

Pavillon Suisse: Swisscom and the canton of Geneva at ITU Telecom World 2011

The canton of Geneva and Swisscom will represent Switzerland in a shared pavilion at ITU Telecom World 2011 from 24-27 October in Geneva. While Swisscom will be focusing on sustainable development for the communications world of the future, the canton of Geneva will introduce visitors to eight innovative startup companies. The Federal Office of Communications will also be represented on the stand.

Ever-faster data networks enable and simplify communication and collaboration beyond city boundaries and across national borders. At ITU Telecom 2011 on Stand 4044 in Hall 5, Swisscom will showcase two examples of how telecommunications can influence and simplify our everyday lives:

- The Collaborative Whiteboard opens the door to a new kind of collaboration. It enables virtual meetings to be convened at different locations using videoconferencing, and allows participants to jointly discuss documents using the digital whiteboard as well as add comments and save their comments at the end of the meeting.
- Find yourself driving back home to check whether you have switched off the iron? This will soon be a thing of the past. Simply use your smartphone to check whether your iron is switched on and to switch it off if necessary. Swisscom's Smart Living project is working on new products that will unite and simplify energy management, building surveillance and the care of family members.

Many of today's innovations are based on a high-speed broadband network. Switzerland already boasts an excellent broadband infrastructure. Other players besides Swisscom are also investing in expanding the country's mobile and cable broadband network, driving competition and speeding up infrastructure expansion – a situation which makes Switzerland the envy of many European countries. Using a model, Swisscom will demonstrate the "Swiss model" on its stand.

Innovation for the future



swisscom

Press Release

Swisscom's partnership with Solar Impulse is unique in many respects: the communication solution developed by Swisscom will enable a solar-driven aircraft to embark on a non-stop flight round the globe. This is an incredible not to say ambitious project with huge demands on the special communication solution in terms of weight, energy consumption and temperature variations.

About Swisscom

Swisscom is Switzerland's leading ICT provider, boasting around 5.9 million mobile customers and 1.6 million broadband access lines. Some 20,000 employees generated CHF 5.7 billion in revenue in the first half of 2011. Swisscom has a presence throughout Switzerland, with a comprehensive range of products and services for mobile, landline and IP-based voice and data communications. Thanks to massive investments in network infrastructure, this is set to remain the case also in the future.

With the Italian provider Fastweb, Swisscom is present in one of Europe's most attractive broadband markets. Swisscom is also active in IT infrastructure outsourcing and the management of communications infrastructures. Strategic partnerships with Verizon and Vodafone as well as regional cooperative agreements ensure that Swisscom's international customers can procure their services worldwide. And by investing in innovative projects, Swisscom makes sure new business ideas continue to contribute to Switzerland's attraction as a business location.

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