

TSGS#11(01)0155

Agenda Item: 7.1.1



IP Based MultiMedia Services Examples

***Progress Report
SA1 IMS Adhoc***

**Randolph Wohlert, SBC
TSG-SA1 Vice Chairman**

A GLOBAL INITIATIVE

- The SA1 IMS adhoc met March 8-9 and made substantial progress in identifying IP Based MultiMedia Services for 3G capability validation
- Categories of services were established to provide a framework for consideration of services (*next slide*)
- Initial representative services were identified in the various categories
- This is a work in progress:
 - Refinement, additional examples needed
 - **Next Meeting: April 19-20th**

- **Service Categories**
 - **Mobile Internet Access**
 - **Mobile Multimedia office**
 - **Customized Infotainment/Edutainment**
 - **E-commerce and M-commerce**
 - **Multimedia Messaging Information Service**
 - **Location Based Services**
 - **Conversational Services**
 - **Regional/regulatory Services**

Initial service examples were identified in each of these categories *(see the following slides)*

Mobile internet access services

MP3 download

Mobile multimedia office services

Mobile road warrior

Customized Infotainment/Edutainment services

Games download

Games download at point of sale or other outlets

Interactive remote learning

Multiplayer mobile gaming with voice channel

The Real Virtual Theatre and Foyer Chat room

- **E-commerce and m-commerce services**
 - Follow-up of a push service
 - In-store personalized shopping
 - Multimedia customer care
- **Multimedia Messaging Information services**
 - Detailed diversion of different media streams
 - Mobile synchronized multimedia messaging container

- **Location based services**

- Traffic congestion monitoring
- Interactive traffic info and Route Butler
- Where is the nearest Pizza Parlour?
- Lost in London
- Emergency location with voice conversation, navigation and picture transfer
- Location Based Charging

- **Conversational services**

- simple voice service
- simple videophone service
- group browsing
- sending pictures, video clips, text messages, documents or emails in real-time during a call
- e-Postcard
- Mixed media interactive communication
- Multimedia Based Voice Response Unit
- Mixed acceptance/diversion of incoming media
- Videophone Service
- calling party's identity is displayed

Conversational services (...continued)

Stereo sound

Conference/chat with "private rooms"

Application sharing with voice commentary

Regional/regulatory services

Emergency Call

Emergency Call without USIM

Accuracy of location information

Mobile number portability

Privacy

Lawful Interception

Trace facility