



IMS! What's next?

Jörg Straube, Alcatel Switzerland Ltd.



BAKOM
OFCOM
UFKOM
OFCOM



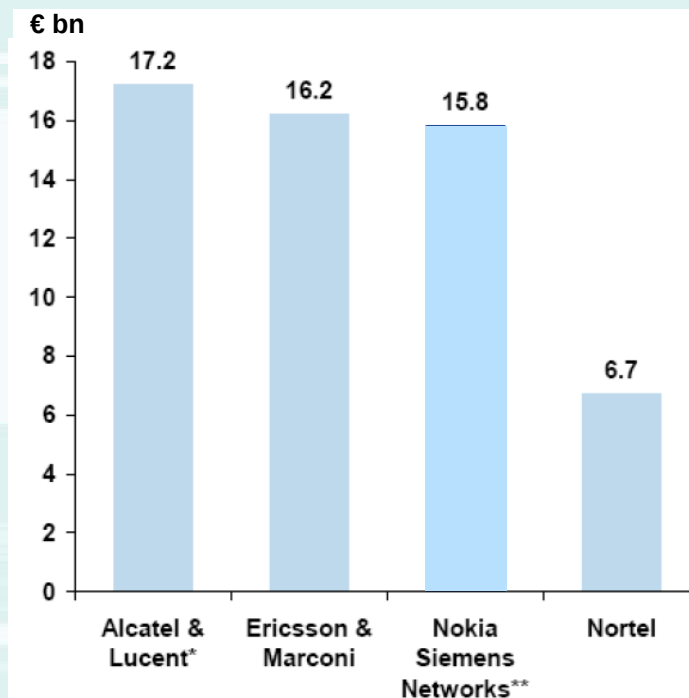
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Alcatel facts



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

Person-to-Person

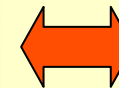
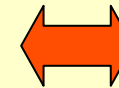
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Media

