IMS Multimedia for the mass market

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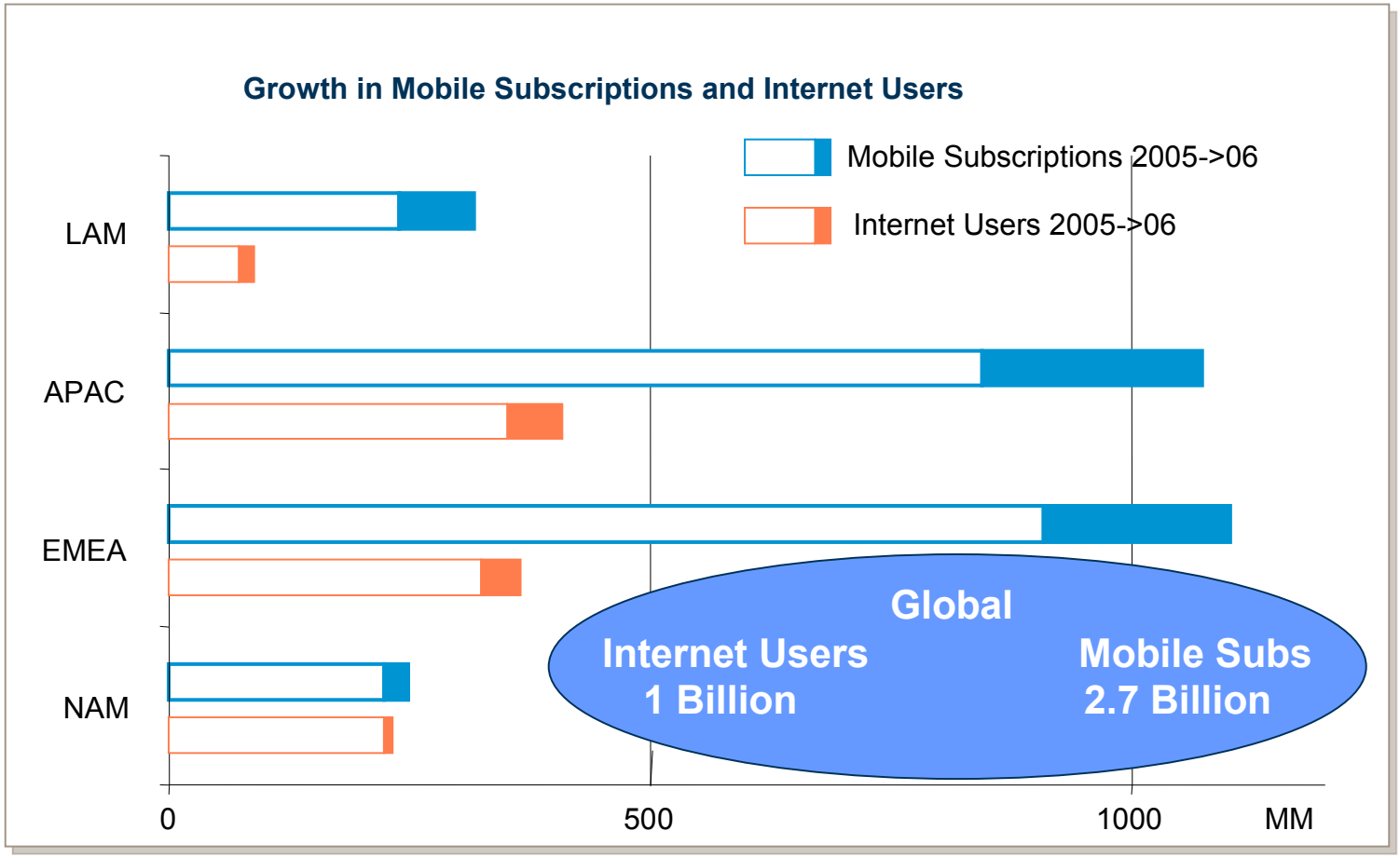
The mobile community is growing



Source: LME/DOS analysis (2007)

The mobile phone is not the little brother of the Internet

The value of a mobile community

Lessons learnt from successful services

Key Elements of an successfull service

Easy to use	✓
Intuitive	✓
Affordable	✓
Friends have	✓
Serves a purpose	✓
Fun to use	✓

Successfull services
works seamless
accross networks
- service interworking is key-

Voice & SMS

Internet & Internet communities

Personal Community

The mobile community is a 2 billion+ community

- Personal Community Communication needs to be global -

IMS Managed Channel, a complement to bit-pipe

Bit-Pipe
(Best effort)

Channel provider
(QoS, Security & global reach)

