



# Future IMS enabled services

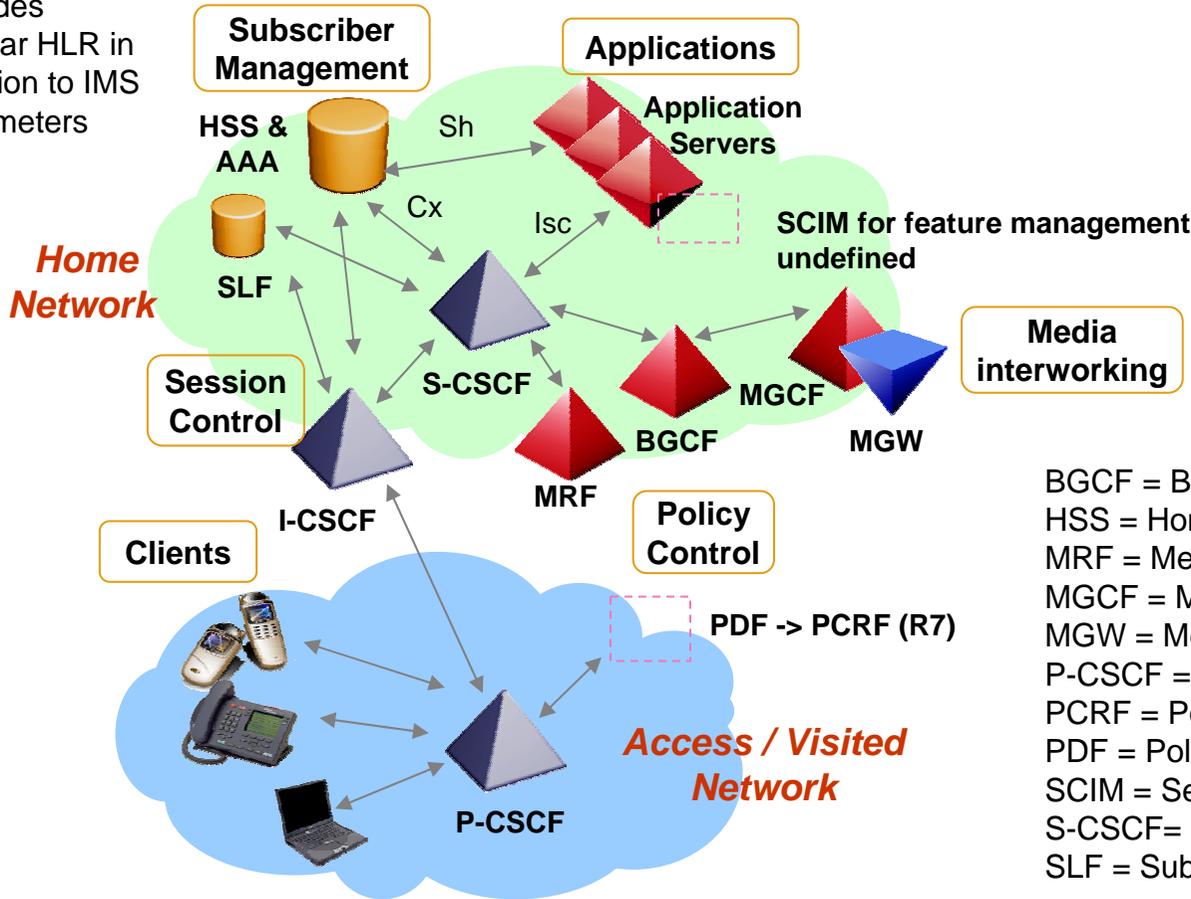
Prepared by Mourad Veeneman



# 3GPP IMS

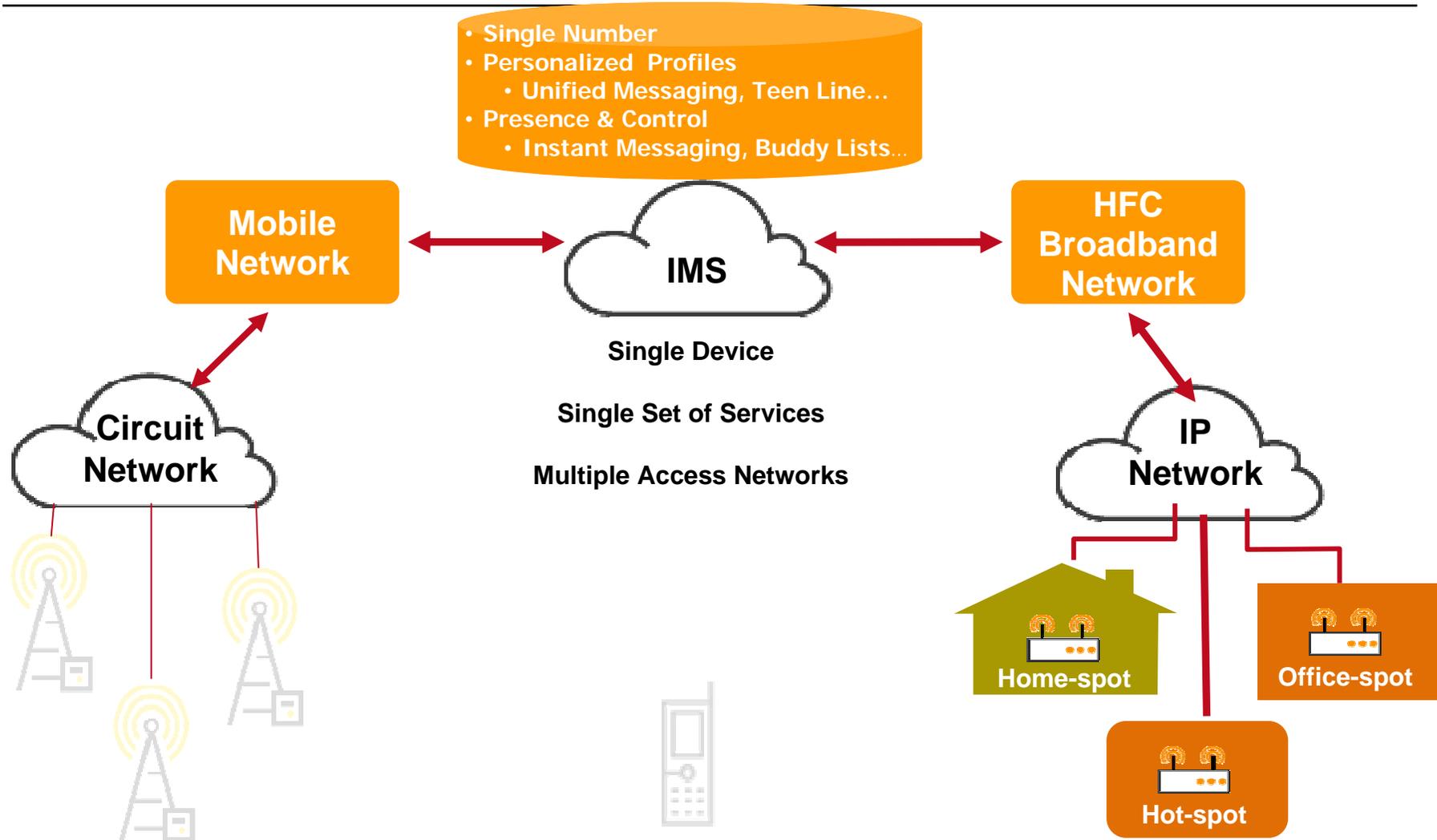


Note: HSS includes cellular HLR in addition to IMS parameters



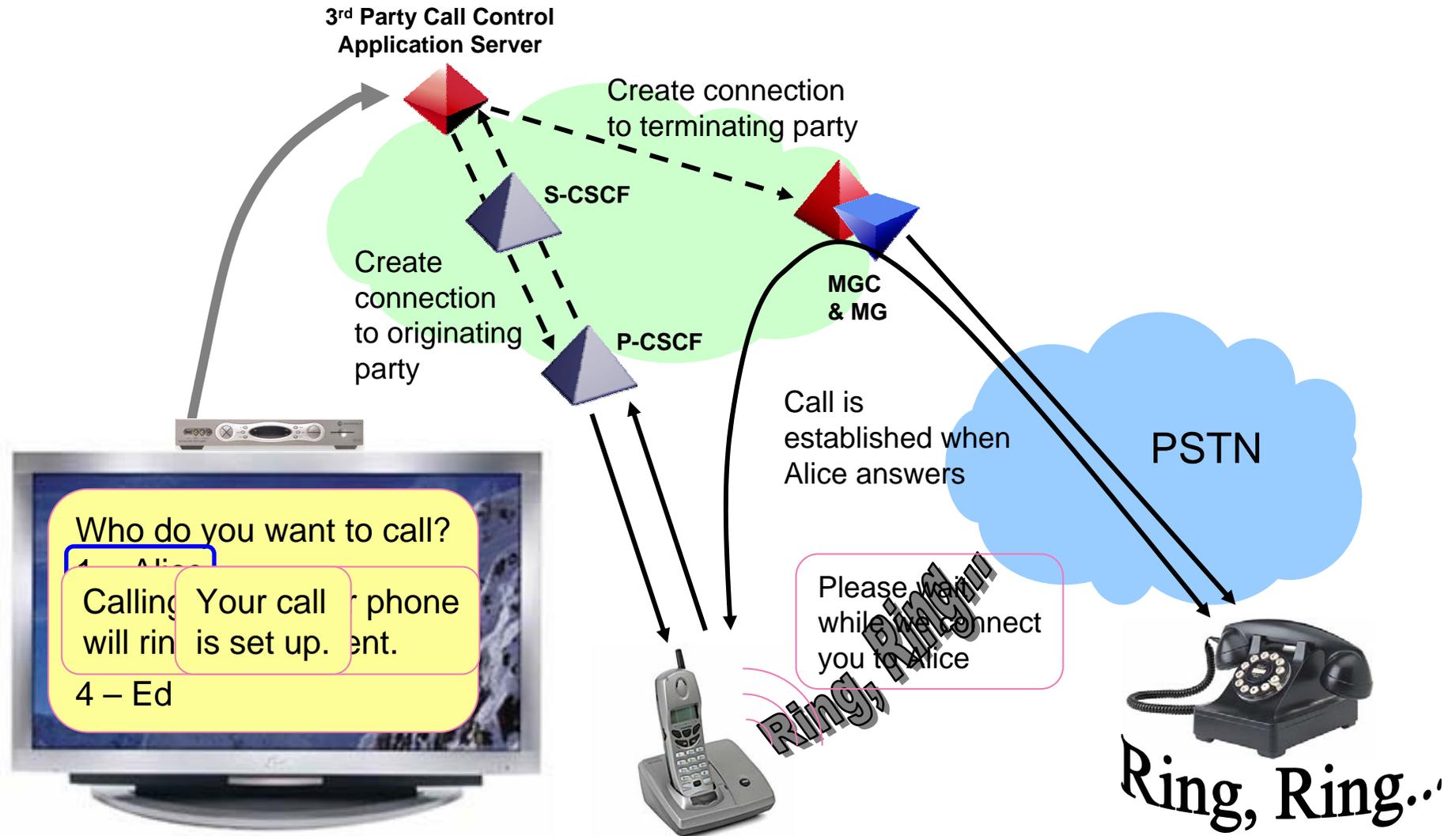
- BGCF = Border Gateway Control Function
- HSS = Home Subscriber Server
- MRF = Media Resource Function
- MGCF = Media Gateway Control Function
- MGW = Media Gateway
- P-CSCF = Proxy Call Session Control Function
- PCRF = Policy and Charging Rules Function
- PDF = Policy Decision Function
- SCIM = Service Capability Interaction Manager
- S-CSCF = Serving Call Session Control Function
- SLF = Subscription Location Function

# Fixed-Mobile Convergence



- **Initiate a call via your Set Top Box (STB)**
  - Global contact list stored by the operator and accessible by a number of different clients (e.g., STB, PC)
  
- **Uses 3rd Party Call Control (3PCC)**
  - 3PCC is when a controller creates or manipulates a session between two other parties
  - The STB acting as a controller establishes a session with the home phone
  - Once the user answers the home phone, the STB establishes a session with the remote party
  - Once the remote party answers, the STB connects the two parties into a single session

