

Open Mobile Alliance

Standardising Mobile Network Applications Interoperability

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Stockholm, Sweden

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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 (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 and exchange information.”

The Value Chain of OMA



- The over 300 OMA member companies fall into four categories that essentially define the various parts of the end-to-end value chain.
 - Wireless Vendors
 - Information Technology Companies
 - Mobile Operators
 - Application & Content Providers & Others

OMA Charter

Charter

- Deliver responsive and high-quality open standards and specifications based upon market and customer requirements
- Establish centers of excellence for best practices and conduct interoperability testing (IOT), including multi-standard interoperability to ensure seamless user experience
- Create and promote common industry view on an architectural framework
- Be the catalyst for the consolidation of standards fora; working in conjunction with other existing standards organizations and groups such as IETF, 3GPP, 3GPP2, W3C, JCP

OMA Principles

Principles

- Products and services based on open, global standards, protocols and interfaces and 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

Open Mobile Alliance – Making the Difference



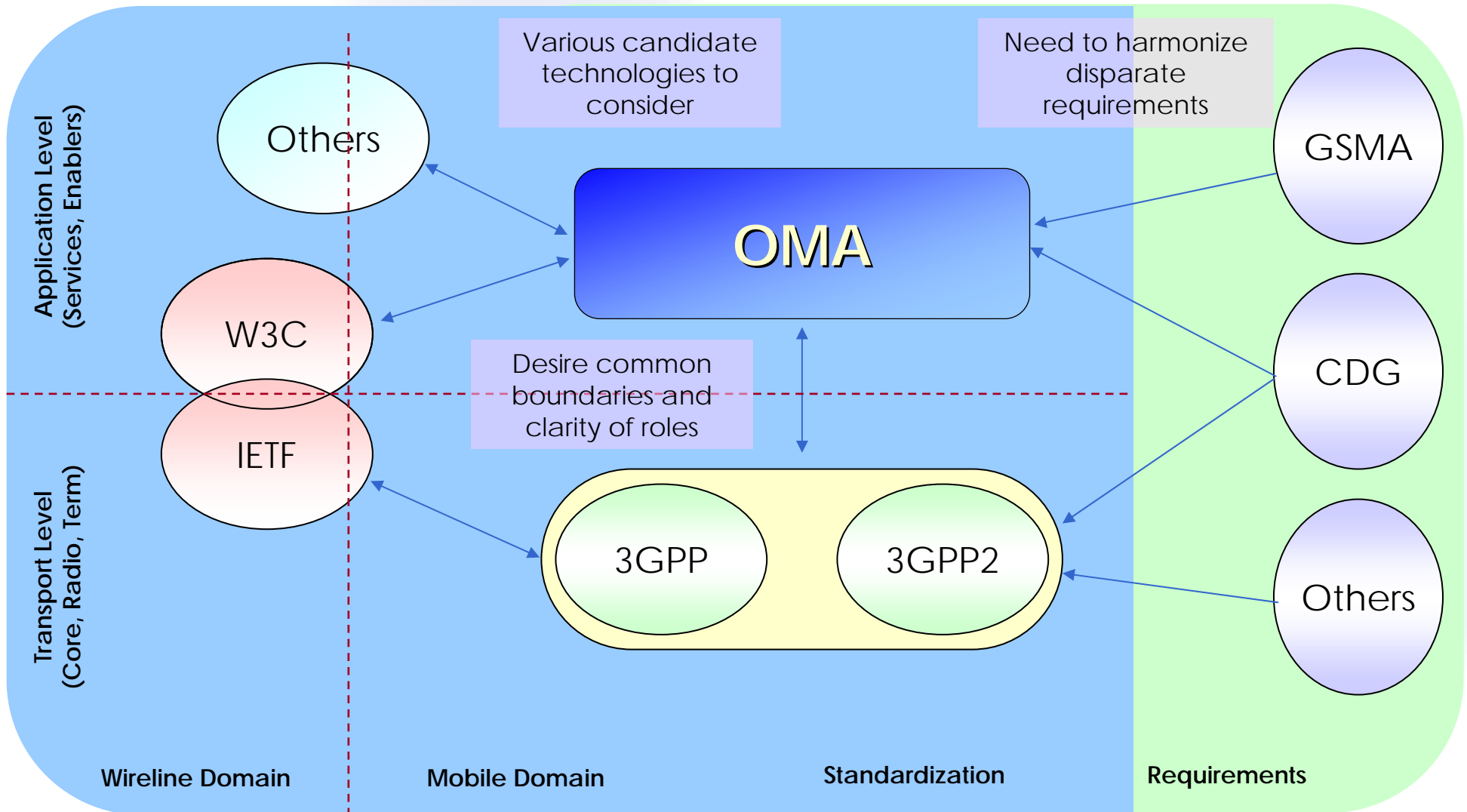
Why is this
different?

