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New at O₂: Change your mobile without the tiresome data entry

MUNICH. With Telefónica O₂ Germany, changing your mobile becomes child's play. In O₂ shops, customers can now transfer their telephone numbers and SMS automatically from one mobile to the other. A special device is used for the data transfer, which takes just a few minutes and is free for O₂ customers. From April onwards the new service will be available in all of the around 1000 O₂ shops in Germany.

The O₂ My Contacts service is aimed at anyone who doesn't have the time or inclination to deal with the problem of data transfer themselves. If customers wish to transfer their data from an old mobile to a new one, they can simply go into their nearest O₂ shop. Here, both the source and target handsets will be synchronised within a few minutes. During the process O₂ does not, of course, store any personal data.

"Everyone looks forward to getting a new mobile phone if it weren't for the tiresome process of typing in numbers", says Thorsten Haeser, Vice President of Sales at Telefónica O₂ Germany. "With O₂ My Contacts, our customers no longer need to think about it at all, since the data transfer takes place immediately in the shop".

The service is also available for non-O₂ customers at a cost of five Euros. When required, the data can also be stored on an O₂ USB flash drive. Customers can therefore be sure that if the phone is lost or the SIM card damaged, the data is still available. The USB flash drive costs ten Euros for customers and non-O₂ customers alike, every further backup is free, as is the reproduction of the data on a supported mobile phone.

With O₂ My Contacts, Telefónica O₂ Germany is the first telecommunications provider in Germany to offer free data synchronisation for customers in its shops. The Israeli company Cellebrite, which develops data synchronisation solutions, is the technological partner for the service. "We are delighted about the decision of Telefónica O₂ Germany to offer customers this outstanding service, and in doing so to trust in our expertise of over ten years", explains Managing Director of Cellebrite GmbH, Bernhard Pawlak.

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also

A *Telefonica* company

Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 889 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica O₂ Germany Management GmbH.
Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschaften: René Schuster, Vorsitzender. Andrea Folgueiras. Markus Haas. André Krause. Joachim Kugoth. Jens Prautzsch. Johannes Pruchnow. Lutz Schüler. Robert Simmeth. Carsten Wreth

offers DSL fixed network telephony and high-speed internet. Telefónica Europe has 49 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Cellebrite provides package solutions for data transfer, backup, restore and synchronization between mobile phones at a point of sale (POS) or in combination with over the air (OTA) technology. The products help strengthening customer retention and tap new sources of income for mobile network providers, Internet service provider and mobile phone retailer. Its customers include global players of the mobile phone industry. Established in 1999 by industry experts, Cellebrite is a fully owned subsidiary of the Sun Corporation, a listed Japanese company. It is headquartered in Petah Tikva, Israel, with offices in the US, Germany and China.

More information:

Telefónica O₂ Germany GmbH & Co. OHG
Press Relations
Harald Maass, press spokesman
Georg-Brauchle-Ring 23-25
80992 Munich, Germany
t +49 (0) 89 2442-1213
f +49 (0) 89 2442-1209
e harald.maass@o2.com

www.o2online.de/presse