# Click-to-Dial



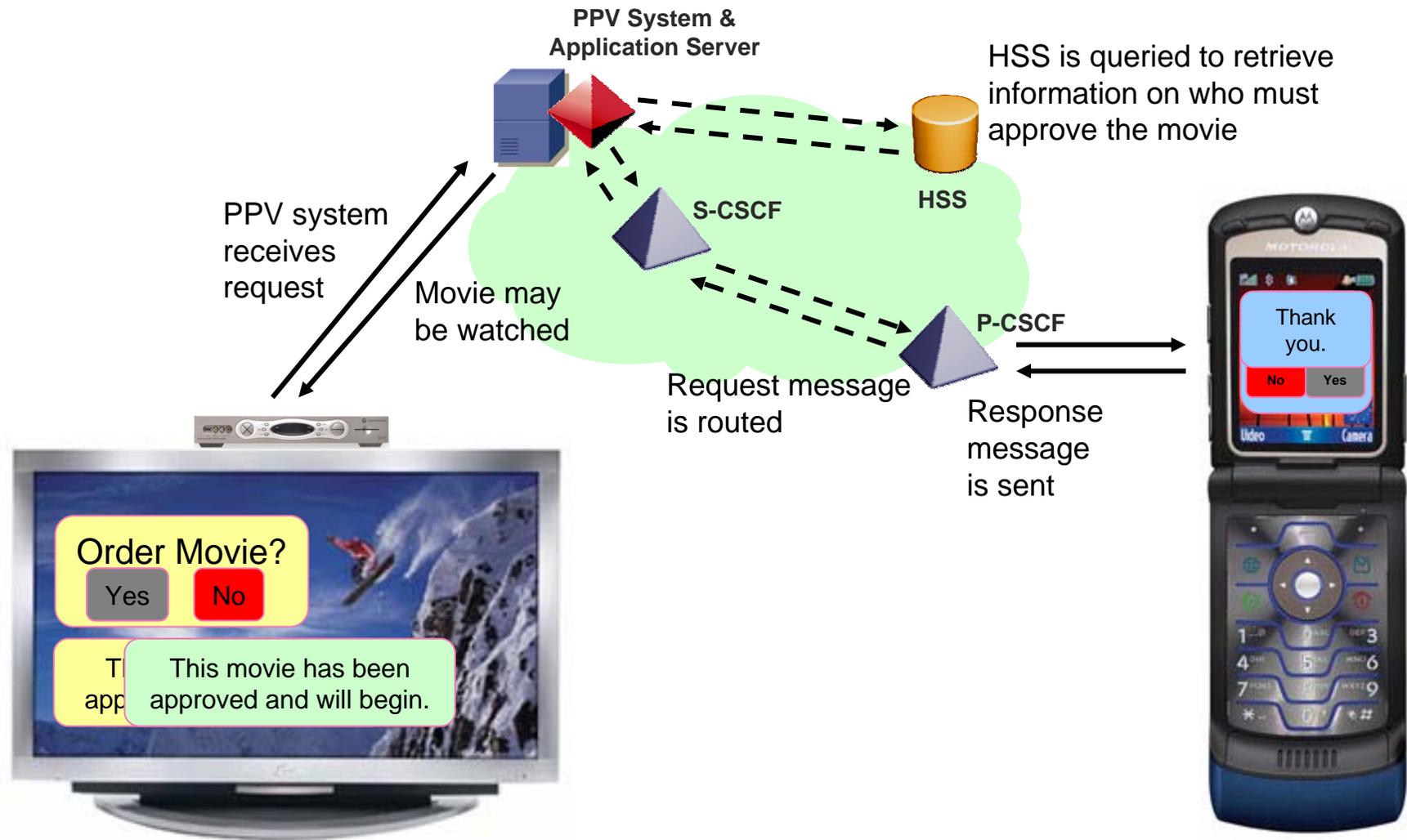
# Pay-per-view Approval

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- **Authorize paid content access via your cell phone**
  - Account holder must authorize orders for paid content prior to viewing of content
  
- **Uses Instant Messaging**
  - Instant messaging is used to notify the configured account holder of a pay-per-view request
  - The account holder uses instant messaging to authorize the order
  - Once the account holder allows the order, the content can be viewed
  - If the account holder does not approve, or respond to the request, the content will not be provided

