



Openness Fuels Growth

Open Mobile Alliance

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Chairman of the Board
Open Mobile Alliance

Open Mobile Alliance

- In June 2002, the mobile industry set up a new, global organization called the Open Mobile Alliance (OMA)
- The Open Mobile Architecture initiative and the WAP Forum formed the foundation for the Open Mobile Alliance
- The following organizations have integrated into OMA:
 - Location Interoperability Forum (LIF)
 - SyncML Initiative
 - Multimedia Messaging Interoperability Process (MMS-IOP)
 - Wireless Village
 - Mobile Gaming Interoperability Forum (MGIF)
 - Mobile Wireless Internet Forum (MWIF)
- Other industry forums focusing on interoperability and open standards are welcome to join



What is OMA?

- The OMA is designed to be a center for mobile service specification work, stimulating and contributing to the creation of interoperable services

“No matter what device or operating system you have, no matter what service you have, no matter what carrier you use, you can communicate, access and exchange information.”

OMA's mission

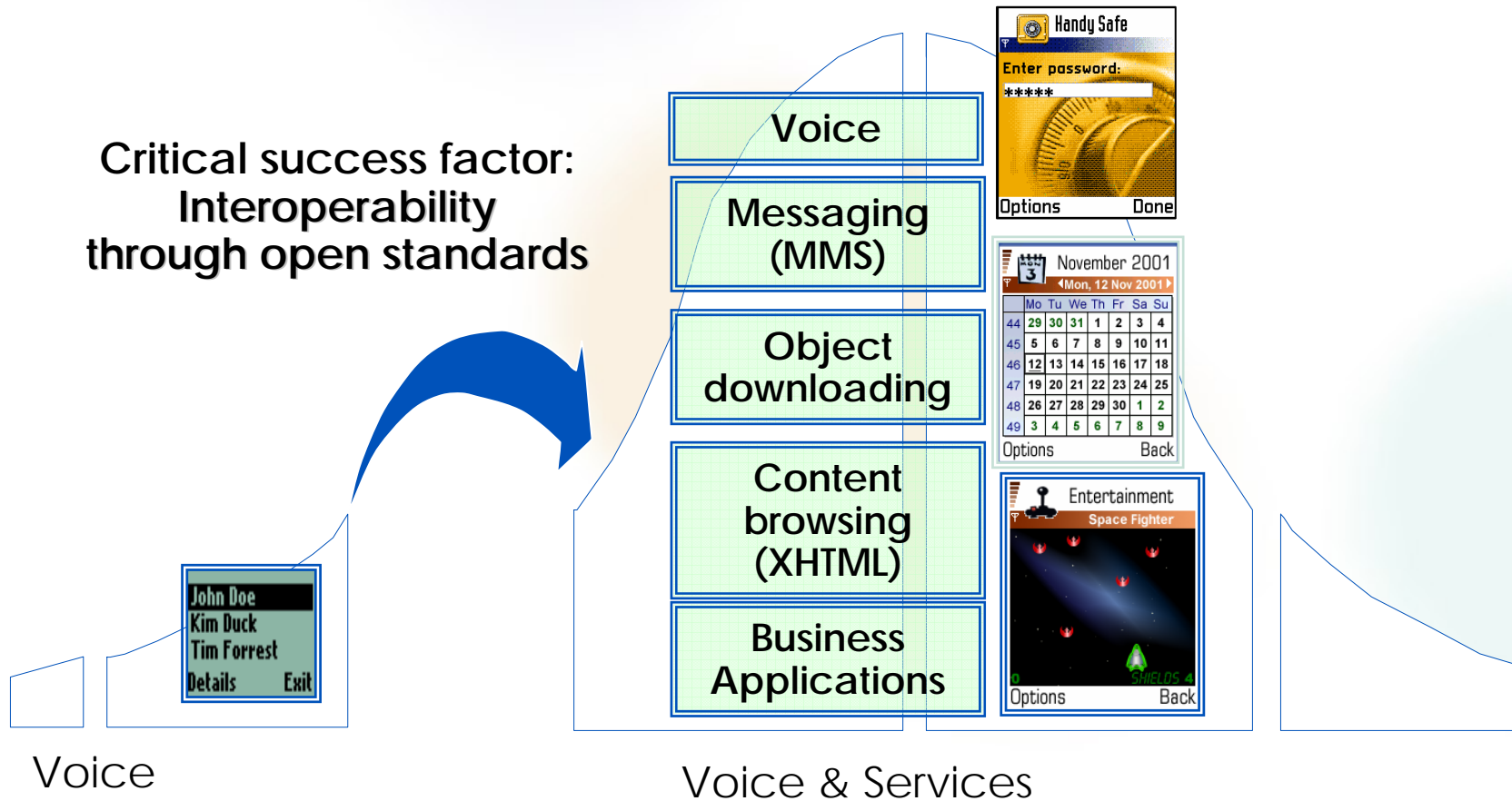
- The mission of the Open Mobile Alliance is to facilitate global user adoption of mobile data services by specifying market driven mobile service enablers that ensure service interoperability across devices, geographies, service providers, operators, and networks while allowing businesses to compete through innovation and differentiation.