3rd party content & applications

Own & 3rd party content & applications

Internet best effort practices

UNI + API

IMS managed channel

IP access and transport

IP access and transport

Trusted service
- **Telecom Grade**
- **Security**
- **Reach**

Convenience
- **Easy–to–use**
- **Seamless**
- **Innovative/ attractive**

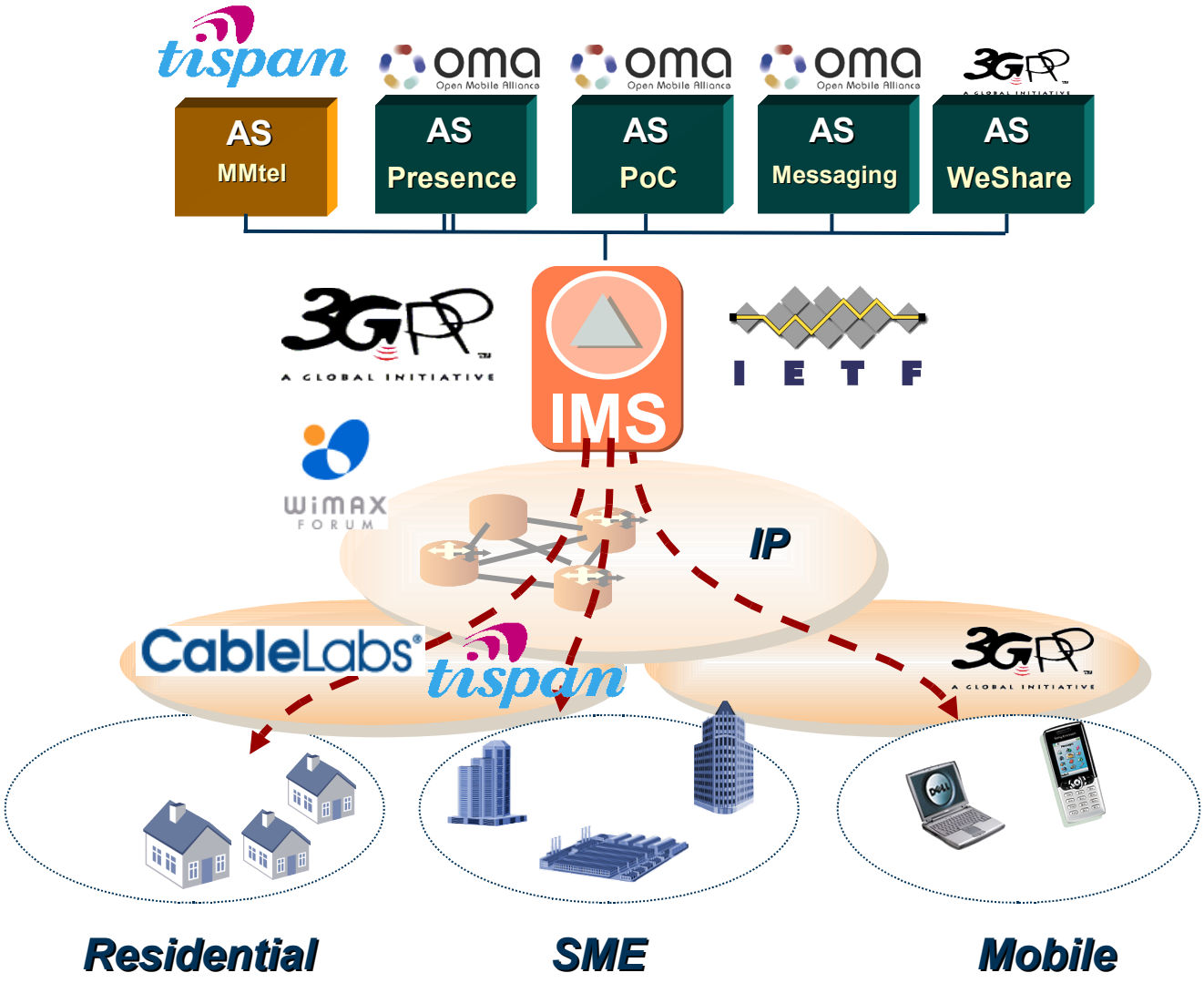
Residential ***Enterprise*** ***Mobile***

Operator business area

IMS Fundamentals

- IMS is a **standard architecture for multimedia communication**
- IMS can be used with all types of **accesses – fixed and mobile**
- IMS is an enabler for **fixed-mobile convergence**

