

The heart of your building™



PRODUCT AND SERVICE DEVELOPMENTS

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CUSTOMER FOCUS AND OFFERING DEVELOPMENT



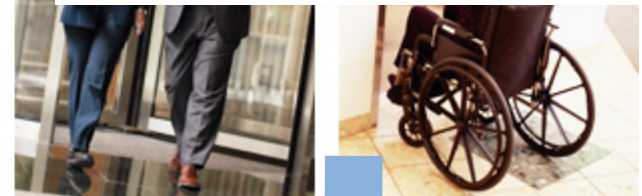
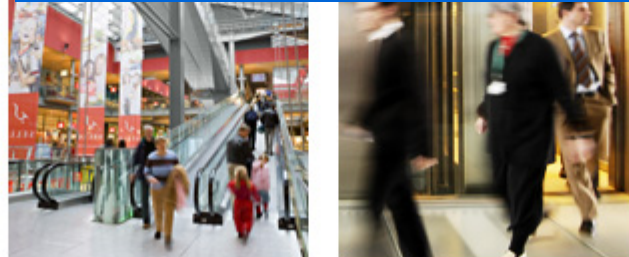
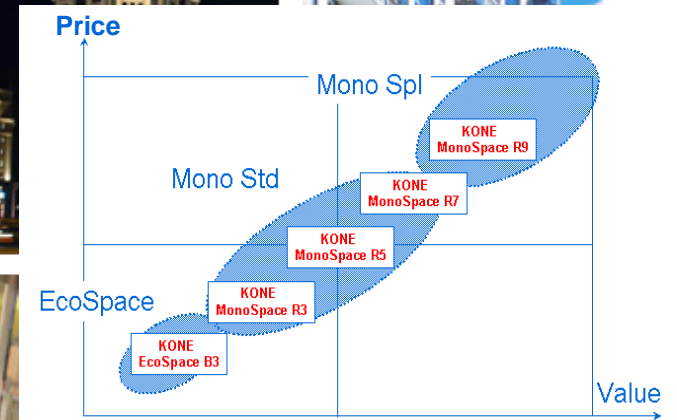
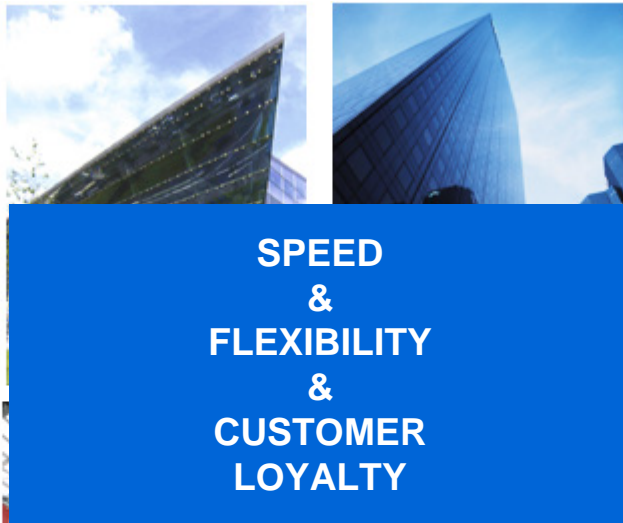
Segmentation and customer requirements driving offering development and sales planning