OMA's goals

- **Deliver high quality, open technical specifications** based upon market requirements that drive modularity, extensibility, and consistency amongst enablers to reduce industry implementation efforts.
- Ensure OMA service enabler specifications **provide interoperability** across different devices, geographies, service providers, operators, and networks; facilitate interoperability of the resulting product implementations.
- Be the catalyst for the **consolidation of standards activity** within the mobile data service industry; working in conjunction with other existing standards organizations and industry fora to improve interoperability and decrease operational costs for all involved.
- **Provide value and benefits to members** in OMA from all parts of the value chain including content and service providers, information technology providers, mobile operators and wireless vendors such that they elect to actively participate in the organization.

The Mobile Industry Has faced New Challenges

Critical success factor:
Interoperability
through open standards



Open Mobile Alliance - Making the Difference



Why is this
different?

- Delivery of specifications based on mobile services use case scenarios and open standards
- Creation and promotion of a common architectural framework
- All key industry segments involved in specification work
- Focus on improving the end-user experience by providing end-to-end & multi-standard interoperability
- Companies committed to the implementation of the open standards and IOP testing

Consolidate
fragmented
industries

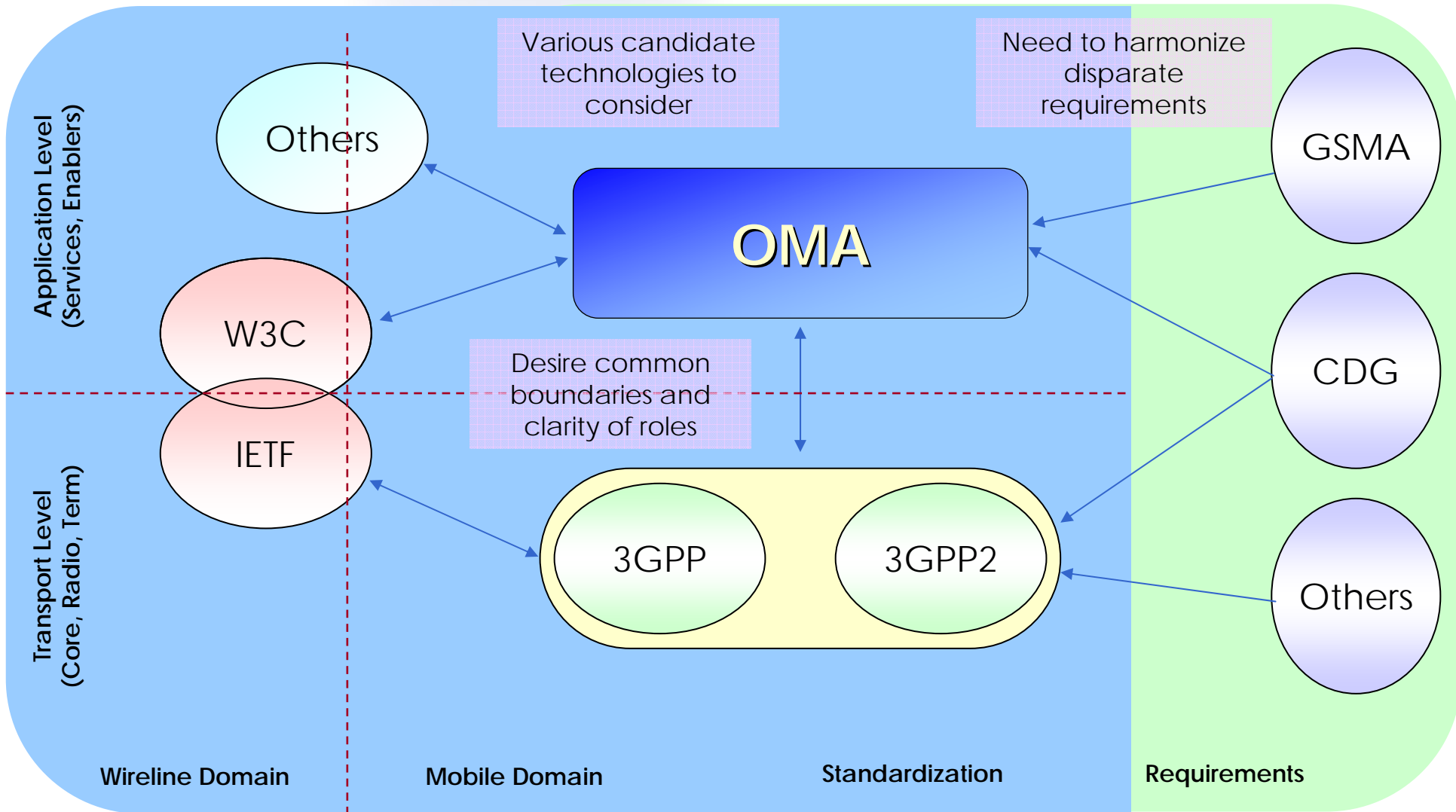
- Accelerates innovation and speeds time to market of new services and applications
- Promote industry wide adoption of open standards over proprietary alternatives
- Decreased operational costs for all involved by improving industry efficiencies

