



Innovating with Advanced Voice Services and Devices

How to maximize voice and mobile broadband services



Due to Carriers' aggressive market penetration and pricing plans, the Mobile Broadband market has become increasingly competitive. Mobile data traffic has grown rapidly, and now reaching higher percentage of total ARPU. Voice and message services are being commoditized while being replaced with data and internet access.

Turn Challenges into Opportunities!

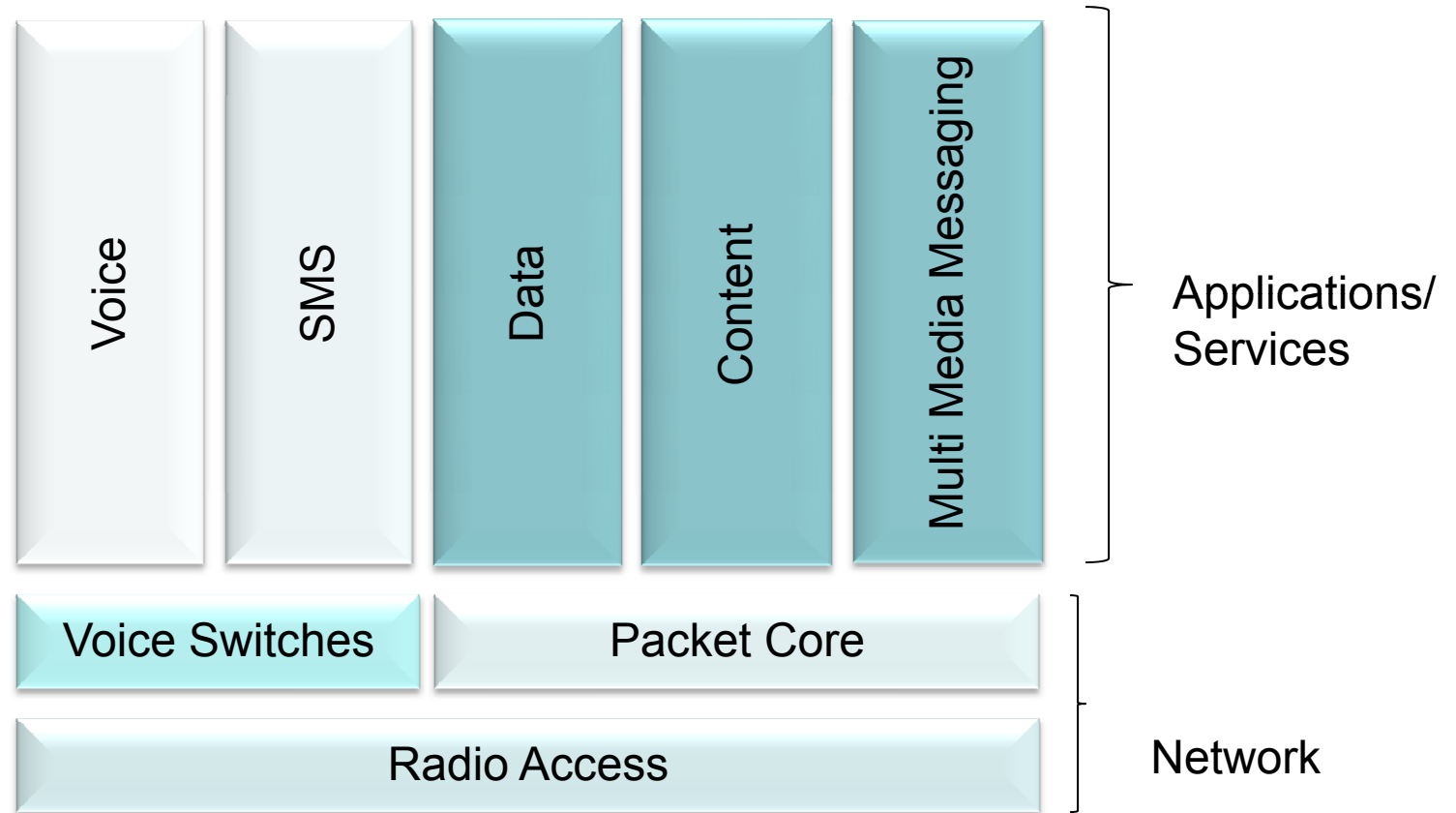
It's all about mobile connectivity. In order to maximize today mobile broadband opportunities, traffic management and building holistic network strategies are critical. **Integration of voice services with data applications** will help create the cycle of new revenue opportunities.