CUSTOMER FOCUS AND OFFERING DEVELOPMENT



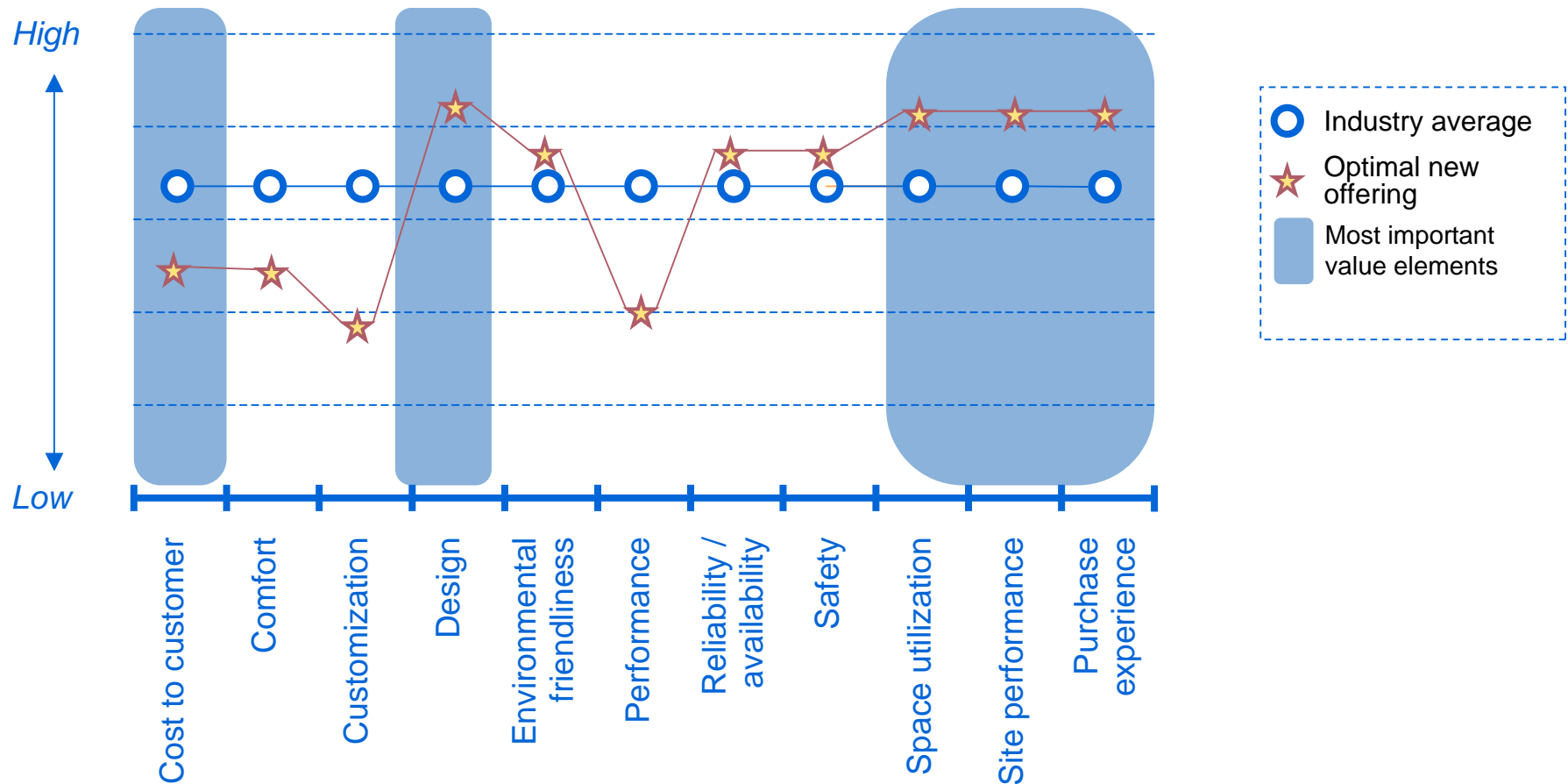
Segmentation and customer requirements driving offering development and sales planning



