Alcatel facts

Worldwide carrier market positioning
Alcatel/Lucent will have industry’s broadest portfolio

- 17,000+ patents worldwide
- 700+ patents filed every year
- 26,100 R&D headcount
- Active in 130 countries

ETSI TISPAN elected its new Chairman, Rainer Muench, Alcatel
“The Network” = Tool for Digital Lifestyle

Communication + Media Consumption = Digital Lifestyle

- Person-to-Person
- Media Consumption

“The Network”
- communities
- people
- devices
- content
- search
- calendars
- locations
- blogs
Alcatel’s User-Centric 3Play Architecture

- Universal Broadband Access
  - Wireline
  - Wireless
  - Satellite
  - Mobile

- Service Aware Edge & Data Aware Transport

- Operations and Business Support Systems Integration and Operations
  - Streaming
    - IPTV
    - VoD
    - Radio
  - IMS
    - 3GPP
    - TISPAN
  - Internet

- Orchestration

- Linear vs. non-linear

- Net Neutrality

- analog TV spectrum

- ULL

- Each User
  - Every Terminal, Everywhere

- Any Application, Any Content, Every Consumer Environment
A Bundle of Services

Dynamic @ Book
Presence / Buddy List

MyOwnTV

IM

PushToX

Communication TV

OSDE
building blocks

Charging

Buddy List

IM

SMS

IMS voice / video

conference

IPTV
**Alcatel IPTV Applications**

**A5900 MyOwnTV**
- create own on-demand, unicast channels
- post own content & invite own community
- subscribe to community channels, targeted advertisement, city channels, niche & music channels

**A5900 AmigoTV**
- watch TV with online buddies
- share emotions with avatars and winks
- communicate with buddies

**A5900 CommunicationTV**
- Extending communication towards television set
- Enrich communication
- Providing a Connected Home through Connected Service Platforms

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**bakom - 5. September 2006**
A5900 CommunicationTV
Divert Capability

Incoming call notification

Divert capability
Address Book/Contacts

<table>
<thead>
<tr>
<th>Club</th>
<th>Friends</th>
<th>High School</th>
<th>Home</th>
<th>Neighbours</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hey</td>
<td>Rony</td>
<td>Alex</td>
<td>Sonia</td>
<td>Nick</td>
<td></td>
</tr>
</tbody>
</table>

User ID: sip:+56543756...
Display Name: Hey
First Name: Peter
Last Name: 
Gender: Male
Home Phone: +567432387
Work Phone:
Mobile Phone:

Use Left/Right buttons

Use Left/Right buttons
Call Logs/Incoming

<table>
<thead>
<tr>
<th>test1</th>
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<tbody>
<tr>
<td>sip:+3232705850@mmas...</td>
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<td>sip:+3232705850@mmas...</td>
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<td>sip:+3232705802@mmas...</td>
</tr>
<tr>
<td>sip:+3232705802@mmas...</td>
</tr>
<tr>
<td>sip:+3232705810@mmas...</td>
</tr>
</tbody>
</table>

Calling ID: sip:+32327058...
Date: 10.05.05
Time: 06:10:30
Duration: 0:38:2
Status: 🍃 Incoming call answered

Press OK to make call
Send Message from mobile to IPTV

**Description:**
- Allow consumers to send onscreen messages directly to TVs from mobile devices
- Ability to choose which TV
- Ability to choose 'message' or write it yourself
**MMS upload of content into IPTV**

### A5900 MyOwnTV R3 – September 2006

**GUIDE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>11 NCC</td>
<td>Quest for the holy blood</td>
<td>6:30 PM</td>
<td>12 EKF</td>
<td>Silent hunters</td>
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<td></td>
<td></td>
<td></td>
<td>Extreme prime t</td>
</tr>
<tr>
<td></td>
<td>13 TST</td>
<td>Umbrella Man</td>
<td></td>
<td>14 RFT</td>
<td>The posh man</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The make up sho</td>
</tr>
<tr>
<td></td>
<td>15 RODR</td>
<td><strong>Summer vacation 2005</strong></td>
<td>7:00 PM</td>
<td>16 FRIS</td>
<td>A classic: the ’74 disc olympics</td>
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</table>

**Personal channels**

- Upload content through mobile

**Summer vacation 2005**

Now showing

A compilation of the best clips from our Malta trip - compiled by Fred

**Rodríguez TV**

- 15 RODR

**R3**