

Draft Presentation Script

Client: illusionfactor
Project Client: BT HC&HSD

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BT Retail Range Review Event

Running Order

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- Baby Monitors
- Digital Media Player
- Voyager Range
- Sign-off

Running Time

- 11 minutes

This morning, I'm going to take you through a whistle-stop tour of the strategy and highlights of our new communications products for home and business. Not only do they have everything you expect from BT: imaginative innovation, quality, reliability and flexibility. They also have some really eye-catching, cutting-edge and inspirational designs that we believe will wow the market - part of how we are re-engineering our approach to communications technology that places form on equal standing with function. A little nod of recognition to the likes of James Dyson and Audi there.

In a nutshell, we're bringing charisma to communications - while simultaneously exploiting the best opportunities that integration and the digital age are bringing us.

I'll start with our new range of corded phones. You've always given us useful feedback - and we've been listening. Time and time again, customers have said that a little dash of the fun and the funky would be a great addition to our range. We've taken those words to heart and we've refreshed the look of our entry-level BT Duet phones to add a little snap and a lighter touch.

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These are just a few examples: pink and sparkly? No self-respecting Barbie would be without one. And with Euro 2004 around the corner, it just would have been rude not to. We're looking to introduce a variety of other interesting patterns and colours across the BT Duet range to maximise its appeal - and we're able, in consultation with you, to produce bespoke looks that are tailored precisely to match your consumer demographic. And other options are possible as you see here. If you want to dig a little deeper, have a chat with your account manager: we can support exclusive supply or affinity deals.

Then there's our new 'whiteboard' phone: it's both fun and practical. It's a hands-free speakerphone, it's got a memory for favourite numbers and kids can't get jam on the handset. And coincidentally, it's a wipe-clean whiteboard too. It's different, it's eye-catching and it'll be a steal at £19.99: again, we welcome your feedback and thoughts through your regular BT account manager contacts.

Now, Bluetooth and SMS: on mobile phones, they're ubiquitous. On corded landline phones, they haven't been: but we're about to change all that. With the BT Prelude 200 Bluetooth and the BT Relate 2100 SMS, we're embedding mobile phone DNA in the home. With the BT Prelude 200 Bluetooth, you can answer incoming mobile calls without even touching your mobile, download your mobile phone directories and use a wireless headset. Handy. With the BT Relate SMS, you can text people in your mobile phone directory thanks to the SIM card reader - plus you've got the latest in polyphonic ring tones. You asked for more 'mobile' features and we're delivering them - and both these phones are firsts for the UK market.

What about our cordless digital phones? It's a combination of upgrading and refreshing the look and feel of popular volume sellers that will enable us to increase our sales by capturing the end-user's imagination - and introducing some stunning new designs that are more DKNY than Laura Ashley. First, the upgrades: the big-selling BT Freestyle 2200 and 2500 both get an attractive facelift and GAP-compatibility to handle up to five handsets.

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The BT Studio 1100 and 1500 have a sleek new metallic design; we've enhanced the Freestyle range to include a 'Big Button' design which has been incredibly popular across our other ranges.

Although originally designed for those with dexterity problems, these phones have become very popular with a retro feel to them and given they are so easy to use with great functionality they're great for busy executives and people in a hurry.

Second are the new kids on the block. The BT Lyric 2100 and 2500 are compact, mid-range DECT cordless phones and are aimed squarely at the younger, more style-conscious market segment. They look and feel more like a mobile phone and come with a cool-blue backlit LCD display as well as a hands-free facility and phonebook-assigned ringer melodies. And how about talking and surfing at the same time?

No problem: the BT Prelude 3100 is a Bluetooth-based data phone with a plug-in USB modem that let's you talk and wirelessly connect your PC or palmtop to the Internet simultaneously. You can even switch between lines on the handset. We're talking freedom, choice, flexibility, style.

All good, compelling stuff but what about the real sizzle? For the top end of the cordless portfolio we're injecting some real panache, backed by cutting-edge technology. We believe that the new BT Calypso 1100 and BT Equinox 1200 and 1300 take cordless communications to an inspirational new level of design and integration.

They represent a bold move away from what may be perceived as BT's design conservatism: we believe these phones are so radical that they will have a significant impact on the cordless market and drive early churn with our young and stylish customers. As you can see, the BT Calypso 1100 looks great: with a fresh, young feel, it's very mobile-centric in both look and capability.

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A big, clear colour LCD screen makes menu navigation easy and you can change the wallpaper to suit your mood. Then there's the SIM card reader for importing your mobile directories; full SMS capability; polyphonic ring tones; handsfree and even three games.

Our two flagship cordless phones are the BT Equinox 1200 and 1300: innovative, tactile and a sculpted, truly inspirational piece of design. With a similar but improved spec to the BT Calypso 1100, everything about it oozes quality. You can even link different screen wallpapers to your address book to suit your mood - or caller. The Graphical User Interface - the GUI - is exceptional: high resolution and colour, it portrays far more information much better than ever before and it means a superior operating experience for the user.