CASE EXAMPLE: OFFERING INTO SELECTED SEGMENT WITH BOTH LOW COST AND HIGH VALUE



Value curves for selected segment



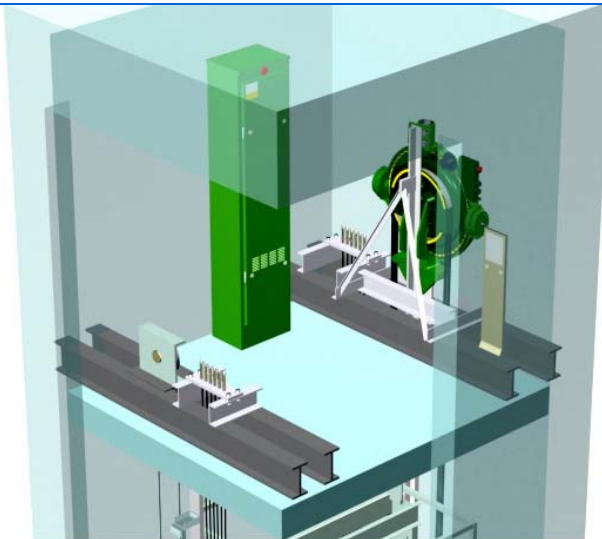
PRODUCT AND SERVICE DEVELOPMENT DRIVERS



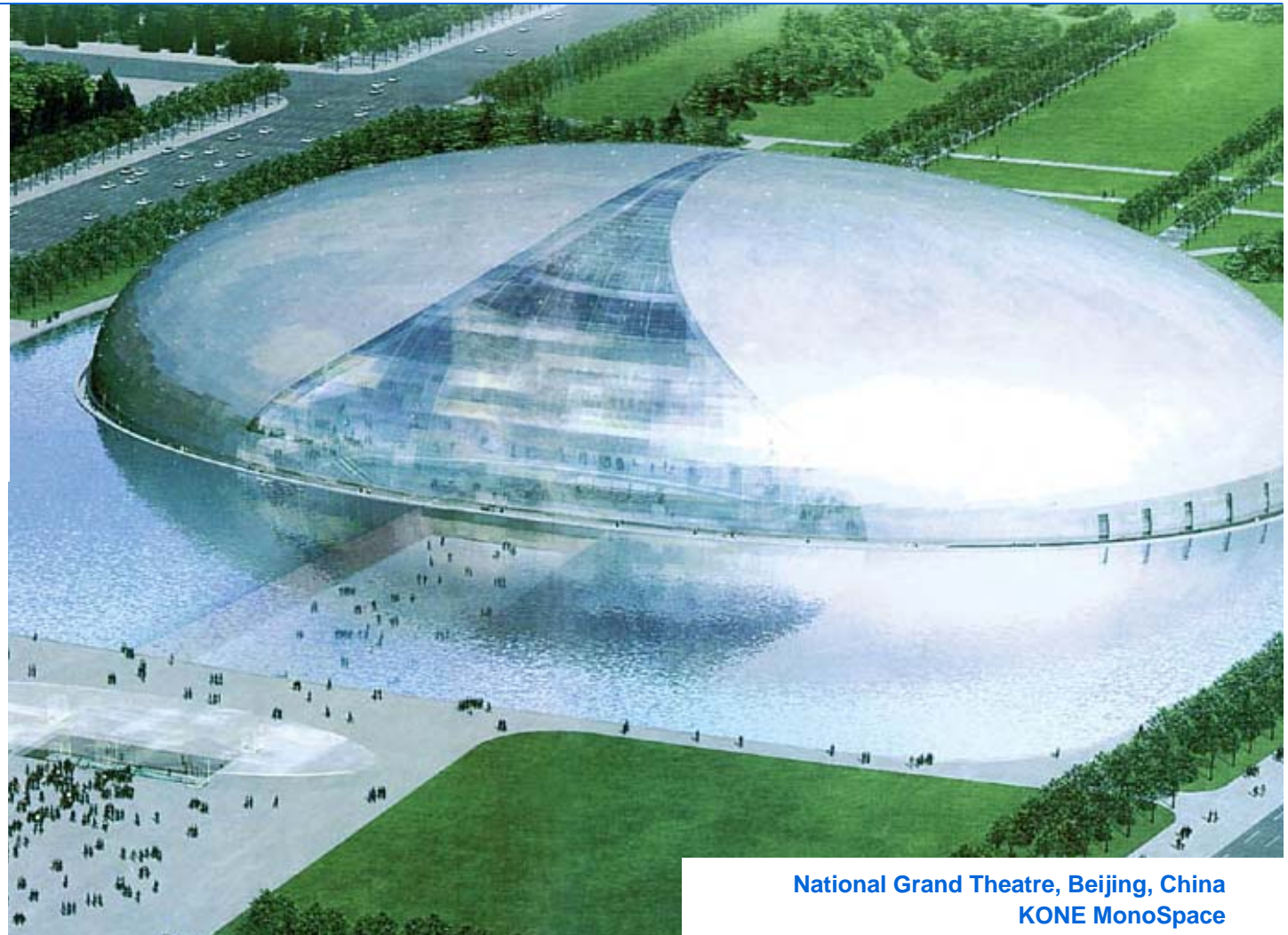
- Globalization
 - Customers, markets, production, suppliers, etc.
- Vast and fast changes
 - increased importance of partnerships
- Global socio-economic mega-trends
 - Ageing of people and infrastructure in Europe and the US
 - Urbanization of growing and emerging economies
 - Sustainable development
 - Energy efficiency
- Cost efficiency
 - Optimizing life-cycle cost
 - Property efficiency requirements
 - I.e., shaft-optimization solutions
- Change in role of service offerings
- Safety regulations and norms
- Technology changes
- Visual design



