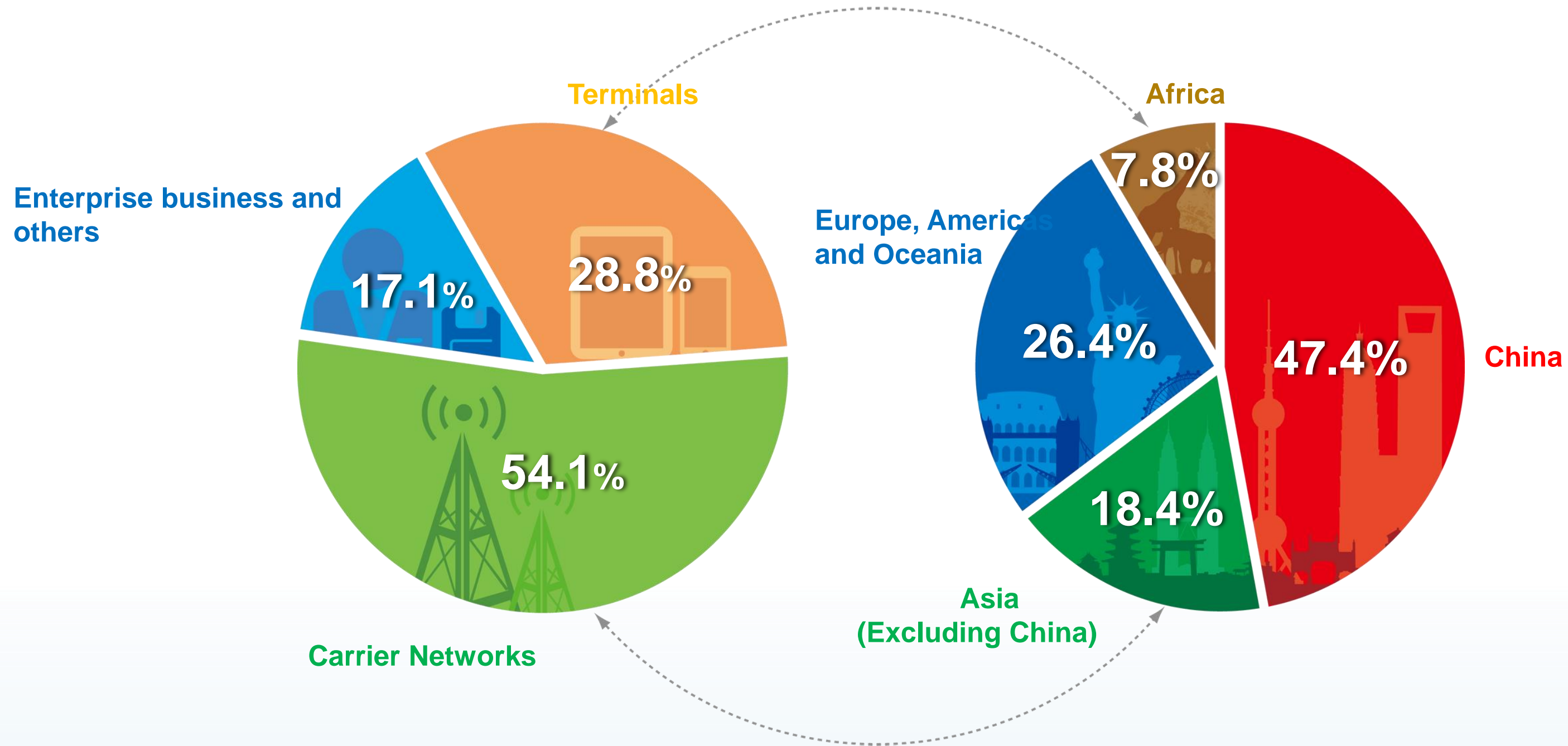
Respecting employees and enabling their career development, providing opportunities for them to grow with the company

3

Generating optimal returns for shareholders and giving back to society



# Europe , Americas and Oceania Contribute a Quarter of Revenue



# 18 R&D Centers Worldwide



China

## Xian

- Wireless
- Handset

## Wuhan

- Optical Transmission

## Chengdu

- Network Management
- OS

## Shanghai

- Wireless
- Fixed Network
- Handset

## Beijing

- WDM
- Ethernet Switches

## Chongqing

- Value-added Service

## Sanya

- Service Platform

## Nanjing

- Core Network
- Fixed Network
- Bearer Network
- Cloud Computing

## Tianjin

- RFID
- WiMAX

## Changsha

- Mobile Internet

## Shenzhen

- Wireless
- Transmission
- IC Design



USA

## San Jose

- New Service
- M2M

## Austin

- High-end Chip

## North Carolina

- Wireless (Microwave)

## San Diego

- Wireless(4G&CDMA)

## New Jersey

- Bearer Network
- Fixed Network



France

## Paris

- Value-added Service



Sweden

## Stockholm

- Next generation Wireless Technology



# ZTE Provides Products and Service in 160+ Countries



- **~60,000 staff**
- **107 global** branches
- **8+1 global** logistics centers, **15 global** training centers
- **1 global** customer center, **7 regional** customer centers, **46 local** customer centers
- More than **10,000** after-sales staff, **3,000+** local contracted partners

# Collaboration with 500+ Operators Globally

North America



Latin America



Europe



Asia Pacific



MEA





*Bringing you Closer*