



North Sea Conference 2018

Setting the course for the future

Ole Jakob Ottestad, IPCO AS

Changing The Telecom Industry



THE IPCO STORY

- **IPCO was founded in 2011 by experienced telecom executives with the goal to offer disruptive telecom business models and services.**
- **IPCO's vision is to become the preferred partner to telecom operators globally delivering novel solutions for voice, instant messaging, SMS, presence and video communication.**
- **With IPCO products, our customers are able to compete with over-the-top(OTT) companies such as Skype, WhatsApp and FaceTime while retaining the end-user as customers in their portfolio.**
- **IPCO invests in own patented product development and infrastructure.**
- **We succeed through extremely low operational cost, attractive products and global market reach through partners.**
- **IPCO awarded EU Horizon 2020 Open Disruptive Innovation Scheme project;
“Being among the companies with the most innovative ideas in the world” ⁽¹⁾**
- **IPCO partner in Norwegian Center of Expertise (NCE) Smart in Halden, Norway**

(1) EU Commission statement. Chosen as one of 10 out of 495 applicants.



IPCO PORTFOLIO AT A GLANCE

Cloudfone SIM Secured Wi-Fi Calling

*International Patent
awarded in 2015*

- Originate and terminate Voice, Video, IM and SMS in any IP environment and enable Wi-Fi offloading
- Use a SIM Applet to ensure GSMA-security and bind the device and subscriber together with use of the Cloudfone Calling Application
- Preferred termination of incoming calls to Wi-Fi first, GSM secondary with a guaranteed call termination

Cloudfone Sponsored Calls

- API based call back-solution
- User get x min free call if A party listen to a short advertisement
- Steer ad presentation with advanced campaign management

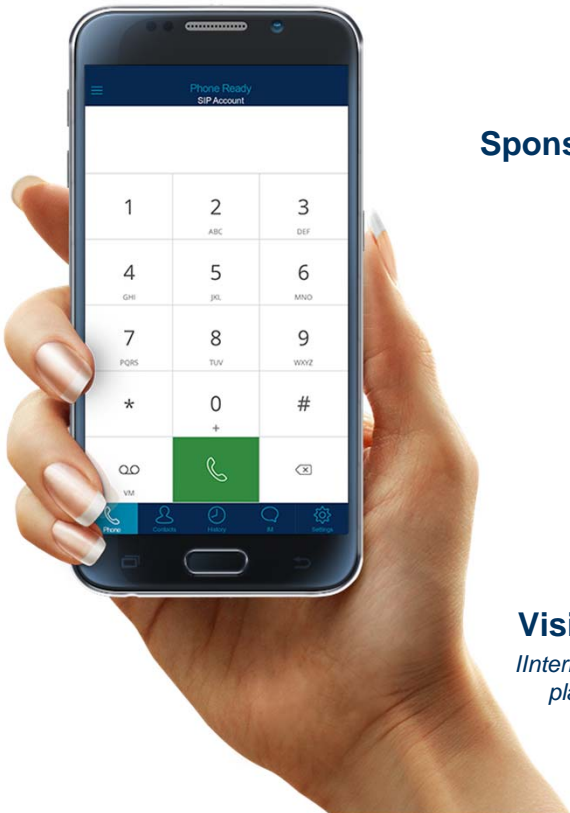
Cloudfone Biz Service

- Hosted PBX service with high degree of automation
- Audio and Video Conferences
- Unified communication, combine fixed, mobile and softphone clients
- Port or get a local number in the country of interest

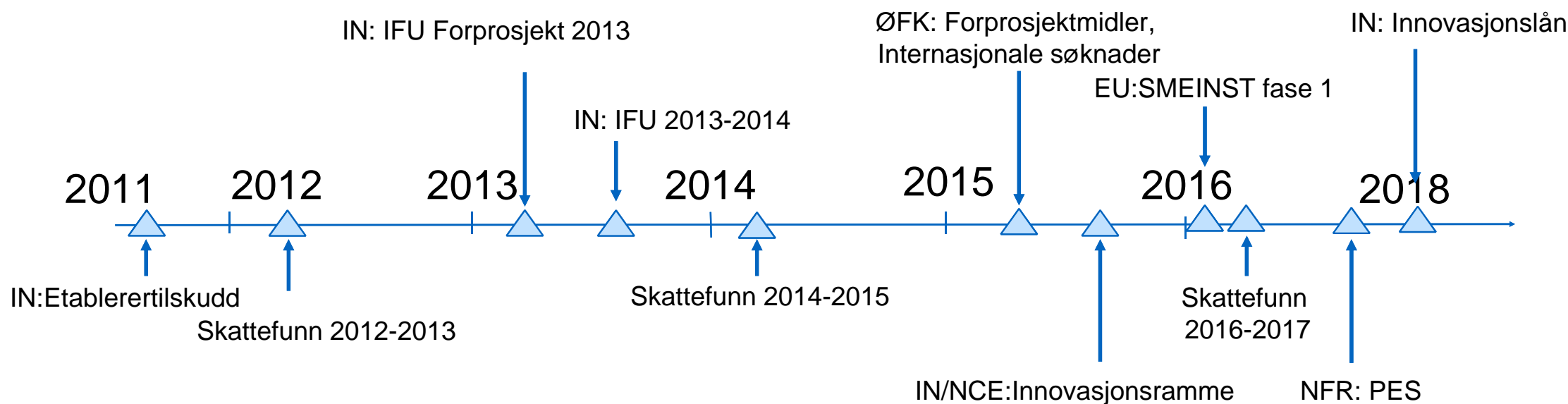
Cloudfone Visitor Service

*International Patent
planned for 2018*

- User subscribes to more than one mobile number on their SIM card .
- User have his Home MSISDN and can add local MSISDNs from other countries
- SIM Applet to monitor network changes and control active subscription
- User calls/message using native dialer or an app to increase range of service offerings



A LONG STORY WITH INNOVATION NORWAY/EU/OTHERS



In total >10MNOK in raised capital through incentive programs, total investment >50MNOK



SETTING THE COURSE FOR THE FUTURE



The future is now

SETTING THE COURSE FOR THE FUTURE



**The future is
about
collaboration**

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No Innovation – No Future

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**The future
is global**



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INSPIRE



THANK YOU