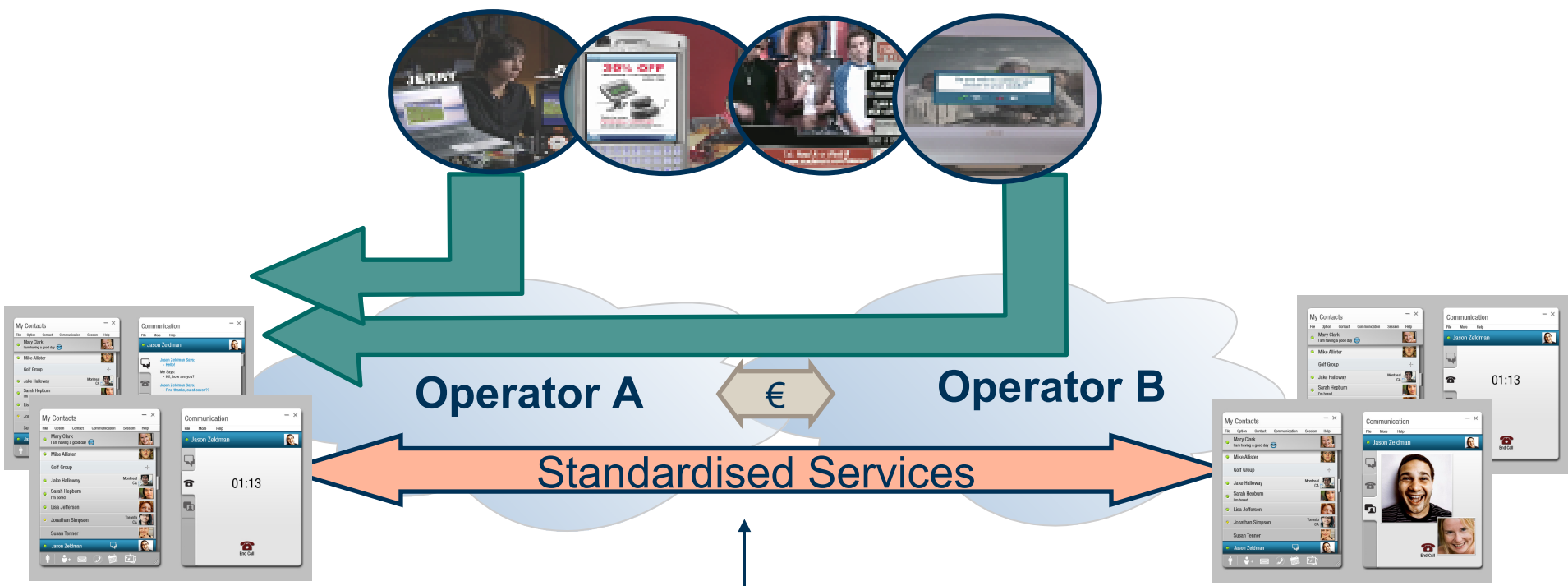
IMS Standardization



The IMS Challenge

An infrastructure where Service development/creation is easy & fast

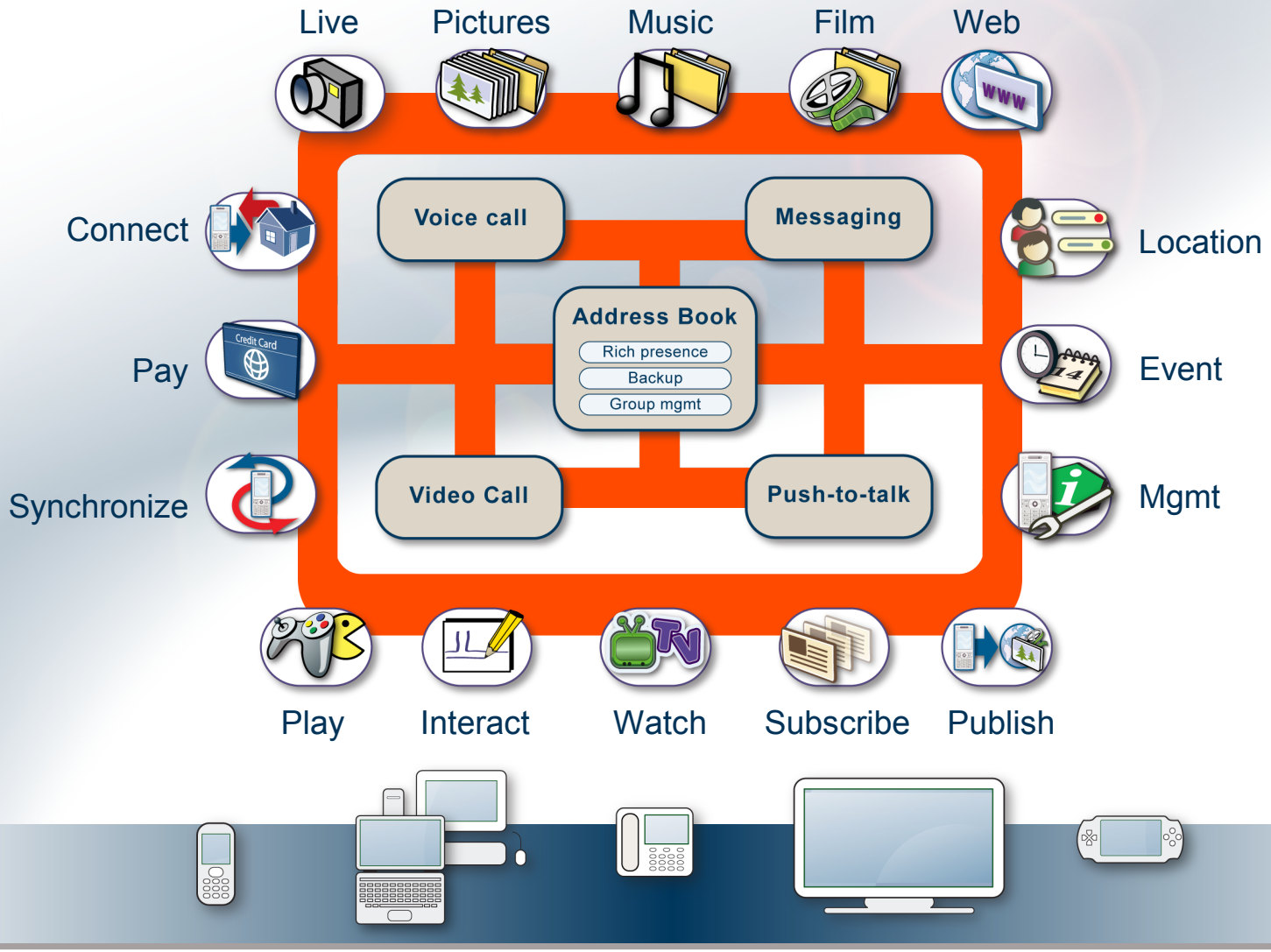
Multitude of non-standardised services



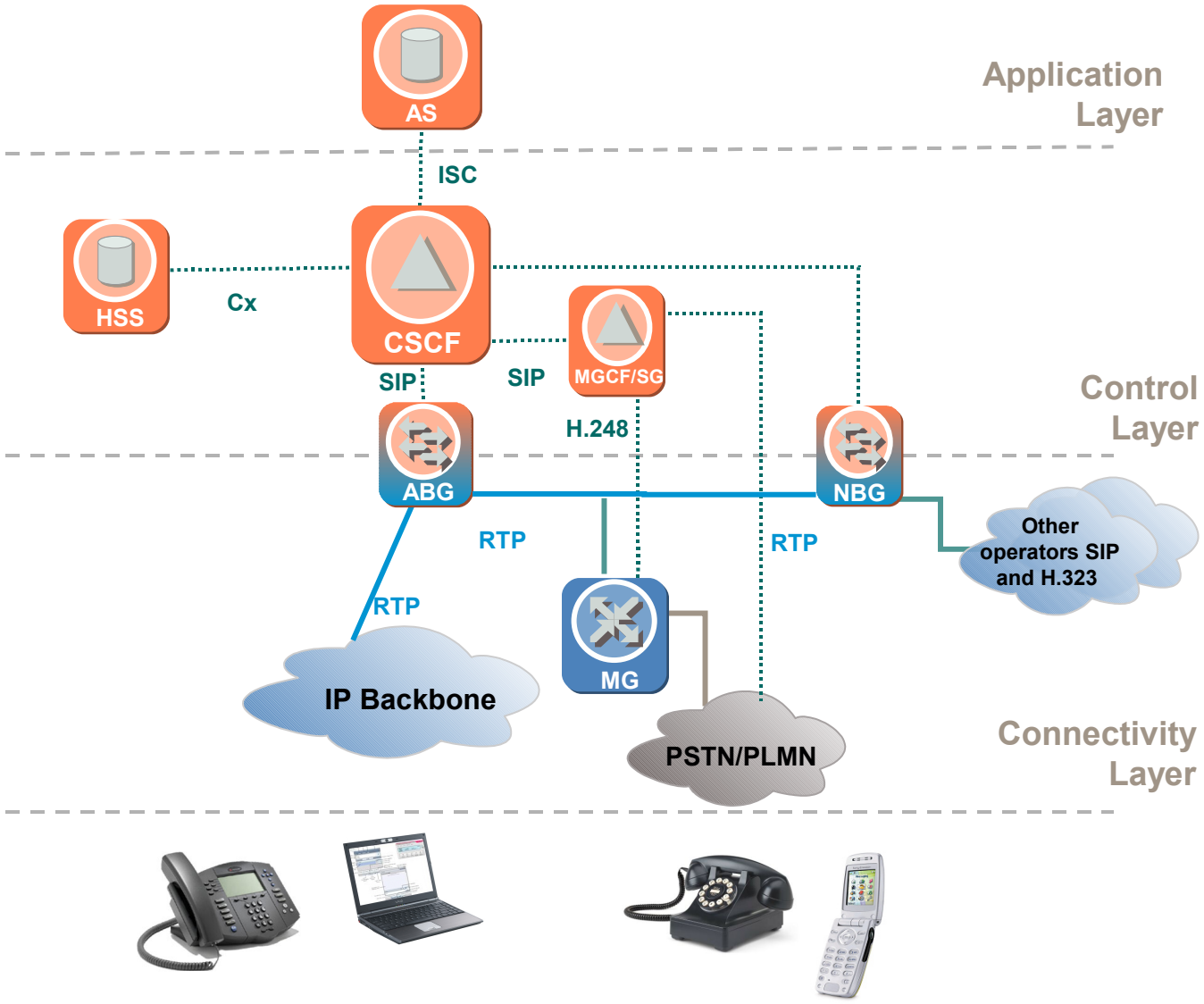
Next Generation telephony network: for a few mass market communication services

A richer experience

Freedom, control and belonging



IMS Architecture



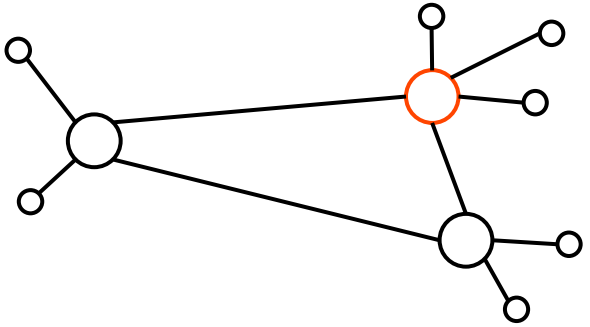
Collaboration in the ecosystem is key

In establishing a cross-industry technology

Three different roles in a business ecosystem

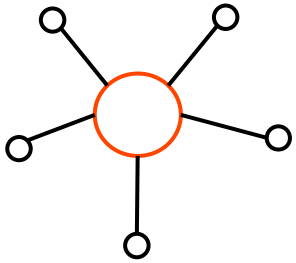
Keystone

- Create value to attract members
- Share value to sustain the ecosystem and the keystone position



