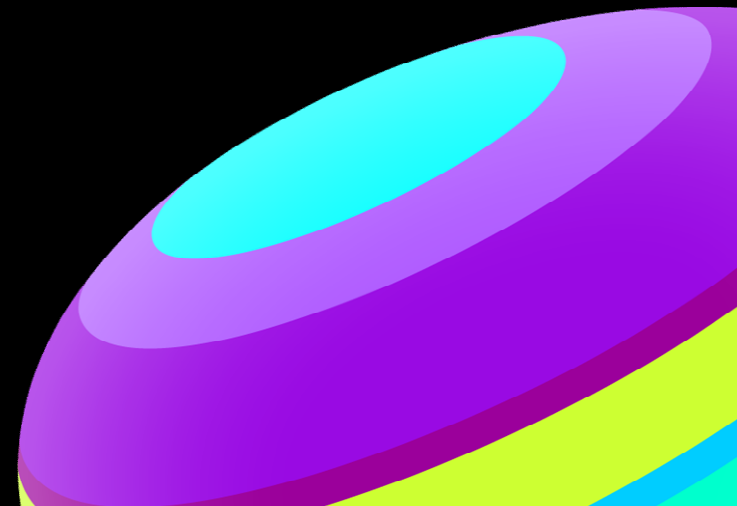


BUILDING THE GIGABIT SOCIETY IN DENMARK

Henriette Wendt





AR/VR? WE CALL IT DR – DREAM REALITY!



A Danish tech start-up remotely 3D prints prototype of the next big thing in consumer electronics (Zlatan eyewear – the Zgoggles).



Premiere of Terminator 10 in augmented reality. Arnold still standing.

Drone Racing World Cup. Live feed through Europe's first 5G network, of course.



The Baltic Sea world's cleanest ocean. AKA the #zennströmeffect.

The next Daniel Ek attending VR class in HTML9 coding.