Principles of the Open Mobile Alliance

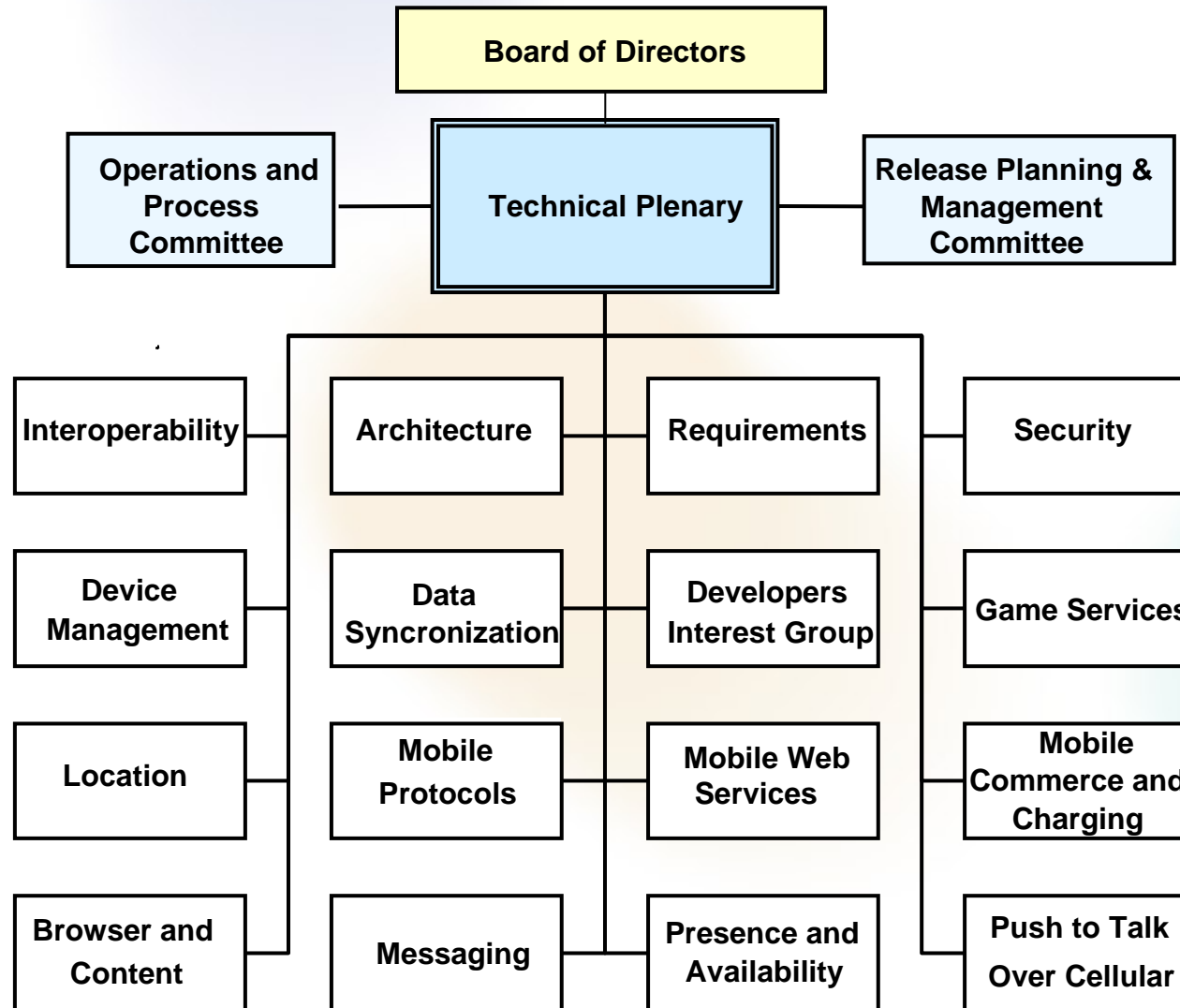
Principles

- Products and services are based on open, global standards, protocols and interfaces and are not locked to proprietary technologies
- The applications layer is bearer agnostic (examples: GSM, GPRS, EDGE, CDMA, UMTS)
- The architecture framework and service enablers are independent of Operating Systems (OS)
- Applications and platforms are interoperable, providing seamless geographic and inter-generational roaming

Positioning OMA in the industry



OMA Organization



OMA Enabler Releases available for implementation

Phase 1: Candidate Enabler Releases - basis for interoperability testing

- OMA Billing framework version 1.1
- OMA Browsing version 2.1
- OMA Client provisioning version 1.1
- OMA Digital Rights Management (DRM) version 1.0
- OMA Domain Name Server (DNS) version 1.0
- OMA Download version 1.0
- OMA Email Notification version 1.0
- OMA Instant Messaging and Presence Services (IMPS) version 1.2
- OMA Multimedia Messaging (MMS) version 1.1
- OMA Multimedia Messaging (MMS) version 1.2
- OMA User Agent Profile version 1.1
- OMA Device Management version 1.1.2
- OMA Games Services version 1.0

Phase 2: Approved Enabler Releases - tested for interoperability

- OMA Instant Messaging version 1.1
- OMA Data Synchronization version 1.1.2
- OMA SyncML Common Enablers version 1.1.2