Consumption

=

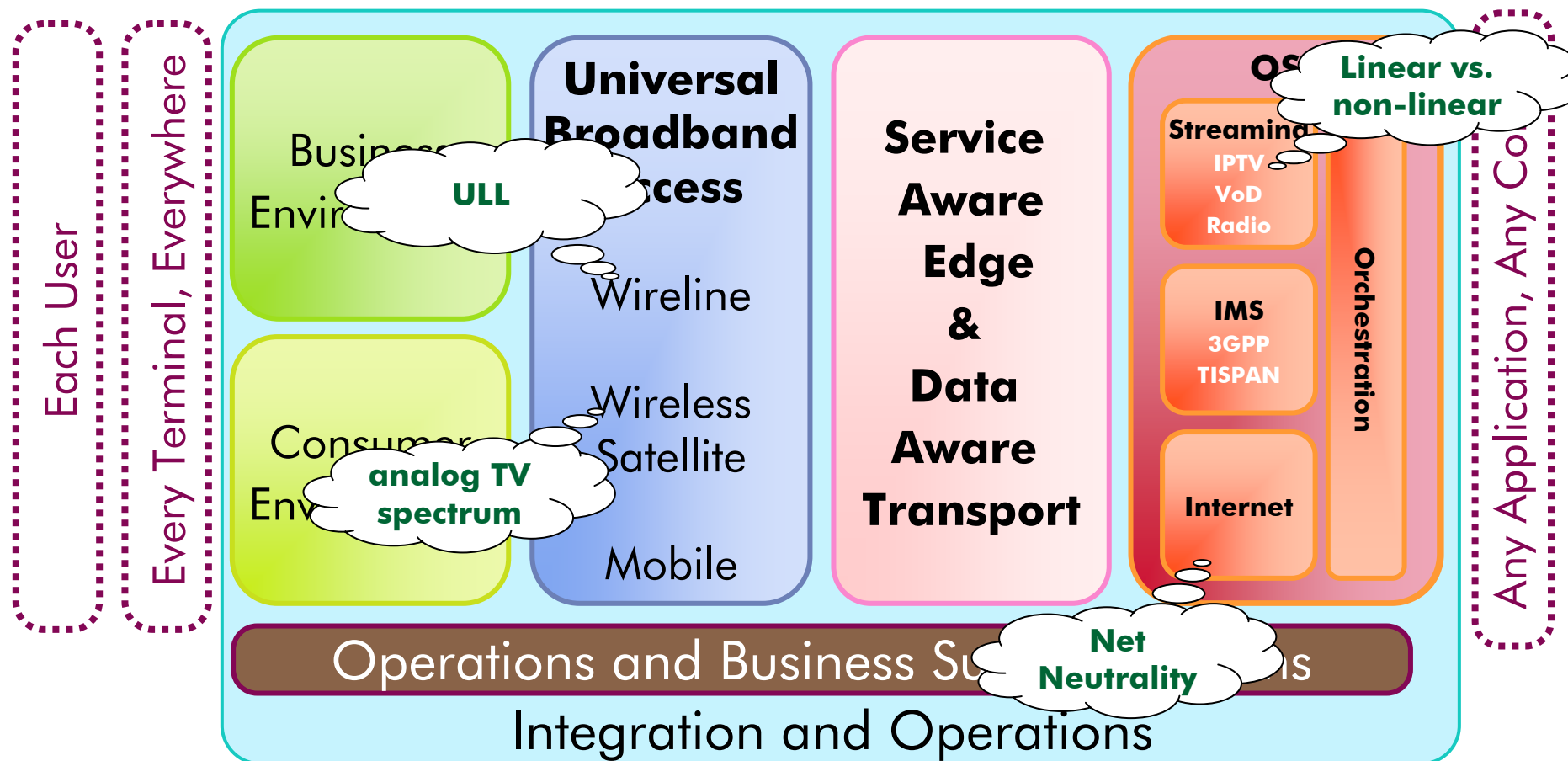
Digital Lifestyle



"The Network"

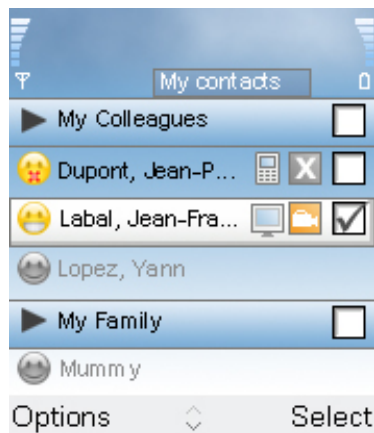
- communities
- people
- devices
- content
- search
- calendars
- locations
- blogs

