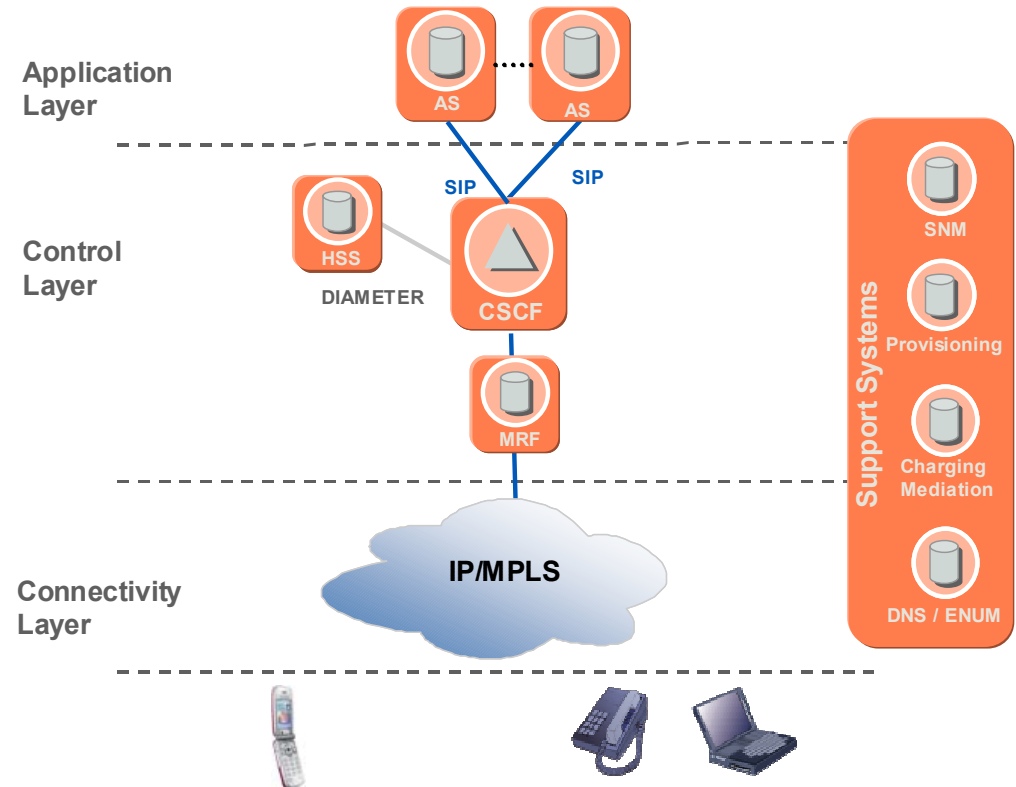


# An „all communicating“ World

Voice, data, images and video,  
conveniently communicated  
anywhere and anytime in the world,  
increasing both quality-of-life and  
productivity.

# What is IMS?

- IP Multimedia Subsystem (IMS) is a standardised architecture for offering services on the packet domain.
- Not just Voice-over-IP – IMS is a generic architecture for offering **multimedia services**.
- IMS is *access agnostic* and *access aware*, Supports UMTS, GPRS, fixed line, WLAN etc.



# Why IP Multimedia Subsystem (IMS)?

## User view



- New, exciting services and enhancements of existing services
  - Unique services in flexible combinations of voice, text, images, video, games etc.
  - During call being able to share pictures, video and other media
- Same services available regardless of terminal and access type
  - Services presented to fit terminal and access situation and capabilities
- Ease of use
  - See in advance who you can contact and how

**IMS offers a richer user experience**

# Why IP Multimedia Subsystem (IMS)?

## Operator view

- Common foundation for fixed mobile and enterprise services
  - Cost effective and quick introduction of new innovative services
- Secure service interoperability
  - Critical for mass-market, person-to-person services
  - Multi-vendor integration through standard architecture
- Keeps charging relation with user
  - Adds flexible charging possibilities; off and online, volume, time, per event etc.



