

Opening Address

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President

Multimedia Communication Systems



Inform '96

- **Share *your successes***
 - over 286 networks in 190 countries
 - advanced networks for service providers
 - advanced networks for enterprise
 - networks that span the globe
- **Increase the *value of your network***
 - evolution to multimedia applications
- **“Hot” topics**
 - ATM multimedia networking
 - frame relay services
 - access and the Internet
 - network consolidation
 - network management

A World of Networks

Market leadership by delivering customer satisfaction, superior value and product excellence

Solutions for . .

- **Information**
- **Entertainment**
- **Communications**

Enterprise Networks

Corporations worldwide

Switching Networks

Telecom service providers

Broadband Networks

Multimedia service providers

Wireless Networks

Wireless service providers

Nortel - Enterprise Vision

Creating an enterprise networking future for *multimedia* that is *simple, cost-effective, and reliable* but more secure than a telephone call today

Leadership in . . .

- Customer and employee satisfaction
- Superior network solution value
- Multimedia desktop communications
- Multimedia systems and network products
- End-to-end multimedia solutions

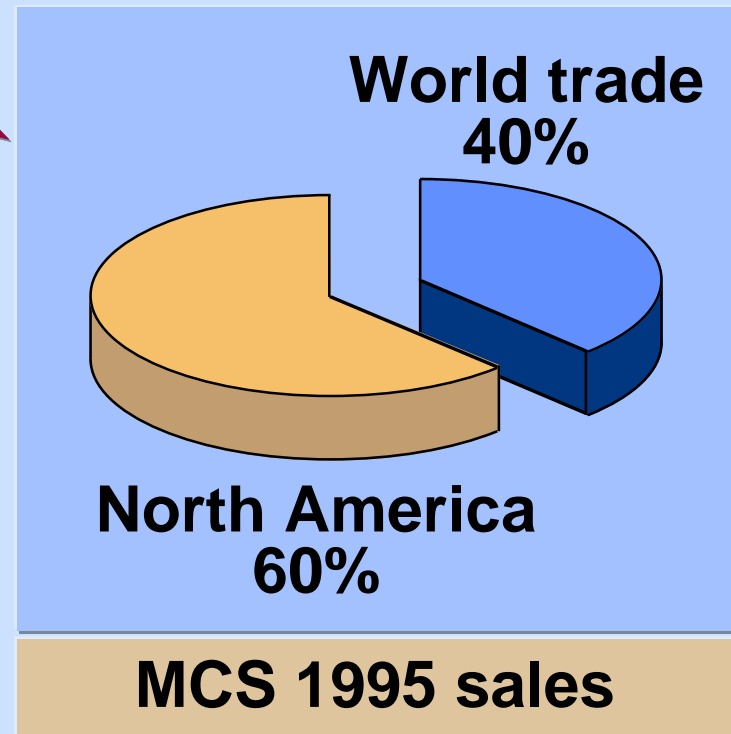
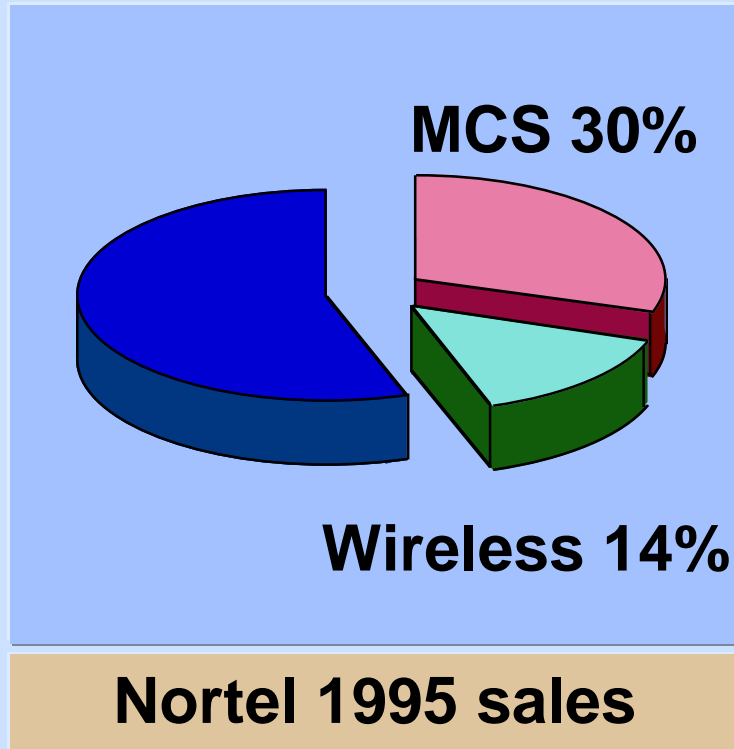
Customer Satisfaction

