



Introduction to OMA

iMobicon

Mark Cataldo

Chairman, Open Mobile Alliance Technical Plenary

September 25, 2006

Agenda

- Overview of Open Mobile Alliance
- OMA Working Groups and Industry Relevance
- OMA Deliverables and Value

OMA Vision

“No matter what device I have,
No matter what service I want,
No matter what carrier or network I’m using,
I can communicate, access and
exchange information.”

Background on OMA

- Open Mobile Alliance is an international organization developing open, market driven interoperable specifications for global adoption
- Created in June 2002 by leading mobile operators, device and network suppliers, information technology companies, content and service providers – the entire mobile value chain
- Created by combining many existing smaller industry organizations to work under the OMA umbrella
- Close to 400 OMA member companies represent a global organization with members from all regions

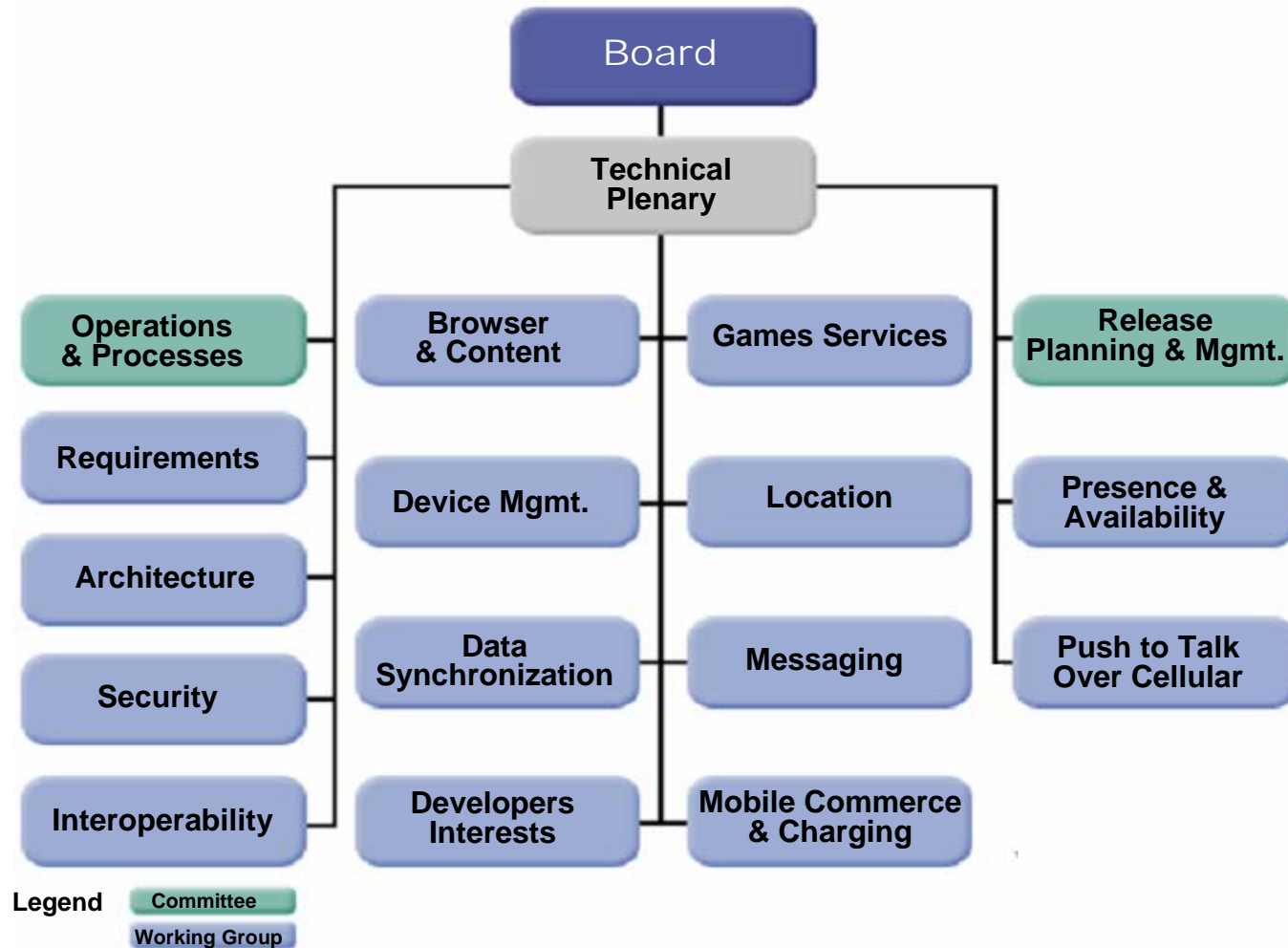
OMA Principles

- OMA develops specifications and encourages interoperability at the application level
 - Mobile Broadcast Service, Digital Rights Management, Mobile Location Services, Games Service
- Scope of OMA specifications reaches beyond the mobile market
 - Applicable to IP based networks both fixed and mobile
 - Consumer Electronics devices
 - Traditional PC and telephone environments
- OMA avoids duplication, divergence and fragmentation
 - OMA has an extensive network of liaison relationships

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OMA Working Groups and Scope



OMA Design Goals

- OMA specifications are designed to be network agnostic
 - Focus on Service Enablers and interoperability at the application level
 - Hidden complexity for access methods
 - Ultimate goal of seamless service access and usability
- As the mobile ecosystem has evolved to use Internet Protocol, OMA specified services can now be used across different types of networks
 - Fixed, Mobile, cable, xDSL, Broadcast, WLAN, WiMAX etc.
- Full integration of Internet and mobile services
 - Multi mode handsets will enable further blurring of the border between fixed and mobile services
 - New services should take advantage of existing functionality, capabilities and services

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Adding Value in Standards Development

