



Impact and Accomplishments

OMA World | London 12 December, 2007

Mark Cataldo, Chairman OMA Technical Plenary

- » OMA deliverables
- » Technical activity
- » Major 2007 achievement
- » Major 2007 activities
- » Summary

OMA deliverables

- » **Convergence**
 - » not just mobile: applicable to fixed AND mobile networks
 - » 2005 expanded mandate : “...*other present and future wireline and wireless network standards supporting the Internet Protocol family*”
 - » enables enhanced seamless and integrated services

- » **Principle forum for support of interoperable data services across multiple domains**
 - » creating specifications driving adoption of multimedia services

- » **Published specifications only part of OMA story**
 - » members observe market trends
 - » contribute uses cases to identify market requirements
 - » OMA facilitates market through member-driven specifications

- » **Interoperability test programme**
 - » enables developers'/implementers' product testing
 - » verifies specification interoperability, communicates value to market
 - » test specs, TestFests (21 to date), 1400+ implementations tested, test reports
 - » facilitates certification outside OMA

Technical activity

- » **Informal pre-specification analyse to analyse potential work**
 - » Birds of a Feather (BoFs)
 - » currently: Converged Device Management, Customised Multimedia Ringing, Mobile Social Community, Mobile Search

- » **Significant additions to the pipeline**
 - » 93 current technical activities (Work Items)
 - » new Work Items in pipeline

- » **Principle forum for support of interoperable data services across multiple domains**
 - » driving adoption of multimedia services
 - » 110 releases to date
 - » 25+ Candidate enablers, 35+ Approved enablers (interoperability)

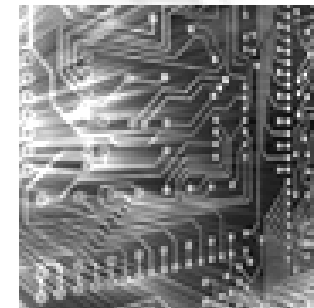
Major 2007 achievement

Major 2007 achievement - Mobile Broadcast



- » Broadcast, Unicast and Multicast services for Mobile TV and Video
- » Upper level broadcast Enabler for interoperability between:
 - » DVB-H, 3GPP's MBMS, 3GPP2's BCMCS
 - » ...any IP bearer technology or P2P streaming service
- » TV without borders
 - » devices move region to region, market to market, multiple access methods to multiple networks
 - » OMA BCAST enables broadcasting same content to any device in any market, over broadcast spectra, operator network or even between and among devices
- » OMA BCAST truly embodies "Convergence"
 - » Operators, terminal vendors, content providers, broadcasters and broadcast network operators all benefit from OMA BCAST
 - » OMA specifies upper layer interoperability between all these different systems, transmission and reception protocols
- » Testing indicates industry commitment to specification
 - » 75 product implementations at Nov 2007 BCAST TestFest

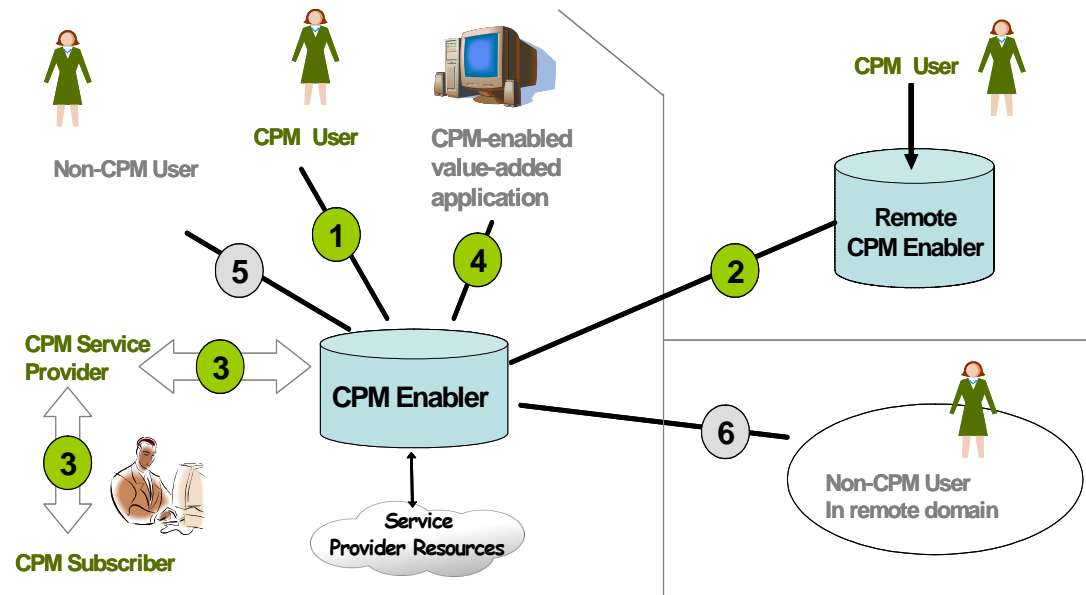
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Major 2007 activities

