

**'Communication and technology innovations underpinned by 21CN set
London's 2012 bid apart from rival candidates'**

speech by

Clive Ansell, BT Group Strategy Director and BT Director London

at

BT 21CN showcase, London on Friday 24 June 2005

Good morning ladies and gentlemen. It's a very exciting time with just a few days to go before hopefully we get confirmation that London will host the Olympics and Paralympics in 2012.

Sebastian Coe, chairman of London 2012 was intending to be with us today but received a last minute opportunity to promote London's bid to the IOC in Spain. As I'm sure you'll understand, this crucial activity had to take precedence. However I am delighted to welcome Sally Gunnell a former Olympic gold medal winner. Along with Philip Beard, Sally will give us an update on the status of the UK bid in these final few days. And around noon we will be joined by yet another UK Olympian Denise Lewis.

London has a lot to offer and I'm sure that I speak for us all – indeed the UK – when I wish London 2012 all the very best. From day one, BT and our people have been strong supporters of the London 2012 bid. A few weeks ago the IOC evaluation commission report said that all candidate cities have the technology in place to successfully run the games in 2012. But this is not the whole picture.

Today we are pleased to welcome you to BT's 21st century network showcase, designed to offer a glimpse of what BT's ambitious five year, £10billion network investment programme promises. It will enable a new generation of richer services that will transform people's personal and business lives. But it will also ensure that athletes, organisers, spectators and the audience of millions around the world have a 21st Century Olympic experience in 2012.

Let's start by watching the London 2012's multi award winning video – Sport at Heart.

I'm sure you'll recognise the star of the Sport at Heart. I'm delighted to introduce you to Jo Ankier - one of the brightest prospects in British athletics today. She is the British number one record holder for the 3000m steeplechase. She has her sights set on the 2008 Olympic Games in Beijing when the 3000m steeplechase will be an Olympic event for women for the first time.

Today Jo will be demonstrating just one communication application which is set to make the 2012 experience different. As Jo runs part of the potential London 2012 marathon route we will track her progress in real-time on these screens.

When Jo is out of range of our cameras we can still monitor her progress on these screens. What's being demonstrated here is a location based service – a technology that allows you to know where someone is (with their permission of course!). It can also deliver information to users

depending on where they are – like directions, the nearest pizza restaurant or traffic conditions – all in real-time.

Location based services can be delivered through a variety of mobile devices. GSM technology can be used to track a user in a mobile network base station cell area. However satellite navigation mobile phones – due to hit the streets in a few months – are set to offer pinpoint accuracy. Today, Jo is carrying a device about the size of a PDA. However this technology could be contained in a chip in athlete's clothing. Tailored communications like this will offer everyone the ability to watch highlights, focus on their specific interests or track the progress of a particular team or person.

Long talked about, communications convergence – where communications is possible anywhere, anyplace, anytime and over any device - is now gaining momentum. BT plans to be one of the key drivers of that change. Exploiting the opportunities that this converging landscape represents requires an underlying infrastructure that can support and deliver it efficiently. Building this enabling infrastructure is what our 21st century network - or 21CN - programme is all about.

Simplicity is the key and this means the boundaries between mobile and fixed line services, and between voice, data and video, will become increasingly blurred. 21CN will empower the customer with greater control, choice and flexibility like never before.

BT plans to invest £10billion to replace its networks, systems and services with an Internet Protocol (IP)-based network across the UK.

When complete, it will carry all voice, video and data traffic on a single, state-of-the-art network.

Between now and 2012, BT plans to invest around £10billion in networks, systems and services across the UK. BT's investment in London and the South East will include around £40million to underwrite the costs of fibre and wireless installations in the new Olympic Park, including the Olympic Village itself.

London already boasts a comprehensive and resilient fibre optic network, which currently serves Europe's most important financial centre and one of the world's key broadcast and media hubs. 21CN will enhance this guaranteeing ample bandwidth capacity and a level of sophistication and resilience necessary for the highly demanding, multi-faceted requirements of the Games.

But what real difference will this investment make on the ground? It will make, for example, electronic ticketing easier, e-wallet purchasing possible and the co-ordination of transportation more straight forward.

We are already developing a range of innovative solutions to benefit the major sports and stadia events in the UK like the Bupa Great North Run. This technology is deployed across a range of sports, offering access control, membership and I.D, loyalty and a host of other functionality.

For athletes, smart card technology could provide their access to the Olympic village, register their arrival for events and co-ordinate their travel to ensure they are on the start line on time. It could offer real-time

statistics allowing athletes to instantly check how team mates and rivals are faring. In the future, combining this with satellite technology, it could measure and feedback data on speed, distance and calories burnt.

For the Olympic organisers advanced technology could be equally invaluable in ensuring the smooth and efficient running of the games. A chip embedded into a wrist band could hold an athlete or spectator's personal details. This would be the owner's 'key' to their venue, their accommodation and their transport. Using radio frequency identification would allow the owner to swipe their wristband to access tubes, buses, events, sports venues and hotel rooms. By integrating location-based services on the wristband chip owners could be tracked. This could help with security, crowd congestion, transport logistics and the tracking of athletes or even lost children.

Another new development announced earlier this month is BT Livetime – a service being piloted with Virgin Mobile this summer to deliver live television to mobile phones. Imagine what a difference this would make to 'your Olympics'. Users across the UK will be able to watch-live coverage of the Olympics while on a train, in a restaurant, waiting for a bus. Specific events could be recorded and re-played later. Spectators watching the swimming for example, could keep up with the latest developments on the athletic track at the same time. Livetime's interactive capability means that all sorts of supplementary information about venues, athletes, events, competitions, heat results – could be accessed at the touch-of a button.

21CN is the most ambitious and exciting business transformation programme underway anywhere in the telecommunications world. It's not just about BT or the telecommunications industry. 21CN is designed to radically enhance the customer experience. It's about how we support our economies, our businesses. It's about helping create better societies. It's about helping to create better lives for people.

We passionately believe that the new communications services enabled by 21CN helps distinguish London's bid for the 2012 Games. The technologies that we are showcasing today are available right now; we can only imagine what new services might be possible by 2012. What we can be sure of, is that the 21st Century Network will establish London as the global capital of communications innovation and the city most capable of delivering the complex communications requirements of the modern Olympic Games.

Thank you