- OMA delivers open standard specifications, not products
 - Enabling interoperable and differentiable services across markets and regions
- Innovation in mobile industry happening ever more rapidly
 - This is a key factor in the understanding of how mobile and content/broadcast industries must work together
- Early adopters often use proprietary technology
- Broad adoption of new services depends upon standardized implementations
 - Innovation in the Internet boom drove the development of Web Services and open standards
 - The same will happen in the broad adoption of broadcast services
- Standards based solutions provide the framework for the rapid deployment of new products and services

OMA Deliverables

- OMA Release Programme
 - Delivers sets of specifications packaged as “Enabler Releases”
 - Based on market-driven requirements and use cases
- OMA Interoperability Programme
 - OMA TestFests ensure quality of OMA Specifications
 - Enabler Test Specifications (ETS) for use in OMA TestFests or other interoperability testing
 - Bilateral testing facilitation with OMA IOP documents and Trusted Zone services



Interoperability Program and Industry Cooperation
The value of testing...

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- **OMA's Interoperability Mission**
- OMA Objectives, IOP Work Program and Contributions
- Industry Collaboration

Demand for Interoperability

- Fast paced innovation and development has built demand for interoperability and interworking
 - Stakes amongst various elements in end-to-end chain
 - Demand for quality, open specifications enabling interoperable and conformant implementations
 - Demand for trusted and unbiased tools and testing frameworks
 - Avoiding duplication, divergence and fragmentation
 - Helping to enable fixed-mobile interoperability
- OMA Interoperability Programme reuses existing testing contributions and results where applicable
 - Fixed telecoms, broadcast and Internet testing experience is valid in the mobile world

OMA's Interoperability Mission

- Ensure the quality and interoperability of OMA's specifications and resulting implementations
- Achieved By:
 - Producing test specifications and related documents for testing of OMA Enablers
 - Organizing OMA Interoperability Testing Events, called TestFests
 - Increased industry cooperation