Product & Service Opportunities

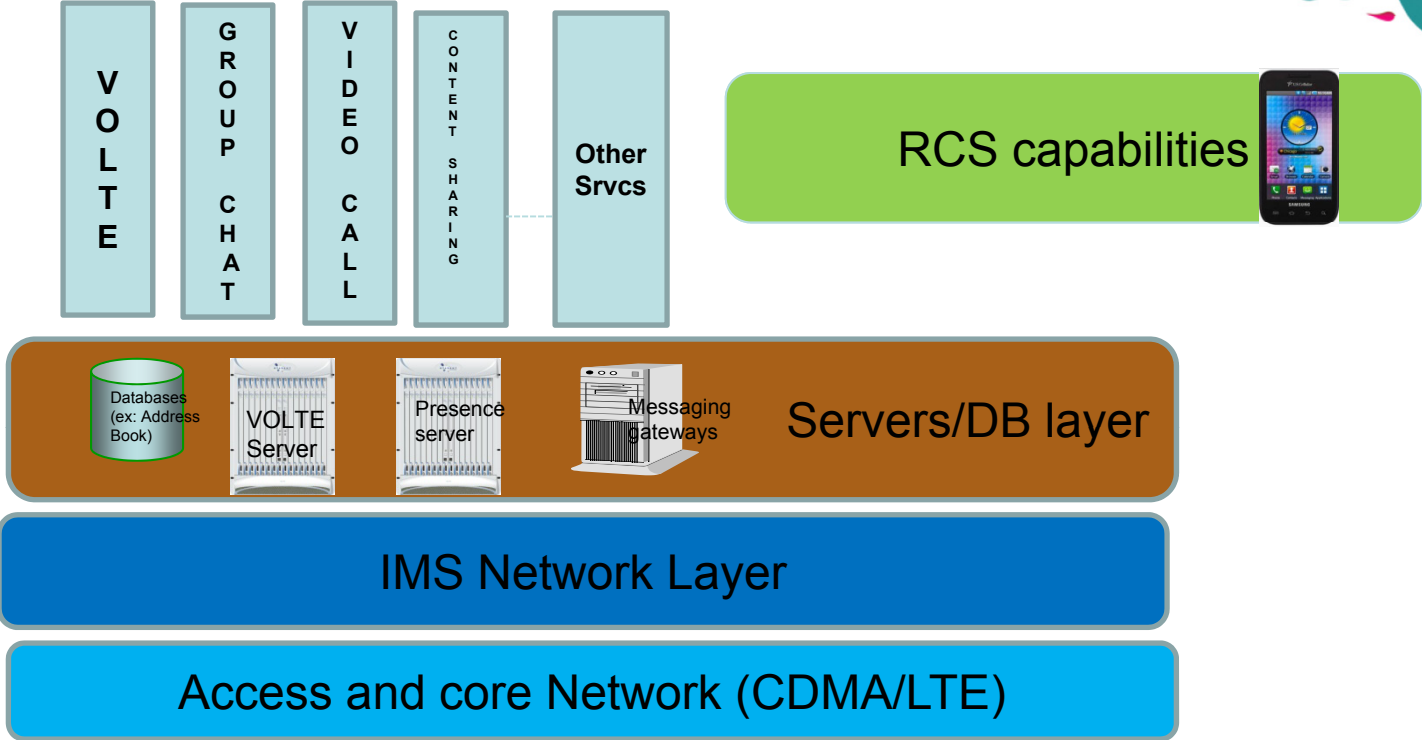
- Voice Mail to Text: multiply communication instances by adding text alert to voice mail service
- Personalized Call Management: contact management, privacy management
- Femtocell/small cells for both voice and data coverage
- Bundling of products and services
- Smarter Devices
- Device Security and protection
- Effective network resource management and being able to provide QoS capabilities
- VoLTE: maximize new and faster network, complements 1x voice
- RCS: multimedia conferencing



Current state of services



Future state of services(RCS)



Innovative Services



- RCS (Rich Communication Suite)
 - Provides a technical specifications framework for discoverable and interoperable communication services
 - Mobile multimedia services : Provides portfolio of services hidden in a user's phone book
 - Enhanced Address Book
 - provides presence and capability indications
 - enables users to initiate communications including voice calls, video calls, file transfers or messaging, and allows users to integrate multimedia elements, such as photos of contacts
 - Rich Call
 - allows users to exchange different types of content (ex: video, photos, etc.) during a call
 - Rich Messaging
 - simplify multiple messaging mediums and provide an enhanced user experience.
 - Provides an **interoperable** framework that allows RCS apps to work across operator boundaries
 - Provides authentication, authorization, and charging from operator's network. More **secured and trusted** service to the customers
 - Simplicity: do **not have to search or download an app** since services are integrated within the device phone book



Thank You!