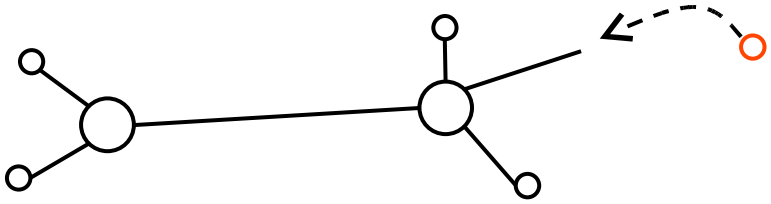
Dominator

- Large in size and influence
- Aims at integrating vertically or horizontally

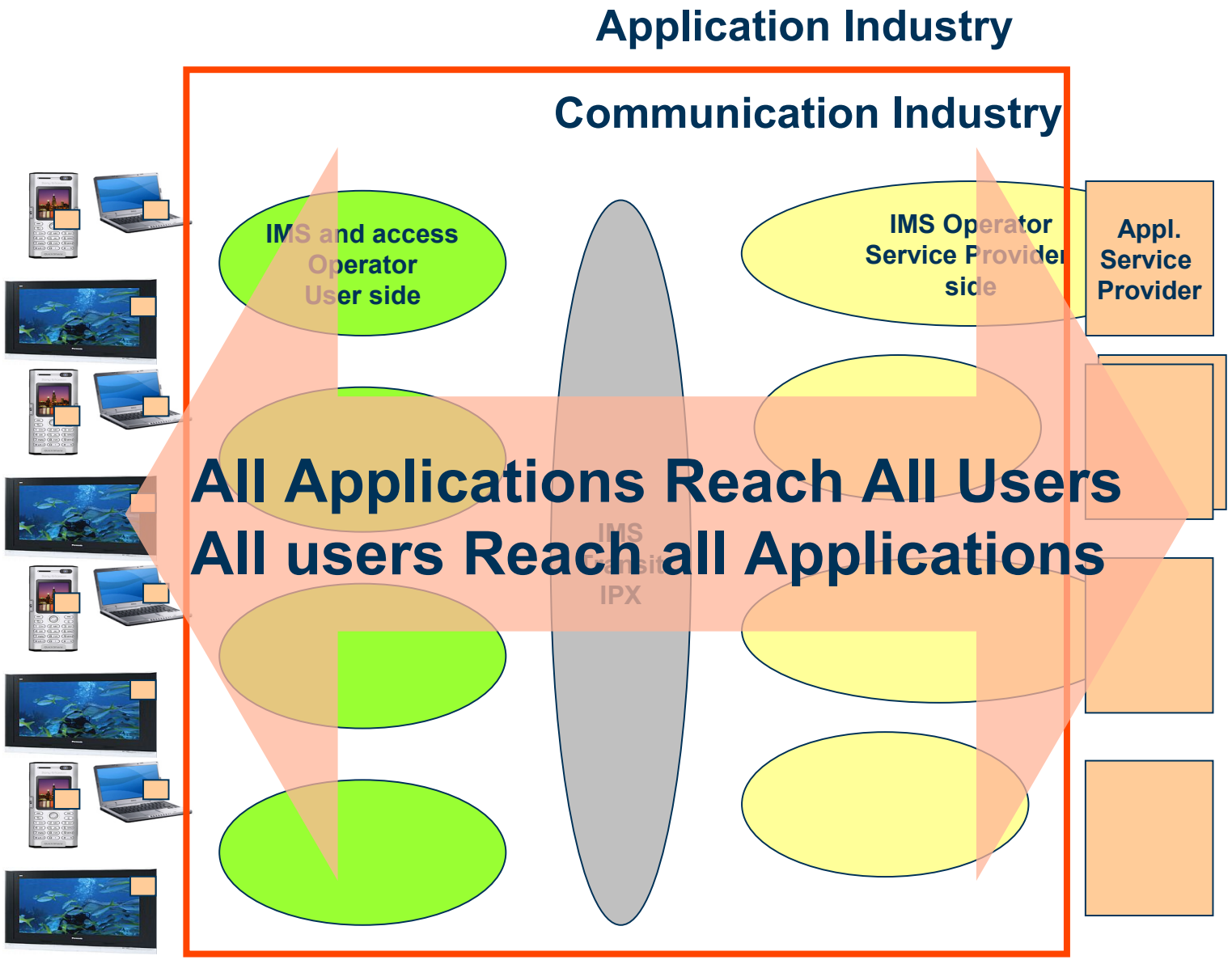


Niche player

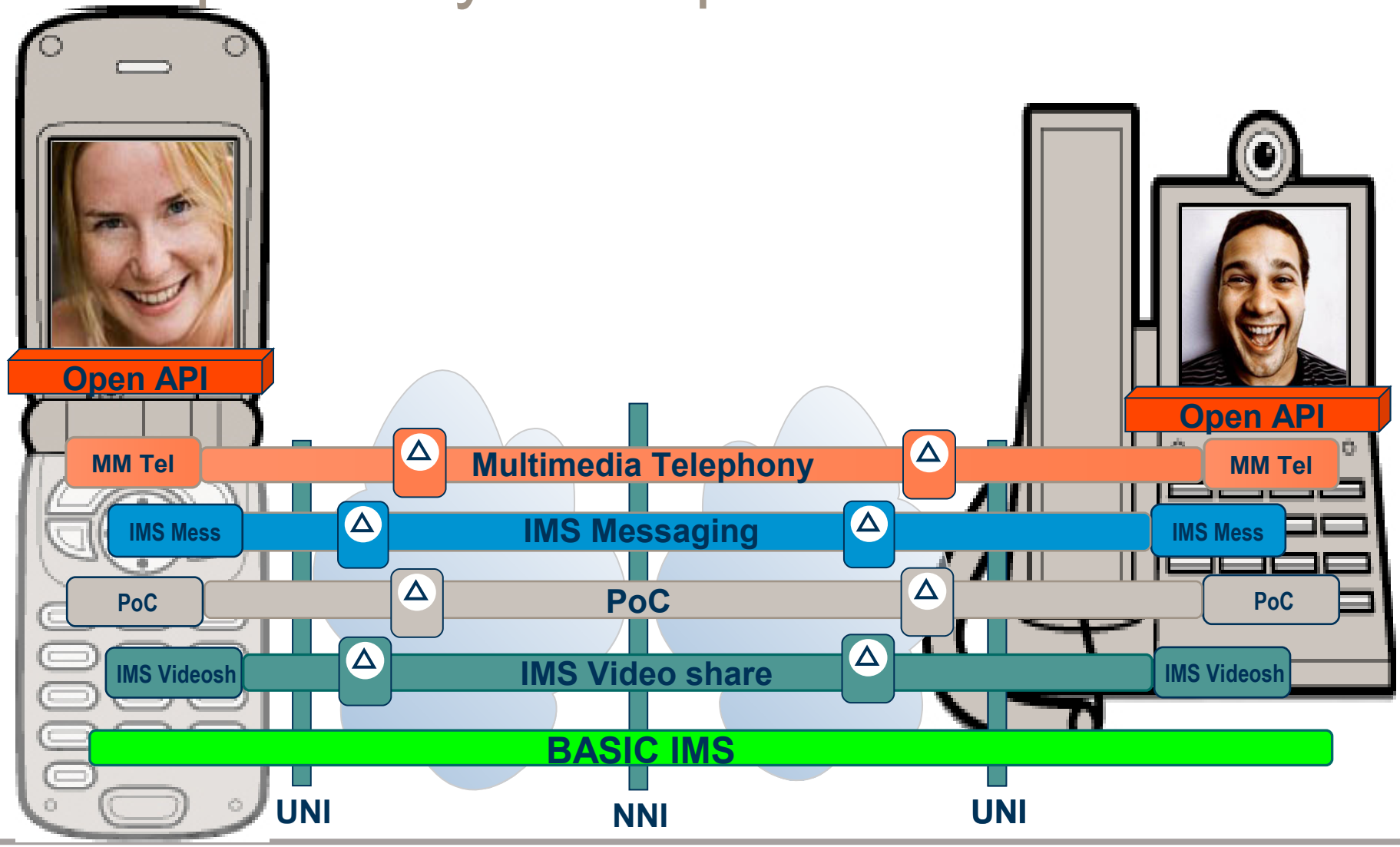
- Identifies opportunities to fill gaps in ecosystem