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OMA TestFest Objectives

- Ensure the highest quality and completeness of OMA specifications
- Verify the Interoperability, stability and quality of the participating company Implementations in a multi-vendor environment
- Provide feedback on implementation and operational issues to enhance ongoing work in developing the specifications
- To provide a Peer-to-Peer networking environment for participants to improve their own implementations and their contributions to the OMA specifications

OMA Contribution to Interoperability

- OMA Interoperability
 - Verification of interoperability, stability and quality in multi-vendor, multi-operator and multi-content provider environments
- OMA has a commitment to increase the number of specification implementations tested
 - 1000 product implementations tested to date
 - 50 in 2002
 - Nearly 100 in 2003
 - Over 160 in 2004
 - Nearly 400 in 2005
 - Close to 700 in 2006
- OMA is shortening the time to market with open and tested quality specifications through its IOP program

OMA Interoperability 2006 Highlights

● Product Listing

- This 2006 initiative offers recognition of IOP Program participation for OMA Members

● More TestFests

- Increased the number of events from 5 to 6
- Doubled the number of engineer test days

● More Test Tools

- Licensed new Conformance Tools for PoC, DRM and other Enablers, to be used to increase the quality of OMA specifications

Current Candidate Enabler Releases in IOP Program

- **Billing Framework 1.0**
- **Browsing 2.3**
- **Browser Protocol Stack 2.1**
- **Client Provisioning 1.1**
- **Client Side Content Screening 1.0**
- **Device Management 1.2**
- **Email Notification 1.0**
- **External Functionality Interface 1.1**
- **Firmware Update Management Object 1.0**
- **Games Services 1.0**
- **Games Services Client Server Interface 1.0**
- **Instant Messaging and Presence Service 1.3**
- **Mobile Location Protocol 3.1**
- **Mobile Location Service 1.0**
- **Multimedia Messaging Service 1.3**
- **Onboard Key Generation 1.0**
- **Online Certificate Status Protocol Mobile Profile 1.0**
- **Push 2.1**
- **Secure User Plane for Location 1.0**
- **SyncML Common Specification 1.2**
- **Standard Transcoding Interface 1.0**
- **User Agent Profile 1.1**
- **vObject Minimum Interoperability Profile 1.0**
- **Wireless Public Key Infrastructure 1.0**

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- **Industry Collaboration**

Collaboration with other Organizations

- OMA currently has cooperation arrangements with 35 different industry organizations and forging new relationships with many others
- OMA recently signed a formal cooperation agreement with the Telecommunications Technology Association of Korea

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|------------------|------------------------|-------------------------|
| • 3G Association | • ISO | • OGC |
| • 3GPP | • ITU-T | • Parlay |
| • 3GPP2 | • JCP | • RIAA |
| • CDG | • Liberty Alliance | • SDA |
| • Cal Connect | • MEF | • Tele Management Forum |
| • DVB Project | • MeT | • Telematics Forum |
| • ELSPA | • MITF-TC1 | • TIGA |
| • ERTICO | • MMCA | • TTA |
| • ETSI | • Mobey Forum | • W3C |
| • GSMA | • MPA(A) | • WiFi |
| • IETF | • Mobile Payment Forum | • WS-I |
| • IFPI | • Oasis | |

Goals of Industry Collaboration

- More Involvement of Test Tool Industry
 - Engage for Drafting Test Specifications
 - Contribute on Testability and Automation of testing
 - Additional Conformance Tools aligned with OMA Specifications
 - Involvement of Test Tool Industry in TestFests
- Broader Industry participation
 - Establish permanent TestFest sites
 - Reward Operators for hosting TestFests
- OMA recently hosted the largest ever global IOP summit, held in Beijing in August

In Summary

- OMA's Interoperability Program is helping:
 - Produce better open specifications
 - Encourage more conformant implementations
 - Provide for better Interoperability of products and services around the globe
 - Enable participants to achieve recognition of their commitment to Interoperable Standards
 - Create more choice of implementations for existing and emerging players across the mobile value chain
 - Build a bigger and stronger market for everyone