Major 2007 activity – Converged IP Messaging

- » Global messaging
- » Enabling different user messaging experiences
 - » deferred
 - » immediate
 - » session-based
 - » half/full-duplex conferencing
- » Consolidation
 - » bringing together common functionalities of existing messaging services
- » Convergence
 - » SIP-based communications technologies
 - » enables introduction of new features
- » Enables "global messaging community"
 - » instead of today's silo communities



- 1** CPM User - using CPM enabled communication services in his home domain
- 2** Remote CPM User - using CPM-enabled communication services between different CPM-enabled domains
- 3** Service provider offering CPM-enabled services to its subscribers

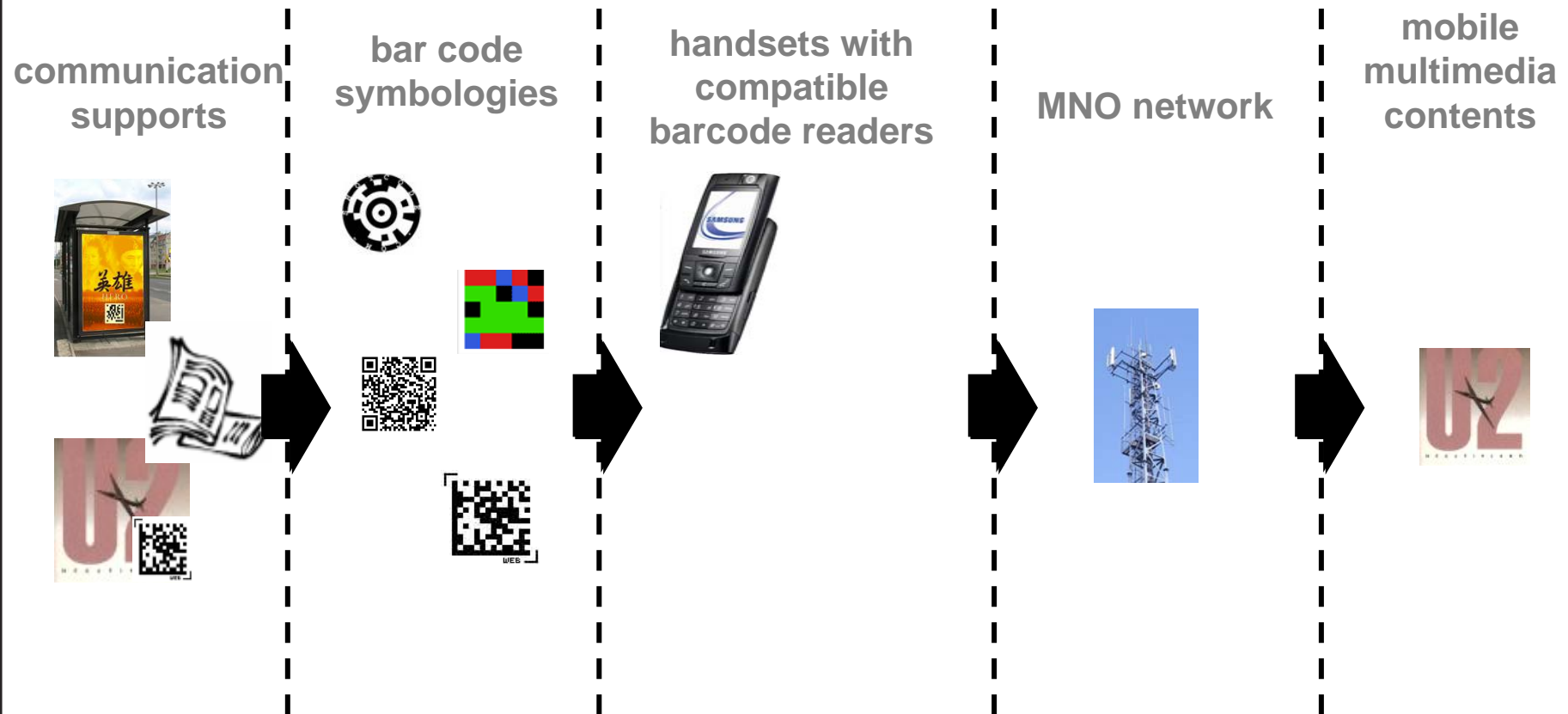
- 4** Value-added application - using CPM enabled communication services over open interface
- 5** Non-CPM User - using communication services with CPM Users utilizing CPM Enabler's interworking functions
- 6** Remote Non-CPM User - using communication services with CPM Users utilizing CPM Enabler's interworking functions between domains