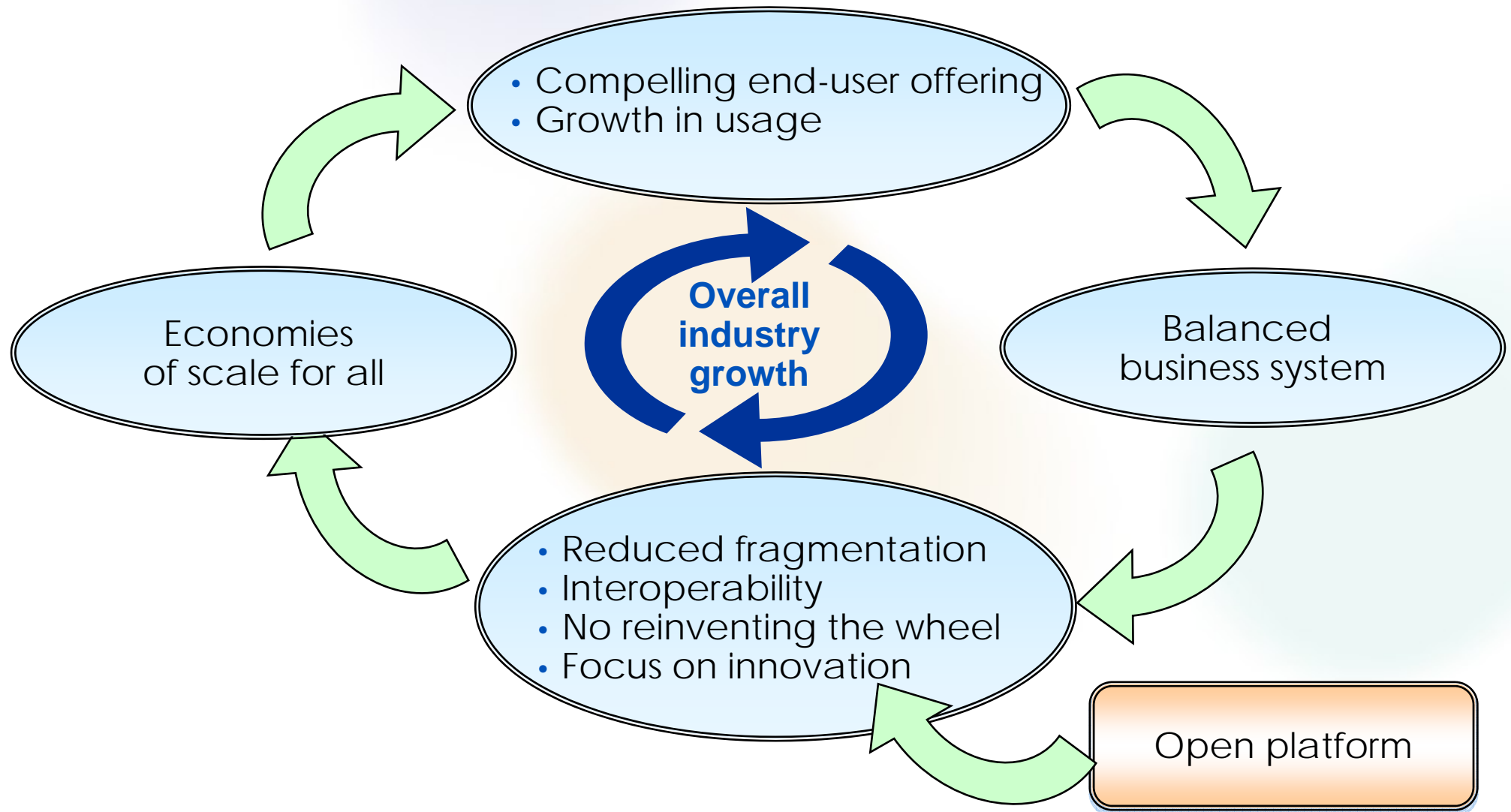
(October 2003)

Why the mobile industry needs open standards ?



- Consumers and business users will receive seamless interoperable services regardless of their device, network type, operator or geographical location
- Content, application and service providers providing users around the world easy access to information and transactions, anywhere, anytime resulting in timely and financial efficiencies
- Wireless Vendors can easily achieve interoperability with other vendors' products, and reduce R&D costs
- IT companies can leverage existing investments to reach mobile users
- Mobile Operators will enjoy increasing data ARPU through increasing use of mobile services

Openness benefits the industry



3G and OMA

- Mobile service enablers specified in the OMA are Bearer and Operating System agnostic, yet:
 - Increasing bandwidth will enable introducing more appealing services, which will grow end-user expectations; interoperable technology based on open standards will help meet the expectations
 - By using open technology operators will be able to smoothen the transition of service offerings from 2G, 2,5G to different types of 3G networks
 - Shorter time to market by using open platforms will enable operators leverage existing 3G investments more efficiently
 - Appealing international content is easily accessible by using open platforms

Annex

What's in it for Us? Operator Perspective

- Increase ARPU and accelerate the services uptake by ensuring user interoperability across terminals, across markets and operators
- Invest with confidence that services are based on open, interoperable standards
- Provide consumers and business users with seamless interoperable services across mobile networks and Internet domains
- Choose from a wide range of technology providers, with no need to rely on one vendor
- Collect market requirements as a base for the specification work



What's in it for Us?

Information Technology Companies Perspective

- Leverage investment in wide range of applications -- add value by extending to the mobile environment
- Deliver development environment based on open standards and uniform API's that ensures interoperability and extends the reach of the developers
- Shorten delivery cycles to operators and other service providers as proprietary and interoperability challenges decrease
- Build a bridge between Internet and mobile service domains



What's in it for us?

Wireless Vendors Perspective



- Foster growth of mobile services market worldwide
- Ensure interoperability with various terminals, networks and servers by different vendors
- Utilise the widest variety of services, built upon open standards and enabling technologies
- Differentiate on terminal design and features while maintaining a core set of interoperable applications
- Reduce development costs



What's in it for us? Content & Media Companies Perspective

- Promote universal mobile distribution formats
- Drive the development and delivery of the attractive content to the global audience
- Simplified application and content development
- Benefits of a global and multi-vendor ecosystem
- Managing copyrights via Digital Rights Management (DRM)





www.openmobilealliance.org