

Windows[®] 7 Device Stage for AirCard[®] Mobile Broadband Modems

Enhancing the AirCard[®] Experience

New to the line of Sierra Wireless[™] AirCard[®] mobile broadband modems is the Windows[®] 7 Device Stage feature. Device Stage provides convenient access to all Sierra Wireless AirCard applications, services, support, downloads, accessories, and help. Simply connect the AirCard to your computer and open the “Devices and Printers” window to find what you need. Sierra Wireless will work with each operator to create a unique Device Stage experience specific to you and your AirCard modem.

Benefits for Operators

REDUCE SUPPORT COSTS

- Device Stage can help reduce support costs by making it easy for customers to find what they need. Customers can get direct access to billing information, connection troubleshooting, FAQs, software downloads, and any other information that is a significant burden on the call center. The customer has no need to search through operator websites or user guides - everything is stored in one central location.

REINFORCE YOUR BRAND

- Sierra Wireless works with operators to customize the Device Stage experience. When AirCard customers open the Device Stage window to check for new software updates, or access billing information, they are greeted with the operator logo, and easiest routes to product, service and promotional information.

CONNECT WITH YOUR CUSTOMER

- Connect and communicate with your customers by customizing the services and applications in Device Stage. Offer customers an easy way to keep in touch, get more information on network coverage and billing, or find answers to questions related to modem capabilities.

BUILD MARKETING OPPORTUNITIES

- Device Stage can be used as a new channel for operators to deploy a promotional campaign specific to existing AirCard customers. Target your customers with product accessories, data plan updates, or new AirCard promotions.

EXPAND YOUR SERVICE OFFERING

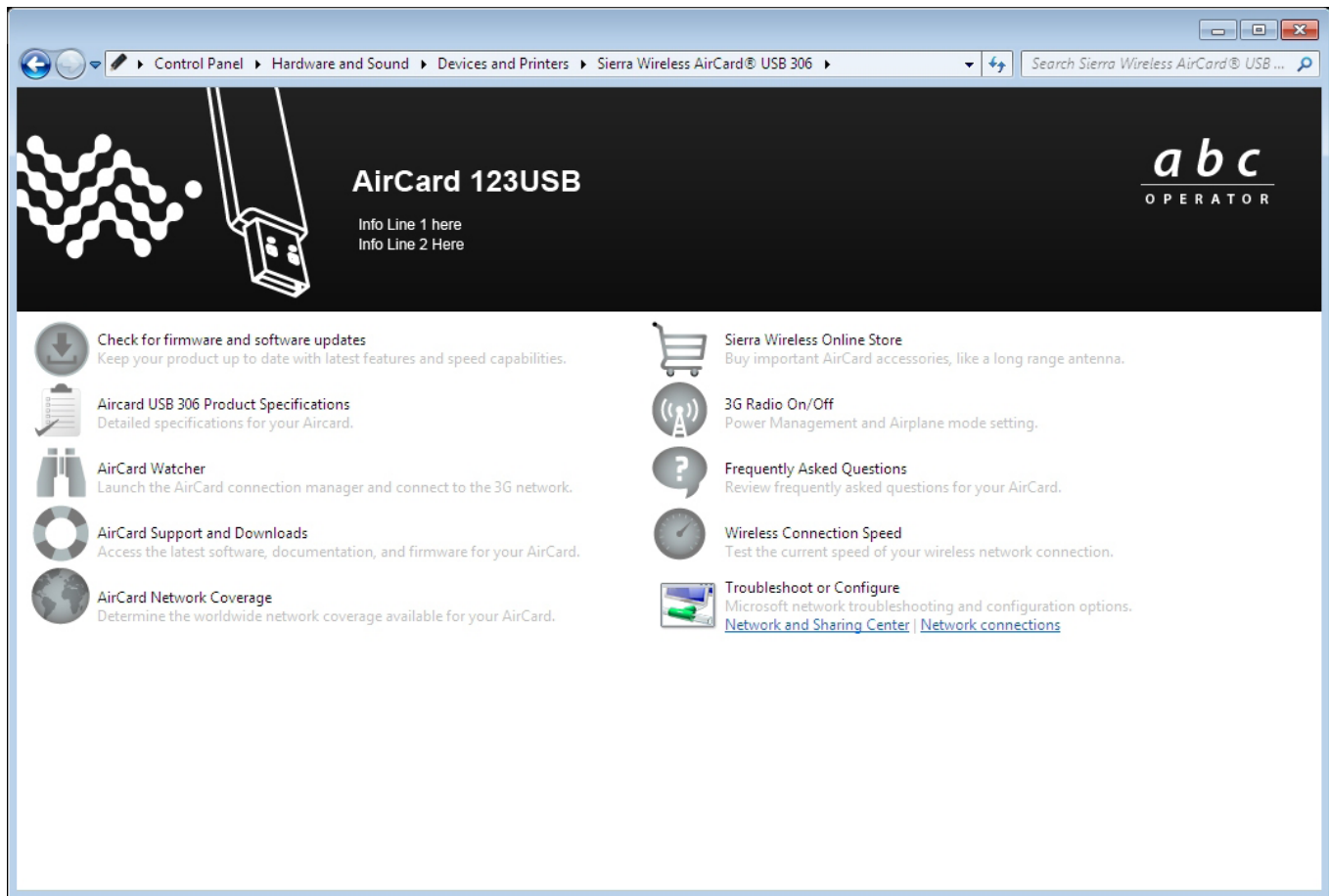
- Deliver online services that interact directly with the connected AirCard modem, such as sending GPS data to Google Maps for location-based services.



KEY BENEFITS:

- Provide convenient access to AirCard applications, services, support, downloads, accessories, and help
- Quick and easy access to Network and AirCard information
- Software and Firmware updates pushed to customers
- Reduce AirCard call center support costs
- Support marketing campaigns with targeted Device Stage tasks

How you can take advantage of Device Stage



A

REINFORCE YOUR BRAND

This fully customizable header allows you to adjust this space to fit your branding needs. Include product image, logo, and tailored messaging to advertise high level features and benefits.

B

CONNECT WITH YOUR CUSTOMER

Provide your customers with easy and direct access to product specifications, troubleshooting, FAQs, software downloads, and any other information that can minimize calls for support.