Lead the industry in customer satisfaction

	1994	1995	1996 targets
Nortel Global	71%	82%	
MCS Global	72%	80%	84%
Meridian 1		78%	83%
Norstar		86%	89%
Terminals		85%	88%
Magellan		78%	83%

Expanding Customers

Multimedia Communication Systems and Wireless Systems driving Nortel growth



Your Satisfaction is Our Success

All categories exceed industry performance

	1994	1995	'95/'94 growth
Nortel (US\$)	\$8.9B	\$10.7B	20%
MCS Global	\$2.5B	\$3.3B	30%
Meridian 1			19%
Norstar			11%
Terminals			16%
Magellan			46%
Companion			67%

Superior Value

**Multimedia network solutions that leverage
*business value***

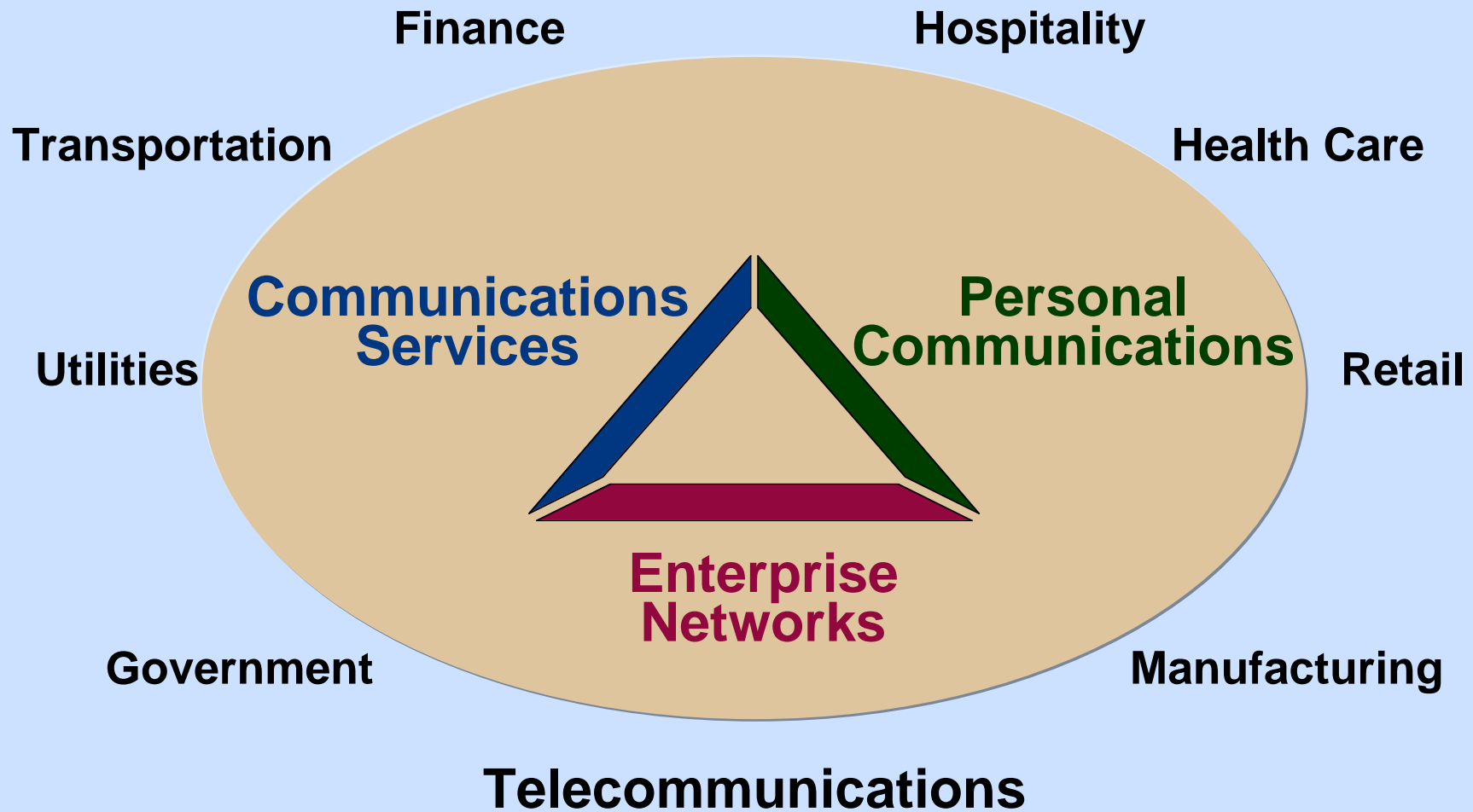
**Business
solutions**



**Network
applications**

Product excellence

Business Solutions



Product Excellence

***Magellan* – multimedia, ATM and data networks**

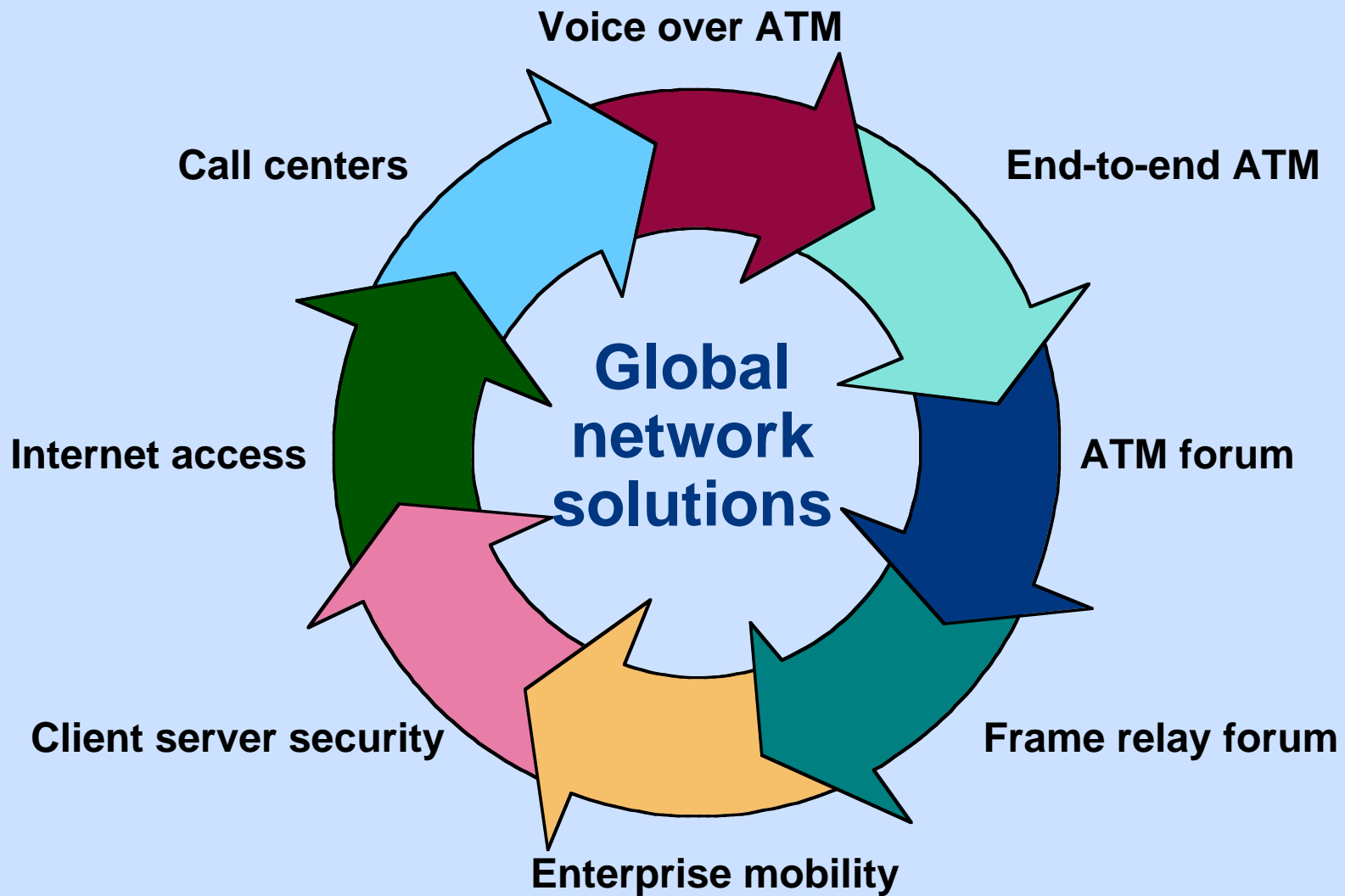
- **45,000+ systems worldwide**
- **Multiple Passport awards**
- **Complete ATM portfolio**
- **Leader in multimedia ATM networking**
- **Global leader in packet switching**