DIGITALIZATION IS THE DRIVER OF SUSTAINABLE GROWTH



CLOUD BASED
SERVICES

**Increase businesses using
cloud solutions to 75%**

Up to **20,000** more
companies & **470,000**
additional jobs



INTERNET OF
THINGS

**Achieve widespread use of
IoT across industries**

Average productivity
increase by up to **3,5%**
and **6%** GDP growth



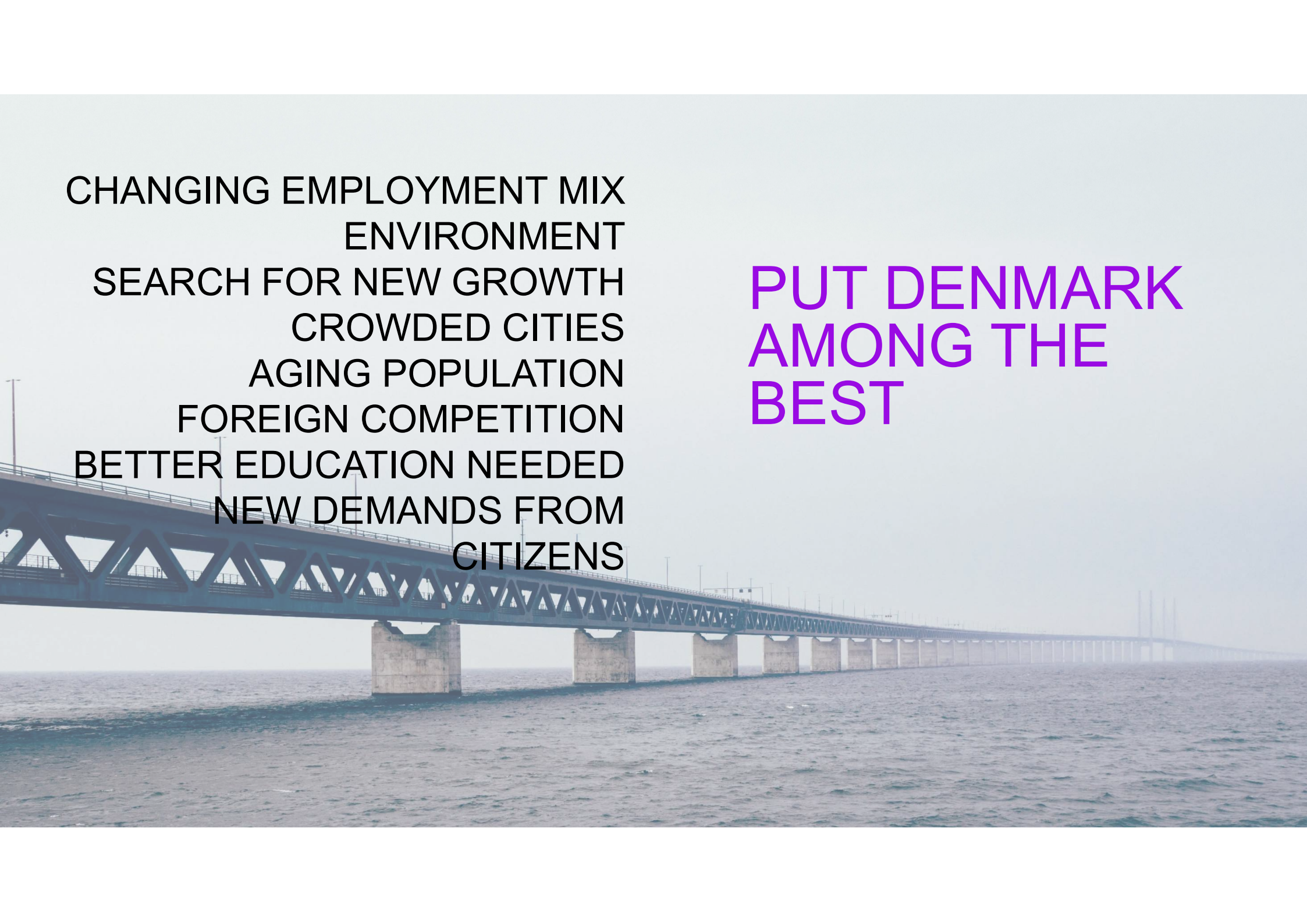
INTERNET
USAGE

**Increase frequency of
everyday internet use to 99%**

<23k premature
deaths avoided*

<20% GHG-
emission reduction

*<6K lives saved in homes and <17K lives saved in public healthcare system through E-health solutions
Sources: Deloitte analysis, Eurostat, Accenture

A long bridge with a blue steel truss structure spans a body of water. The bridge is supported by several concrete piers. The sky is overcast and grey, and the water is a dark blue-grey color. The bridge extends from the left side of the frame towards the right, where it eventually disappears into the distance.

CHANGING EMPLOYMENT MIX
ENVIRONMENT
SEARCH FOR NEW GROWTH
CROWDED CITIES
AGING POPULATION
FOREIGN COMPETITION
BETTER EDUCATION NEEDED
NEW DEMANDS FROM
CITIZENS

PUT DENMARK
AMONG THE
BEST

A long, multi-span bridge with a blue steel truss structure extends across a body of water. The bridge is supported by several concrete piers. The sky is overcast and hazy, and the water has a slight ripple. The text is overlaid on the upper left portion of the image.

CHANGING EMPLOYMENT MIX - NEW BUSINESS MODELS
ENVIRONMENT - IOT, SMART IRRIGATION ETC.
SEARCH FOR NEW GROWTH - DATA DRIVEN GROWTH
CROWDED CITIES - SMART COPENHAGEN
AGING POPULATION - E-HEALTH AT HOME
FOREIGN COMPETITION - 5G FIRST GIVES HEAD START
BETTER EDUCATION NEEDED - EARLY CODING AND SCIENCE
NEW DEMANDS FROM CITIZENS - EFFICIENT E-GOVERNING

OUR ASPIRATION

A ROAMING FREE, BORDERLESS
UBIQUITOUS COVERAGE ACROSS
THE NORDIC AND BALTIC
COUNTRIES

GIGABIT SPEED EVERYWHERE

TERABIT TERRITORIES BEING THE
WORLD'S DIGITAL SANDBOX

LOWEST POSSIBLE LATENCY
ENABLING NEW SERVICES





WHAT ABOUT DENMARK?

DENMARK NEEDS AN
ENVIRONMENT CONDUCIVE TO
INVESTMENTS

WE LOOK FORWARD TO A VERY
AMBITIOUS NEW TELEFORLIG

TAK!



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