Alcatel's User-Centric 3Play Architecture



A Bundle of Services

Dynamic @ Book Presence / Buddy List



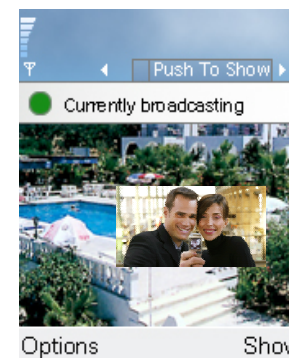
MyOwnTV



IMR



PushToX



Communication TV



OSDE
building blocks

Charging

Buddy List
Presence

IM

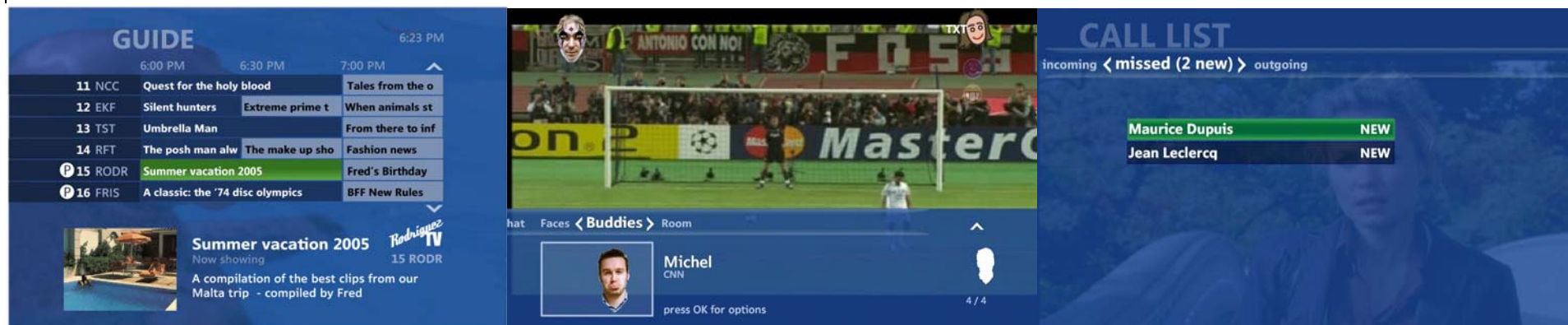
SMS
MMS

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

blog on TV

A5900 AmigoTV

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

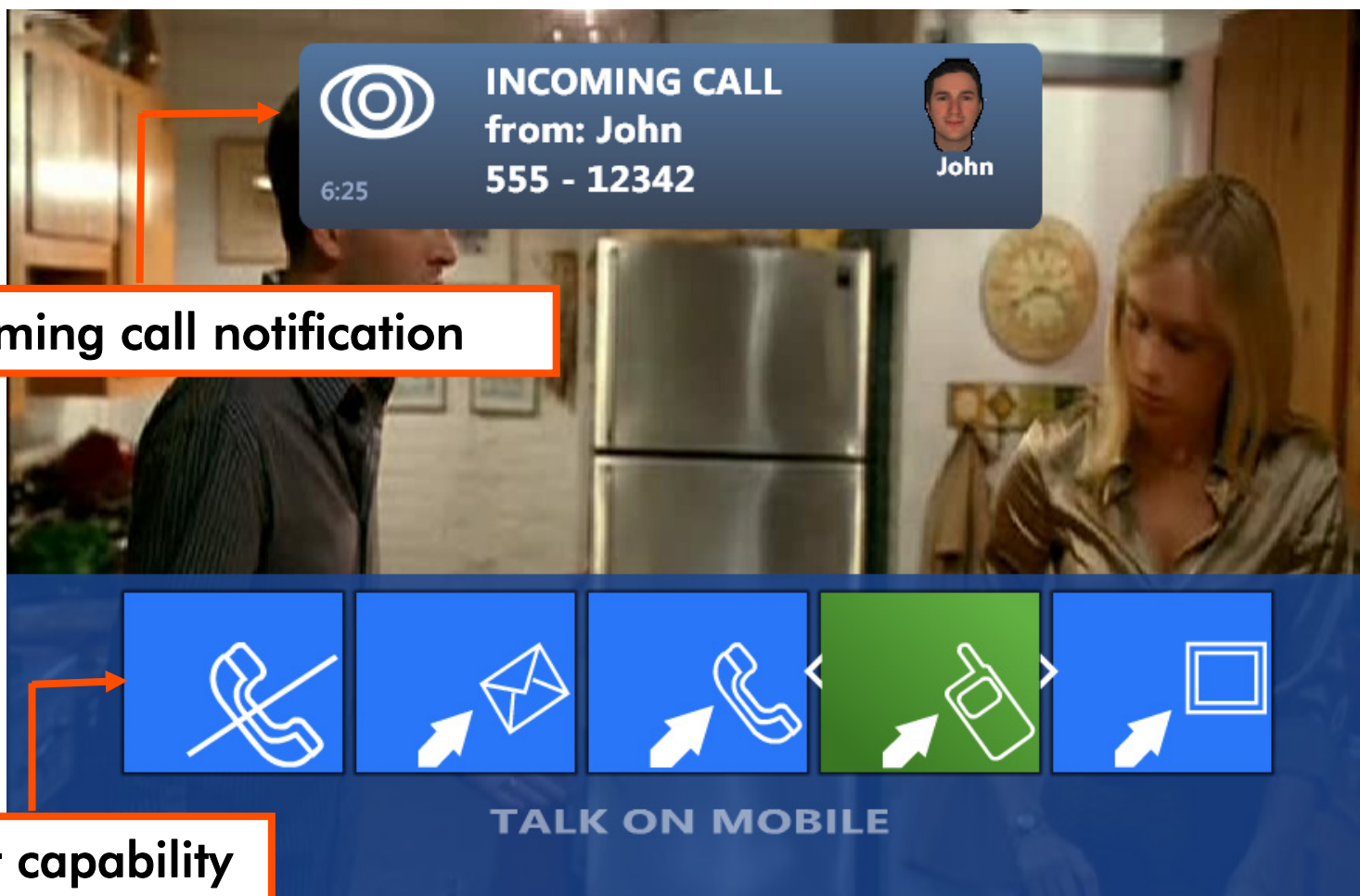
chat on TV

A5900 CommunicationTV

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

phone on TV

A5900 CommunicationTV Divert Capability



A5900 CommunicationTV

Manage Communication Profile



Address Book/Contacts

Club < **Friends** > High school Home Neighbours Sch

Hey

Rony

Alex

Sonia

Nick

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



A5900 CommunicationTV Click-to-Connect



Call Logs/Incoming

test1

test1

sip:+3232705850@mmas...

sip:+3232705850@mmas...

sip:+3232705850@mmas...

sip:+3232705850@mmas...

sip:+3232705802@mmas...

sip:+3232705802@mmas...

sip:+3232705810@mmas...

Press OK to make call

Calling ID sip:+32327058...

Date 10.05.05

Time 06:10:30

Duration 0:38:2

Status 

 Incoming call answered

Click-to-connect

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



Upload content
through mobile

GUIDE 6:23 PM

	6:00 PM	6:30 PM	7:00 PM
11 NCC	Quest for the holy blood		Tales from the o
12 EKF	Silent hunters	Extreme prime t	When animals st
13 TST	Umbrella Man		From there to inf
14 RFT	The posh man alw	The make up sho	Fashion news
P 15 RODR	Summer vacation 2005		Fred's Birthday
P 16 FRIS	A classic: the '74 disc olympics		BFF New Rules

Personal channels

Summer vacation 2005
Now showing
A compilation of the best clips from our Malta trip - compiled by Fred

Rodriguez
TV
15 RODR

B R O A D E N Y O U R L I F E

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