Product Excellence

Market leader in switching, network applications and personal mobility

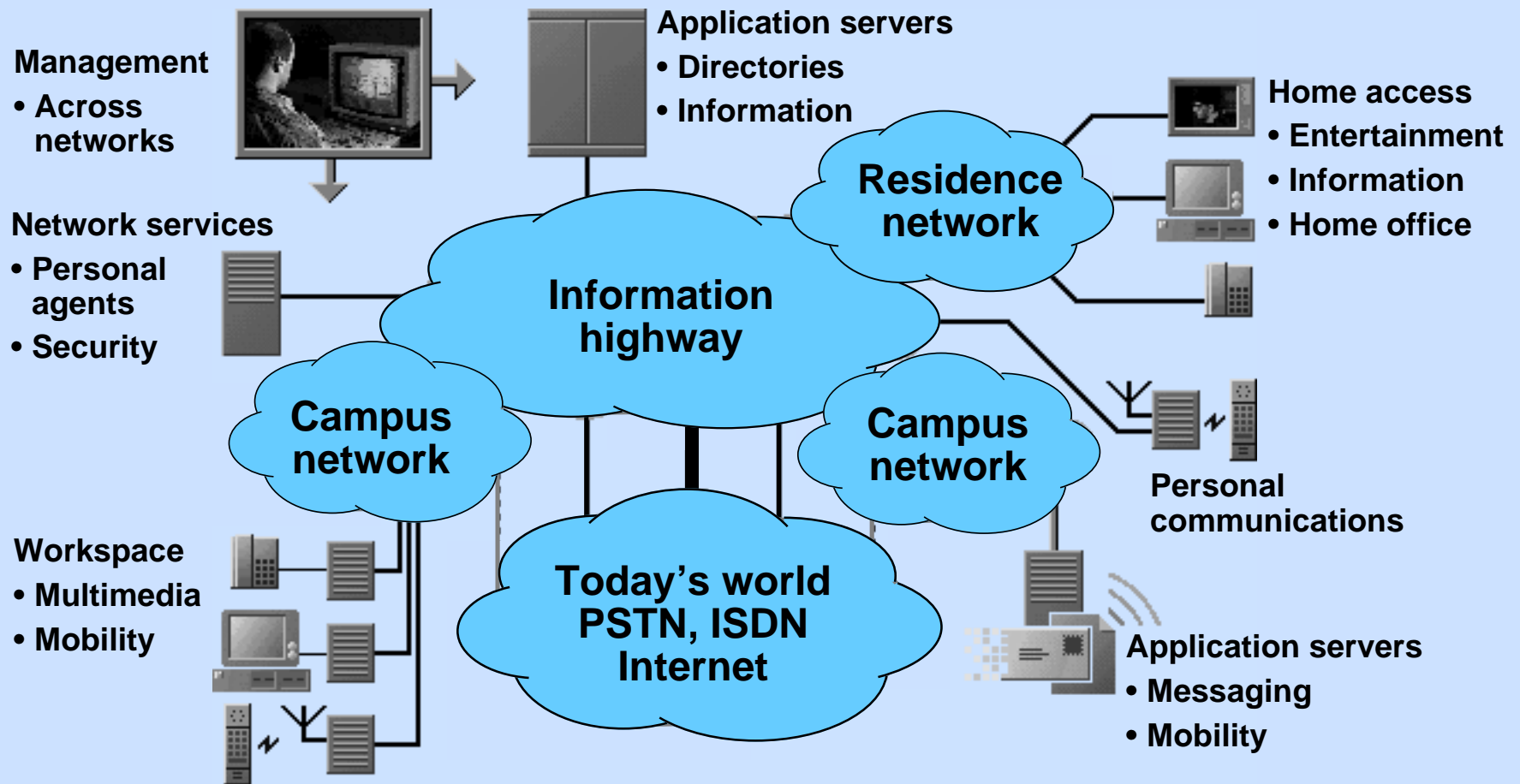
- **Meridian 1**
 - global market share leader
 - PBX systems, voice messaging, call centers
- **Norstar**
 - global market share leader
 - key systems
- **Companion**
 - global market share leader
 - enterprise mobility

Leadership in Networking



Nortel Enterprise Network Vision

Networking without constraints – multimedia, mobility and distributed intelligence



Making our Vision our Reality

Nortel, the first multimedia ATM enterprise network supporting *all mission-critical applications*

- **First wide-area multimedia ATM network**
- **First to consolidate voice and data over ATM**
- **First to interconnect 70% of U.S. population with ATM**
- **First to use voice compression over ATM**
- **Rapid global expansion in '96**

Leadership in enterprise multimedia networks

Making your Vision your Reality

- **Industry leadership together**
- **Multimedia solutions today**
- **Build on your success**

Nortel Magellan – recognized industry leadership in multimedia networking