



OMA and the Mobile Social Network

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OMA Device Management Working Group**

- » OMA overview
- » What is a Mobile Social Network?
- » OMA Enablers and Social Networking
- » Summary

» Vision

- » No matter what device I have
- » No matter what service I want
- » No matter what carrier or network I am using
- » I can communicate, access and exchange information

» Open Mobile Alliance

- » international organisation, developing open, market driven interoperable specifications for global adoption of data services

» Created June 2002

- » by leading mobile operators, device and network suppliers, information technology companies, content and service providers

» ~400 global members

- » developing open, market driven interoperable specifications for global adoption - representation from across the widening mobile value chain

» 40+ formal cooperation agreements

- » increased cooperation, avoid fragmentation / duplication

» ~100 active work items, ~120 Releases, ~40 published Releases

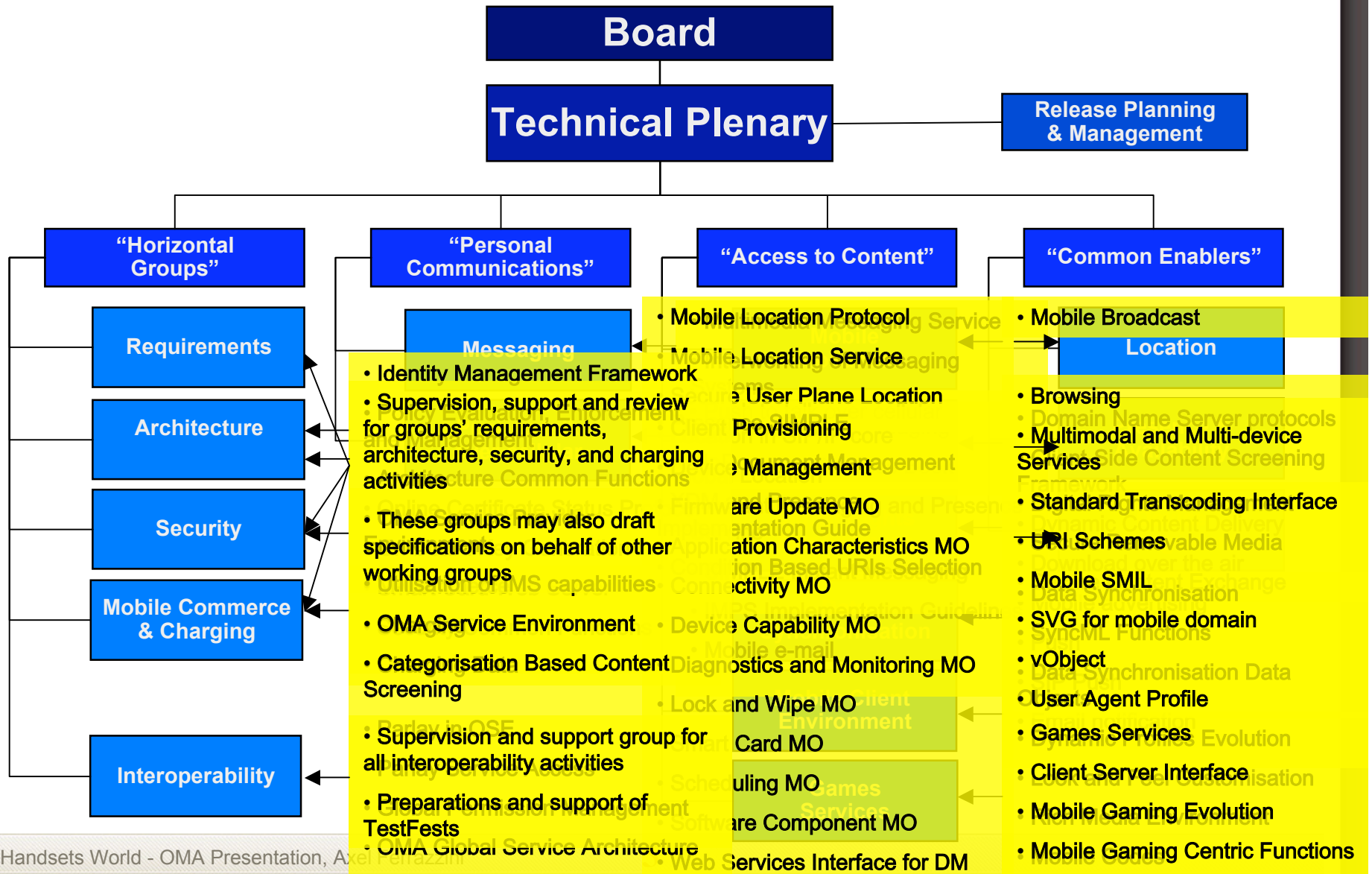
- » **Principal Forum for support of interoperable data services across multiple domains**
 - » Creating specs driving adoption of multimedia and data services