# Pay-per-View Approval



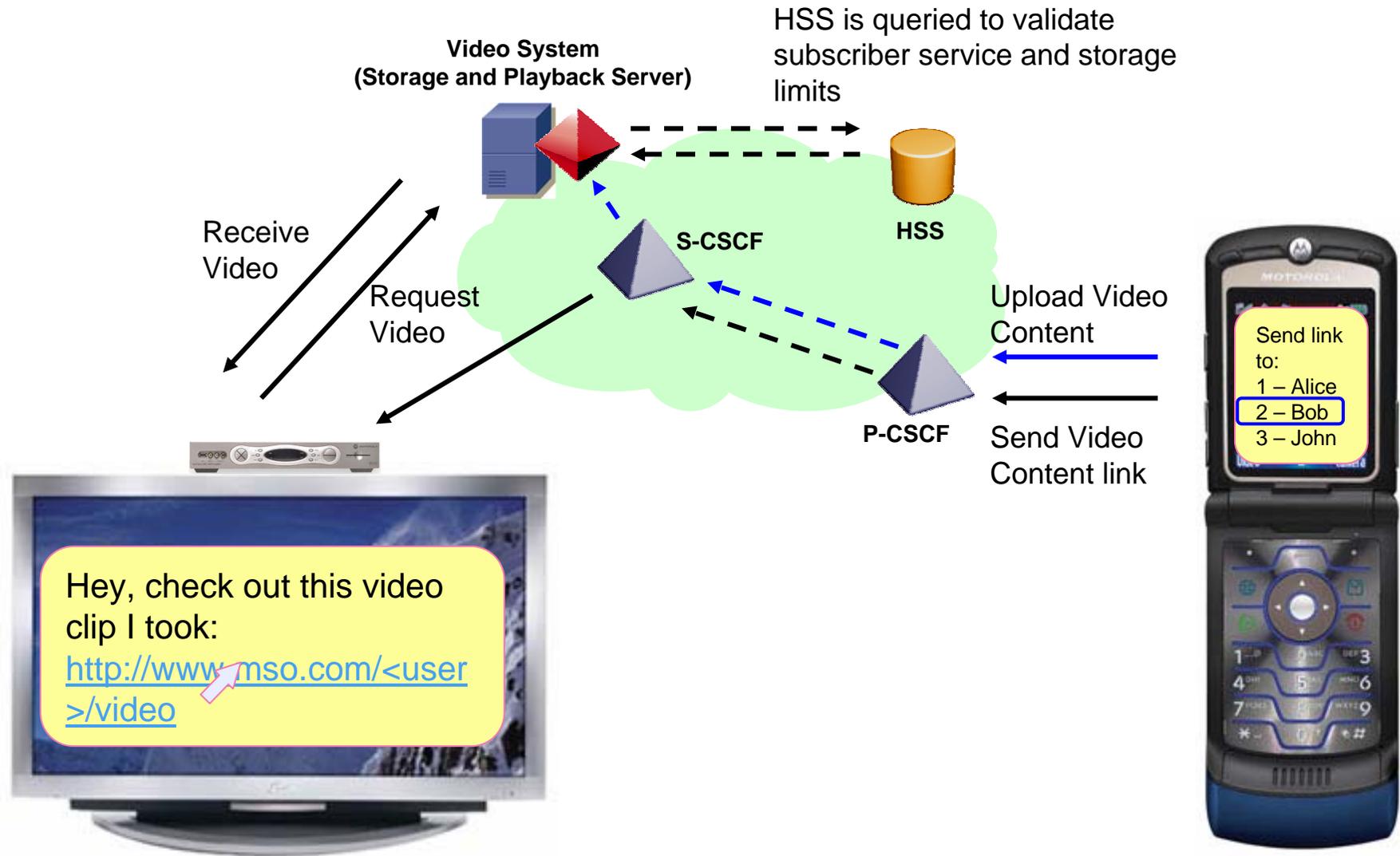
# Video Sharing

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- **Share personal video content**
  - Personal content is stored by the service provider and accessible by select peers
  
- **Uses Instant Messaging**
  - User takes pictures or video with camera
  - Uploads files to operator server
  - Sends instant message to someone with link to resources
  - Person links to resource and views files

# Video Sharing



# A Common Platform

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- **These example services can be offered with other technologies...**
- **But IMS offers the ability to deliver these services using a single platform**
  - Faster service development
  - Little or no network upgrades for new services
  - Link the voice, video, and data platforms

# Summary

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- **IMS is evolving into the SIP service delivery platform of choice for various industry sectors (wireless, DSL, cable)**
- **PacketCable 2.0 enhances the IMS to meet the needs of cable operators**
- **CableLabs is working with 3GPP to incorporate cable's requirements directly into the IMS**
- **Innovative applications that link the broadband platforms can drive customer growth and retention**