We believe this model has that special "x" factor: it's a phone that people will desire and will buy as an upgrade to their existing phone, not just simply as a replacement.

Importantly for all our future cordless products, we will be standardising on the Equinox's GUI: this gives us the opportunity to drive step-changes in functionality across all our cordless phones. Where will it take us? Tomorrow's home phones may well become your personal digital assistant.

And now for something completely different. Digital baby monitors. It's a new range that we've been developing under wraps for a while and we're very proud of it. Again, design has taken centre stage in our approach and we will be launching into the UK Baby Monitor market in June this year with some very keen pricing. The ambition? To take a significant share of the UK market with two DECT-based monitors, with a video product to follow within 12 months. And our video developments in this area include highly innovative features such as infra-red for low-light or dark environments.

The Baby Monitors sit well with BT's brand values - trustworthy, straightforward, helpful and inspiring - plus they have a great look and feel.

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They will be amongst the very few truly digital baby monitors on the market and have such clarity and sensitivity that you will even be able to hear your baby breathing.

Moving on, we now take a holistic view of the home as a platform for digital possibilities - literally, this is the BT "Home of Possibilities," of which more you'll hear later from David Sales. Imagine the home of the future, where high speed communications will be at the heart of every residence. Where your personal IT system is as powerful and sophisticated as the ones you have at work today. Where your telecommunications service is not only high speed but can provide everything from entertainment, music and pixel-perfect video calling to home security monitoring.

Let's have a quick look at entertainment, where the opportunities for integration are both explosive and topical.

First of all, there's the BT Voyager Digital Media Player, currently in beta-testing - and as you can see, we're pulling a very strong design ethic through our new product development. The Voyager DMP is a wireless entertainment unit that will receive a stream of digital media from your PC: with a range of 100 metres, it gives crystal clear digital access to thousands of web radio stations worldwide and has a built in FM tuner. Imagine listening to real Caribbean rhythms live from the Turks and Caicos Islands before you take that once in a lifetime holiday; or catching the big match when you're several time zones and a hemisphere away from home.

And it will play any type of stored audio from your PC hard drive - including CDs from the PC CD drive - and you can plug it into the back of a hi-fi system to use the speakers.

We firmly believe that the Voyager DMP is the right application at the right time to allow consumers to start to exploit fully the power and speed of broadband. Portable, it looks good, sounds good and we are also developing a personal stereo-style version and a remote control version that you can connect to your hi-fi.

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The testing programme has been very rigorous in order to ensure compatibility with the enormous variety of PC types available - which means it's taken a while, but will be well worth the wait. But it doesn't end there: we're thinking of extending the Voyager DMP family of products to include a DAB radio - again, this highlights the potentials of product integration where any and all digital content can be shared easily between devices and locations. And in our near futures developments, we're working on the concept of a media node where all home digital content can be stored (and backed up) from a central location .

Talking of broadband brings me neatly to the final product set I want to cover today: the Voyager broadband home networking portfolio.

It's a range of peripherals that exploits the capacity of broadband by enabling customers to move from single user modems through to multiple high-speed web surfing and onto fully-fledged networking.

The Voyager range of ADSL modems, routers, hubs and wire-free networking hardware lets people share devices and information around the home. We call it “shared broadband” and will be helping communicate the networking roadmap to our customers to de-mystify this exciting and helpful technology. Our Voyager portfolio will be available through ISPs as well as the High Street

Plug & play makes for simple configuration and with prices starting as low as £49.99 for an ADSL modem, we’re making lightning-fast networking easily affordable.

By emphasising wireless, we’re taking cable clutter out of the equation and clean designs make these infrastructure elements convenient and unobtrusive about the home.

The potent combination of price, power and simplicity makes it easy for your customers to develop an integrated home technology suite that straddles both communications and entertainment. And amid radical changes to workstyles, it simultaneously enables them to create a powerful office environment for today while providing a solid infrastructure that can handle the applications of tomorrow.

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An important spin-off from the Voyager portfolio is that it represents a significant step forward to embedding broadband in the home and widening the scope for applications and the hardware they run on.

So, what would I like you to take out of this presentation? On a product level I want you to see that we're re-energising the home phone to begin its true integration with other devices around the home and even mobiles. We're extending the use of our expertise in DECT technology to introduce some very high technology to help you look after your children. We're adding value to entertainment and building real power and flexibility into the home IT suite. Plus we're demonstrating the power and potential of integrated communications, IT and entertainment in the home.

But most importantly, we're now doing all this with real style and imagination. We have a well-deserved reputation for technical excellence and reliability and to this we're adding innovation and stunning leading-edge design.

We've listened long and hard to what you, our customers, have been saying to us. And the result, I hope you'll agree, is that we've retained all our traditional product attributes of choice, integrity, quality, reliability and flexibility. With the added benefit of high-impact, attractive designs that will capture your consumers' imaginations and pave an integrated way towards the "home of possibilities."

Thank you.

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