- » **Published specifications only part of OMA story**
 - » Market driven development, members observing industry demand
 - » Use cases identify market requirements
 - » OMA facilitates market adoption through member-driven specifications

- » **Mobile and fixed services convergence**
 - » Mandate expanded to include : “...*other present and future wireline and wireless network standards supporting the Internet Protocol family...*”
 - » OMA enables integrated services and cooperates with fixed line organisations

- » **Interoperability test programme**
 - » Product testing in trusted zone - key OMA differentiator
 - » verifies specification interoperability
 - » Communicates value to market
 - » Test Specs, TestFests (**24 to date**), 1300+ implementations tested, Test Reports
 - » Facilitates certification outside OMA

OMA – Organisational structure



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Users are already connected...

- » On multiple networks, using multiple devices, moving across different locations
- » Social networks are a natural extension of mobile networks
 - » What is a "friends and family plan" if not a social network?
- » Connect from anywhere on any device
 - » A natural evolution of today's social networking communities
- » More handsets connected to the Internet than computers
 - » Device manufacturers and operators understand the value of these new communities
 - » Majority of users will not leave home or office without their mobile device
- » Interoperability between networks, devices and geographies
 - » Seamless migration between fixed and mobile environments is crucial to the global scalability of social networks.
- » Vendors and Operators can leverage existing technology to drive social networks onto the handset

Example -- messaging

Today's fragmented messaging systems



Opportunity -- OMA Converged IP Messaging



- » **Specifies future messaging functionalities**
 - » Enable messaging needs of IP-based services, using reusable components
 - » Target IP mobile, home and internet services domains
 - » Interoperability of future IP-based messaging with legacy mobile messaging

- » **Builds on existing user experiences**
 - » Text/multimedia messaging
 - » SMS, IMPS, SIMPLE IM, Email, MMS
 - » Voice-enabled services
 - » PoC, VoIP, video-o-IP

- » **Features include**
 - » User addressing, multiple devices
 - » Conversation handling and media support
 - » Group communication / management
 - » Interworking with legacy services and other systems
 - » Network-based storage
 - » Application support (ANI)

Marketing existing capabilities?

- » All Social Networks have different look and feel
- » Already more mobile devices than PCs
- » An increasing percentage of devices are capable of surfing the internet, downloading applications and content, and receiving messages
- » Create demand in the market for mobile social networking capabilities
 - » Increase ARPU and change consumer behavior
- » User expectation and interaction
 - » Differentiate services and customize
 - » Underlying technology is there or in development

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- » **DM 1.2: Provisioning the right parameters to any device**
 - » Over-the-air exchange of settings regardless of bearer network
- » **FUMO/SCOMO: Over-the-air deployment of new applications and services**
 - » Firmware Update Management Object allows help desks and operators to support new functionality on existing devices
 - » Software Component Management Object allows update, removal and installation of software components to support social networking
- » **LAWMO: Lock and Wipe secure group information**
 - » Storage of critical contact and other data on the network
- » **OMA Data Synchronization**
 - » Synchronization of personal information on the network

- » **Secure User Plane Location**
 - » Adds the ability to take location into consideration
 - » Social networks can connect content or data to a user's specific location
- » **OMA Push**
 - » Push content, data or messages to users of a social network
- » **Other Enablers Under Discussion**
 - » User Generated Content Sharing
 - » Mobile Interactive Sharing Environment
 - » Requirements and features driven by market needs

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Summary



- » OMA is a global organisation, with members from the whole value chain, promoting data services to fixed and mobile devices
- » The fixed and mobile worlds are increasingly converging offering opportunity to mobile vendors and operators
- » OMA and the wider industry already have Enablers and technology that support Mobile Social Networking
- » Participation in OMA can help define the extension of service Enablers that support Mobile Social Networking
- » OMA welcomes participation for as low as \$500 per year to participate in testing events
 - » Social Networking applications tested within OMA will contribute to the further definition of OMA Enablers