

MOVEMENT TEXT+ ADD-ONS

ANCHOR TEXT

words write on to screen

The world of telecommunications is rapidly changing.

“Change” *fades in*
and these words float in
VOICE? DATA? INTERNET? which technology? Where will business be? Who can I trust for guidance?

Change is a scary proposition.

Nortel Logo comes up full. Fade up and out words
...is the path to the future.

Nortel Networks - the way the world shares ideas

Logo remains in upper corner of screen.
Words write on, compress, slide over, fade off
...the future **market leaders** will be the networks which can **supply one-stop** shopping for all communication needs- **voice, data, internet**

We believe

...the future must **coexist** with, yet **evolve** from current networks.

...**packet transport** will replace circuit switching and **IP** will dominate **future** network infrastructures and services.

...all this will enable **rapid**, cost-effective **development** and **deployment** of advanced multimedia services.

...these **networks** will support many **different** RF access technologies and offer **full** mobility and **global** roaming.

lose logo

The future will be a wonderful world

fade in and out word
and

*Four corners slide together - Optical
Internet - Internet Telephony -
Intranet Services - Wireless Internet*
Unified Networks will make that
happen

text crawls across the screen
Integrating data and telephony
through common architectures

traveling seamlessly across
Enterprises and Carriers

leveraging the value of current
technology, while building new
network economies

delivering service predictability,
control and security, and fostering
efficient worldwide customer service

bringing together the best of current
technology and moving it further
toward the future.

fade in and out words
Let's concentrate on

add in corner
Nortel Logo

and these words float in
...opening the door to tomorrow's
packet-based services.

...with the reliability and quality that
people expect

and these words float in
...to the next generation architecture

...through elegant and cost-effective
upgrade scenarios.

*fade out foreground and other
corners*
Wireless Internet

add
...makes it possible for operators to
begin offering Wireless Internet to
their customers today

plans in place for graceful migration

fade in, hold, fade out
Introducing

eMobility

moving across the screen
... a flexible set of hardware,

on different planes
...software

...network management

...tools

...optimized for IP

...enabling access

... delivering the bandwidth necessary
to support WIN services

text crawls across the screen
Nortel has a plan to get you there.

*and these words float in and connect
to eMobility*
GSM, TDMA, CDMA.

text crawls across the screen
When you're ready to move into the
future

We're here to help you.

dissolve to
Nortel Networks - how the world
shares ideas.