Major 2007 activity – Converged IP Messaging



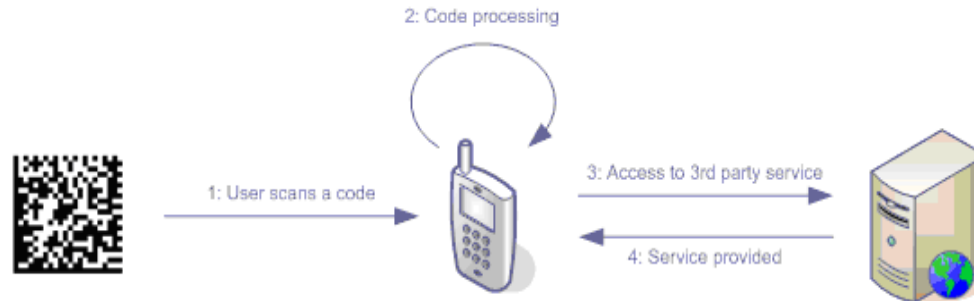
- » **Specifies future messaging functionalities**
 - » common reusable capabilities
 - » enables creation of IP-based services needing messaging functionality
- » **Building on existing user experiences**
 - » text/multimedia messaging (SMS, IMPS, SIMPLE IM, Email, MMS)
 - » voice-enabled services (PoC, VoIP)
 - » video-o-IP
- » **Targetting IP networks' service domains (mobile, home, internet)**
 - » addressing bearer-agnostic service constraints
- » **Evolutionary interoperability**
 - » future IP-based messaging and legacy mobile messaging
- » **Features include**
 - » user addressing, multi-device environment (n:m scenario)
 - » conversation handling
 - » media support
 - » group communication and management
 - » interworking with legacy services and other systems
 - » network-based storage
 - » application support (ANI)
- » **Converged Address Book**
 - » spun off as separate technical activity