RECENT RELEASES



- In Asia-Pacific, new MonoSpace and small-machine-room MiniSpace releases to offer more visual alternatives, space efficiency and flexibility



National Grand Theatre, Beijing, China
KONE MonoSpace

RECENT RELEASES



- In North America, extension of machine-room-less EcoSpace solution covering most of the hydro and geared elevator segments to offer space efficiency and energy savings



Hyatt Center Chicago, USA
KONE Alta

RECENT RELEASES

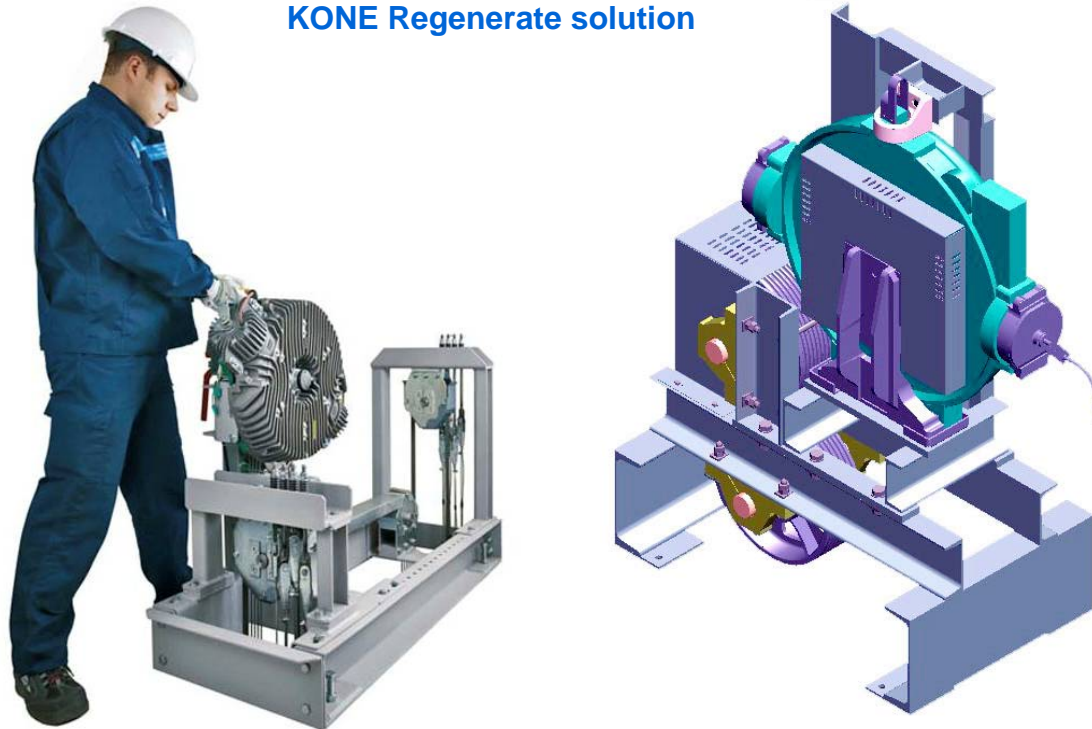


Four Seasons design concept

- In Europe, preferred offering solutions for residential market; New visuals, space efficiency, flexibility, short response time

RECENT RELEASES

KONE Regenerate solution



KONE MaxiSpace



- ReGenerate modernization solution and MaxiSpace elevator release for Europe modernization and full replacement market based on thin rope and PowerDisc technology

SERVICE DEVELOPMENT



- MBM - Module based Maintenance
- Call-out reduction programs
- KONE Proximity
 - Remote Monitoring Services
 - Field Mobility
 - e-Optimum™ maintenance contracts

- KONE Care for Life