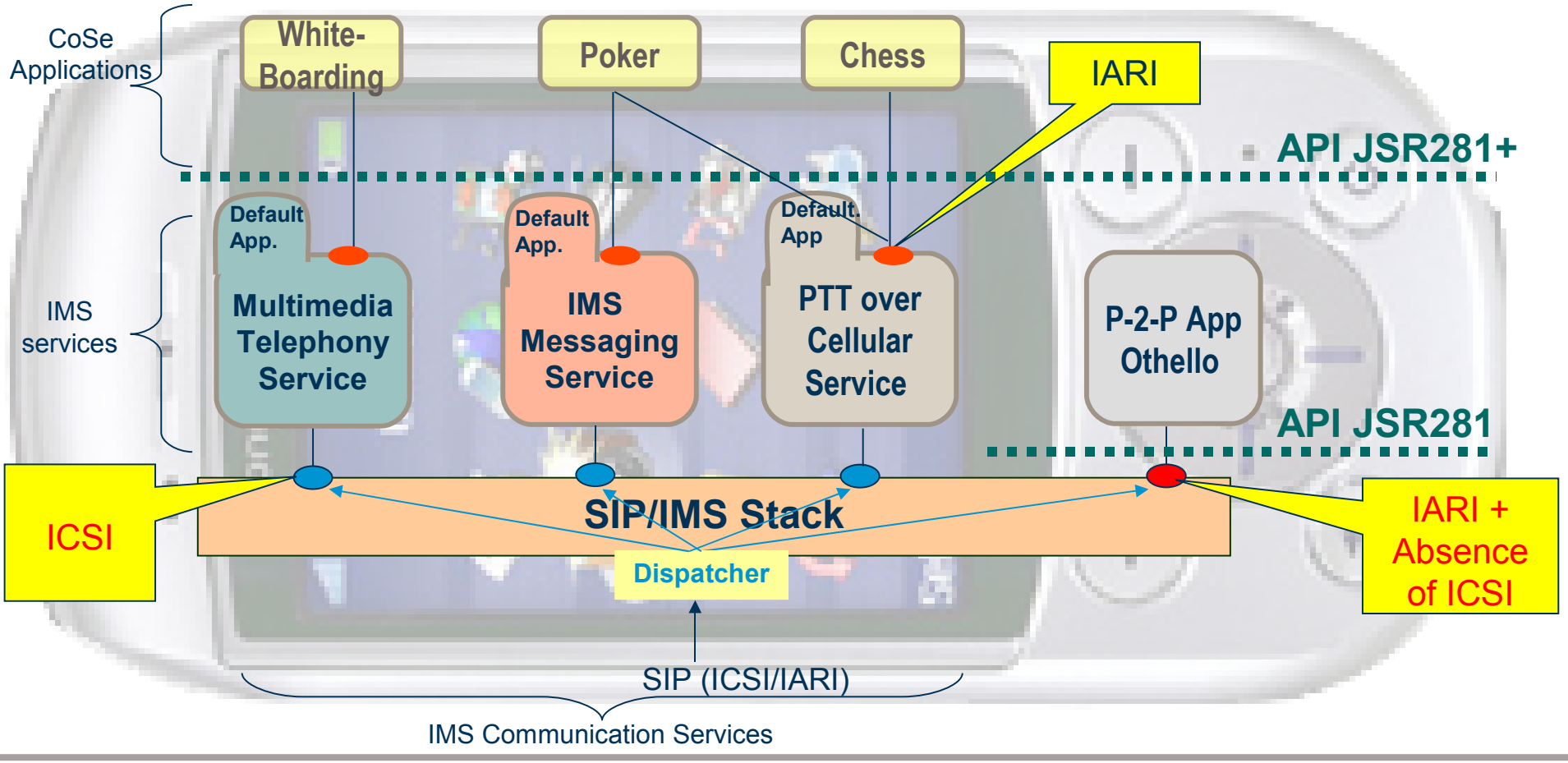
IMS Ecosystem – wanted scenario



IMS managed channel: Interoperability and open APIs

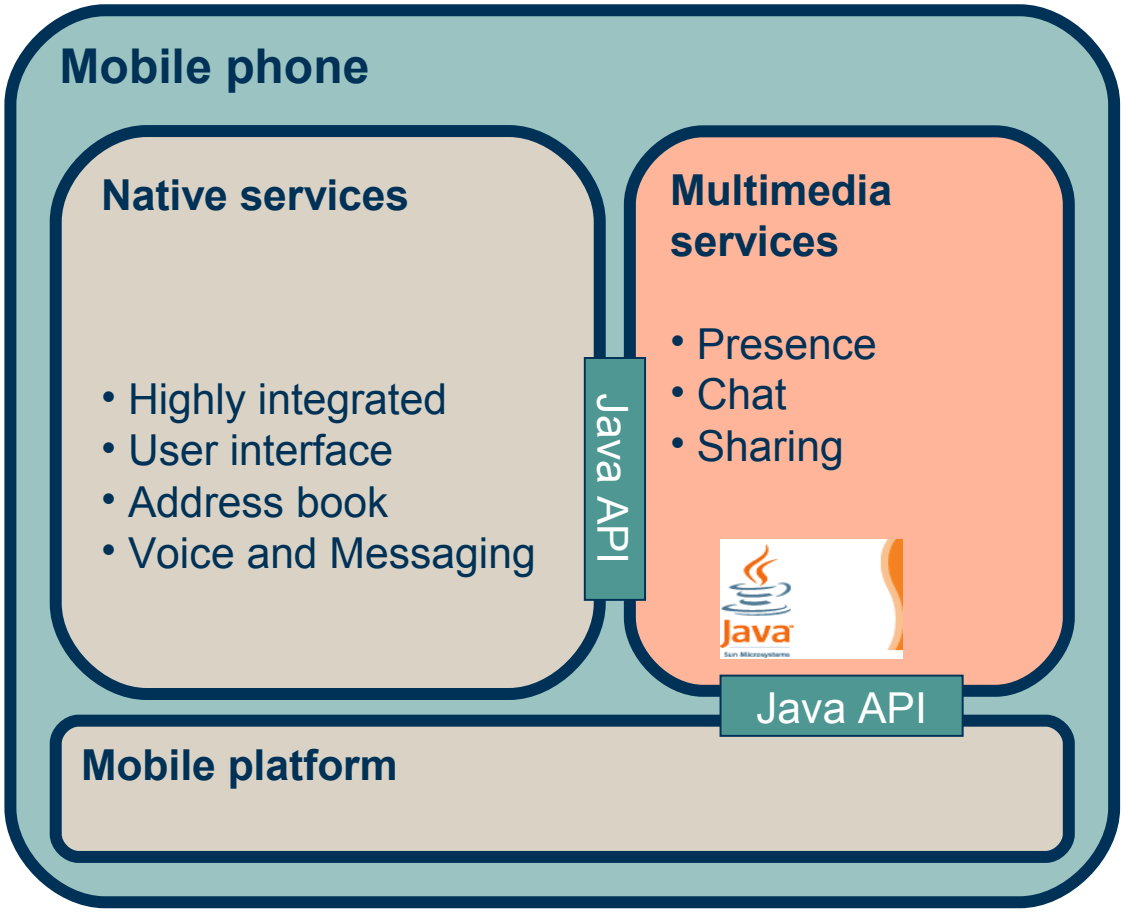


IMS- APIs
(JSR281 and JSR 281+)