Major 2007 activity – 2D barcodes

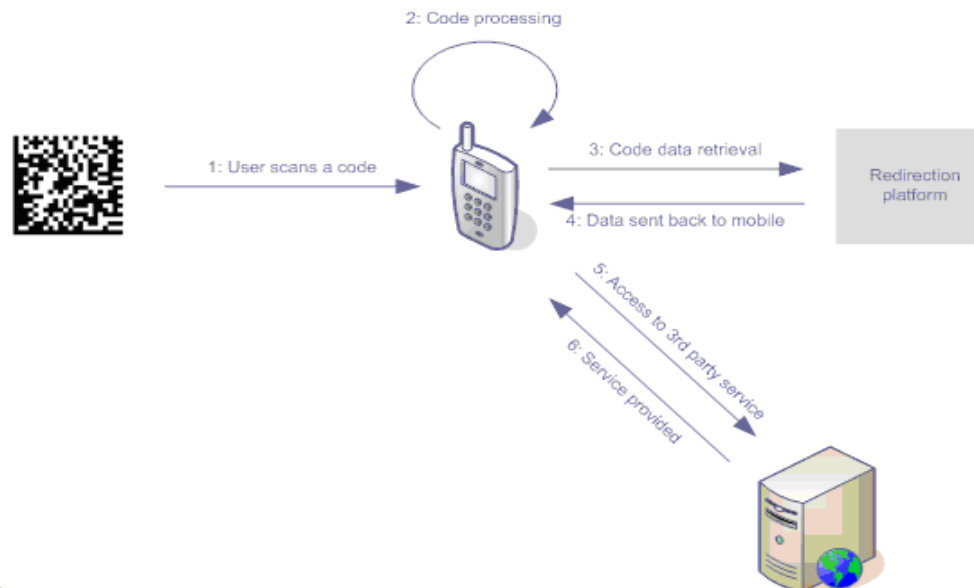


Major 2007 activity – 2D barcodes

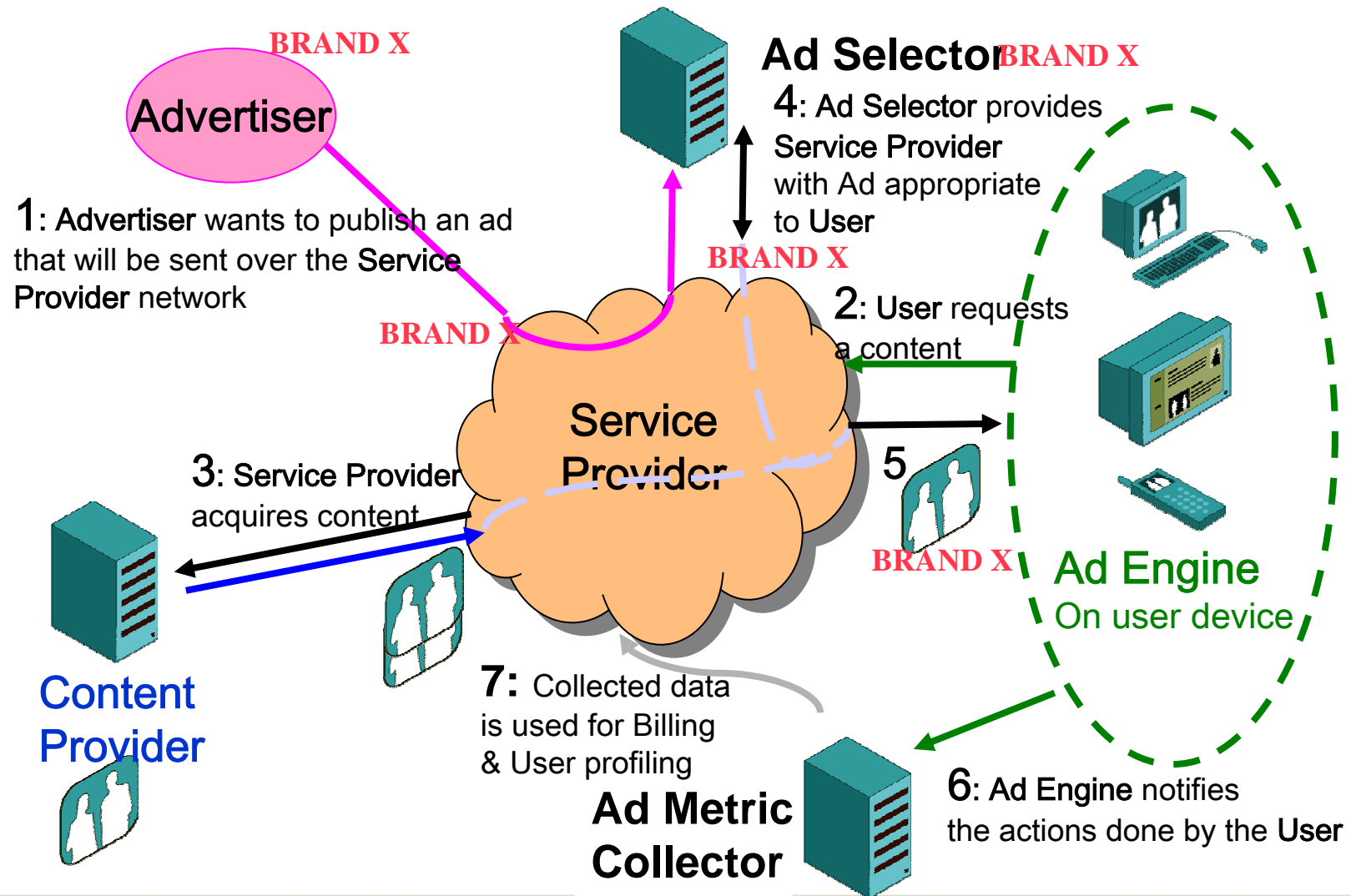
- » **Direct Mode: service information embedded in 2D code**



- » **Indirect Mode: 2D code refers to Redirection Platform index**



Major 2007 activity – Mobile advertising



- » OMA: primary forum for interoperable data services
- » OMA enabling interoperable multimedia data services
- » OMA supports the convergence of fixed and mobile services
- » 110 enablers released to date, 93 current technical activities
- » Respected Interoperability Test Programme
- » Mobile Broadcast major 2007 OMA release
- » Many other activities in development and newly started