 - SNEL initiatives
 - Performance upgrades

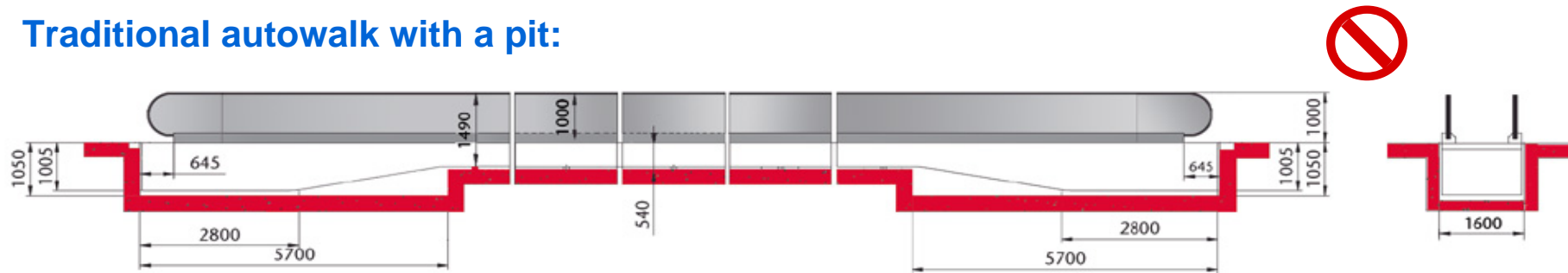
RECENT RELEASES



- New innovative autowalk – KONE InnoTrack™ solution

TRADITIONAL AUTOWALKS VS. KONE INNOTRACK™

Traditional autowalk with a pit:



- Site-specific design, made to measure
- Requires a pit
- Very difficult to relocate or modify
- High total cost of ownership

- Modular construction, made of standard elements
- No pit, can be installed on finished floor
- Can be relocated, shortened or lengthened
- Lower total cost of ownership

KONE InnoTrack™



GREEN DRIVE TECHNOLOGY



- **Value for the owner/operator:**
No oil in the drive unit or on the pallet chain, electronically-controlled motor

- **Enabling technology:**
Next generation autowalk drive with KONE PowerDisc® motor

SUMMARY

- Customer focus
 - Segmentation and customer requirements driving the development
 - Flexibility
 - Optimal total costs
- Global product platforms
 - Economies of scale
 - Innovations to increase the value and to reduce the total costs
 - Attractive visual solutions



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