Opening mobile phone software

Enabling PC-like innovation in mobile phones

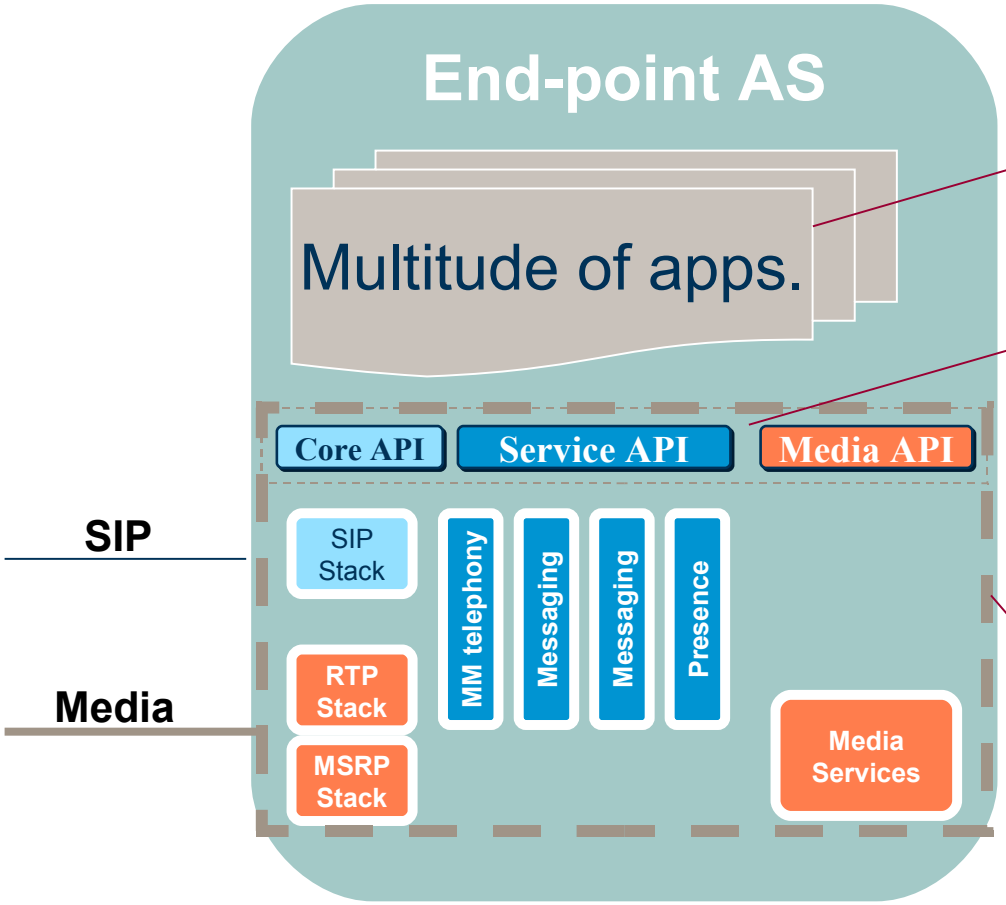


Integrated

Customizable

Incremental

End-point Application Server



IMS end-point server applications

IMS service creation environment

- Open APIs hide the complexity of the IMS system
- Provides a low entry barrier for application vendors

IMS end-point server framework

- Provides the IMS functionality

Service Development Environment

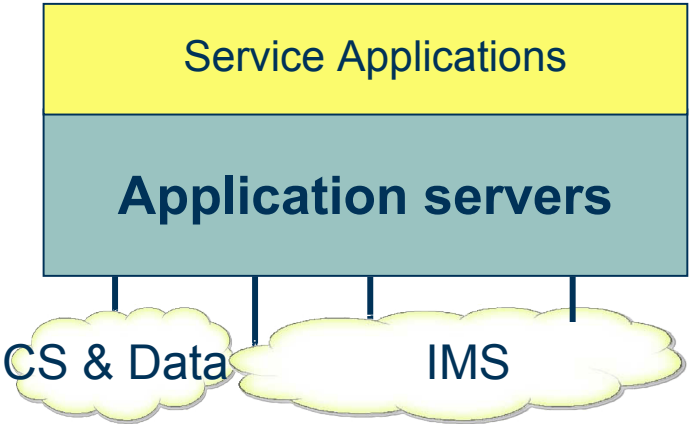
Service Creation and Execution

Service Creation

Service Development Studio

Service Execution

Client Platforms



Service Platforms

IMS enables interoperability

Poker application server

Poker Application

Presenc e | Push to Talk | Messaging | Voice

API

UNI

NNI

Poker Application

Voice | Messaging | Push to Talk | Presenc e

API

UNI

Communication Service: Voice

Communication Service: Messaging

Communication Service: Push to Talk

Network Enabler: Presence

Any service, any device, anywhere

The Full Service Broadband vision

Seamless media over 3 screens enabled by IMS

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