- 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

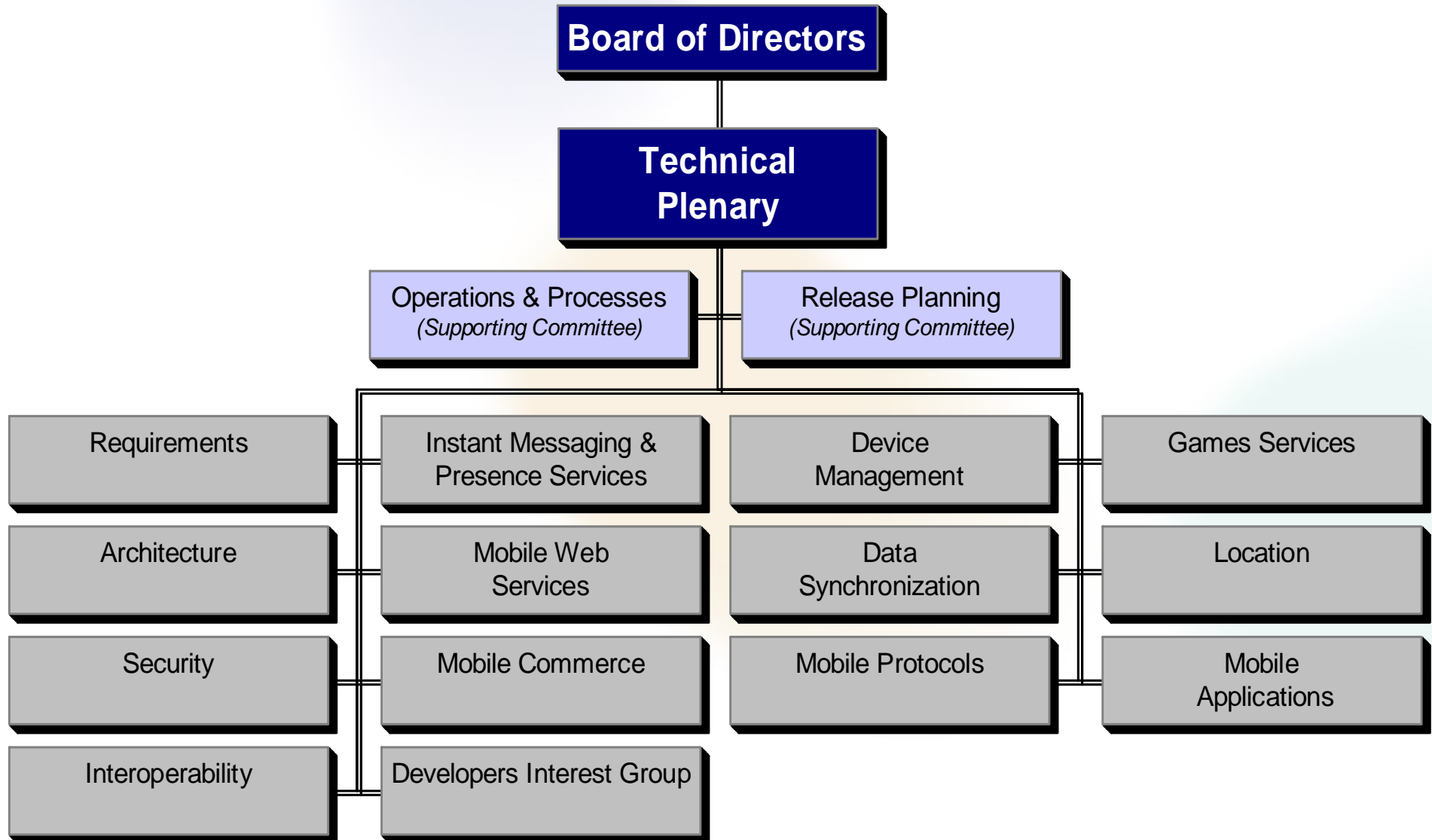
Consolidate
fragmented
industries

- 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

Positioning OMA



OMA Organization



OMA Release Program



- OMA working process is a market driven, continuous program designed to deliver three key milestones
- Ensures products and services work together seamlessly
- Requires thorough interoperability testing
 - Phase 1: Candidate Enabler Release
 - Phase 2: Approved Enabler Release
 - Phase 3: OMA Interoperability Release

OMA Enabler Releases (May 2003)



Phase 1 Enablers

- 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 User Agent Profile version 1.1

Phase 2 Enablers

- Instant Messaging 1.1

Upcoming Specifications

- **New Enablers**
 - Location
 - Gaming
 - Web services
 - M-Commerce
- **Enabler Evolution**
 - Digital Rights Management Evolution
 - Browser Evolution (WCSS)
 - MMS
 - IMPS
 - Device Management and Data Synchronization



www.openmobilealliance.org