



# Video Messaging Application Suite for 3G and IP Broadband Network

## Fast Time to Market for Video Services

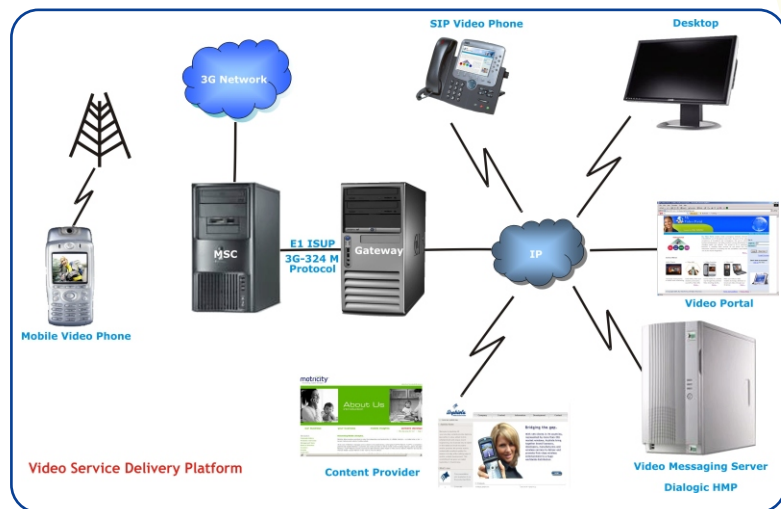
Baytalkitec (BTT) is a leading media convergence company with over 70% market segment share for its products in its home market. Bay Talkitec's **SmartCall Suite** with the video streaming available with Dialogic® Host Media Processing (HMP) Software, video services can be delivered quickly, eliminating months of programming time.

## Business Challenge

Because of the wide acceptance of broadband and convergence, the way in which business, entertainment, and other products can be disseminated is changing rapidly and radically. The spread of 3G or equivalent networks is impelling video services via cell phone into the mainstream. Demand is exploding and the possibilities seem to be limited only by the human imagination. Here are just a few of the video-enabled applications currently planned for delivery: video portal, entertainment, tourist information, political campaigning, banking, and help desk.

## Video Portal

A video portal can move far beyond the previous generation's voice portal technology, supplying rich and informative video content to subscribers anytime, anywhere on their cell phones / IP Video phones. The list of choices seems endless: sports clips, stock market information, fashion news, up-to-the-minute traffic and weather reports, and coming attractions for the latest films with the ability to buy tickets and add restaurant reservations for a night in the town. As video-enabled cell phones become ubiquitous, the ability to provide a video portal with the widest variety of attractive services is likely to become a key differentiator for a service provider and an important source of new revenue.



## Video Services

- Interactive Voice and Video response (IVVR)
- Video SMS
- Video Greetings
- Video Mail
- Video CRBT
- Mobile Theatre
- Video on Demand
- Video Portal

## Architecture

The above figure provides an architectural view of the SmartCall Suite when used with Dialogic® Host Media Processing. The multimedia intelligent soft switch (MMISS) is the core of the suite which includes a telephony server. The telephony server uses the Dialogic GlobaCall API for PSTN and IP call control and the Dialogic R4 API for video streaming. The MMISS not only manages all the telephony calls, but also works with the database and other modules to provide user authentication, CDR information, and an administration web interface/GUI.

Two major technologies come together to enable the fast time to market for video services discussed in this paper: Dialogic® Host Media Processing Software Release 1.5 for Linux and the Smart Call Suite from Bay Talkitec.

## VIDEO ENTERTAINMENT

Passengers suffering with flight delays will no longer have to find a special kiosk in a crowded airport to stave off boredom and commuters will no longer have to stare endlessly out the window. They can now watch film clips, favorite TV episodes, game shows, talk shows, instructional sessions, or news programs on their cell phones. By integrating video IVR, service providers can offer these attractive options to their customers, moving such services quickly from luxuries to necessities.

## VIDEO HELP DESK / CALL CENTER






















Video can take customer service to the next level. Not only can customers see an agent face-to-face, but also watch demonstrations of new products while in queue or help themselves with "Do-it-Yourself" videos that resolve problems.

## VIDEO SMS

## VIDEO MAIL

## VIDEO GREETINGS

## FEW SAMPLE ADT OBJECTS

|   |                       |   |                     |   |                          |
|---|-----------------------|---|---------------------|---|--------------------------|
|    | <b>Play Message</b>   |    | <b>Play Video</b>   |    | <b>Hang-up</b>           |
|    | <b>Record Message</b> |    | <b>Record Video</b> |    | <b>EXE Hook</b>          |
|    | <b>Dial out</b>       |    | <b>Update Query</b> |    | <b>SMTP</b>              |
|    | <b>ASR</b>            |    | <b>DB Navigator</b> |    | <b>MIME</b>              |
|  | <b>FAX</b>            |  | <b>FTP</b>          |  | <b>Script Scheduler</b>  |
|  | <b>Call Transfer</b>  |  | <b>HTTP</b>         |  | <b>Script Properties</b> |
|  | <b>Conference</b>     |  | <b>POP3</b>         |  | <b>Que Settings</b>      |

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