**IMS - a cornerstone for convergence**

# What services?

Web-sharing

Web-based call-centers

Online collaboration

**Instant Talk**

**weShare Image**

Instant Messaging

**weShare Motion**

Interactive gaming

Whiteboarding

Multi-party video conferencing

Multimedia Customer Care

**Active phonebook**

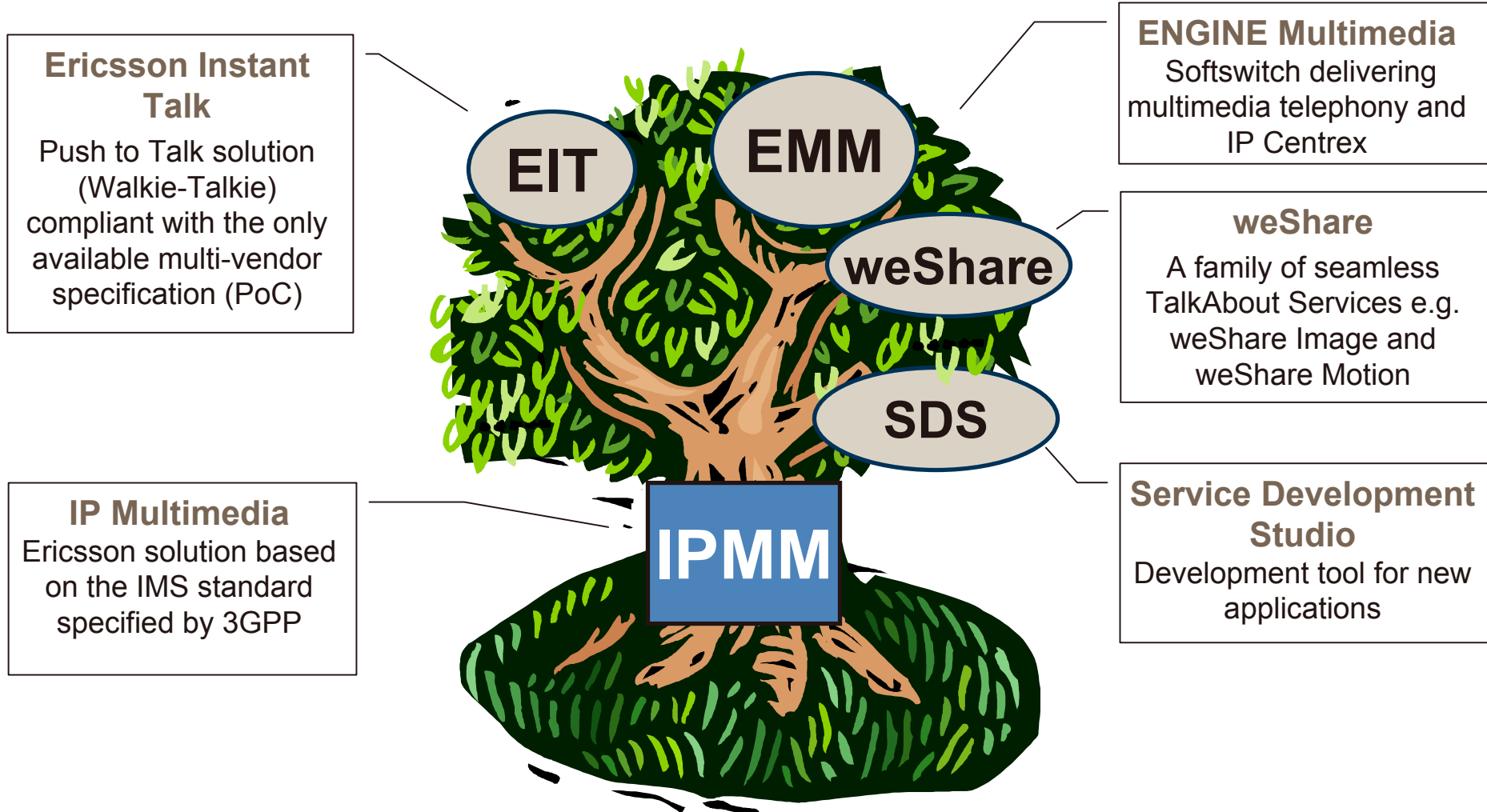
Personalized greetings

Location based advertisement

IMS is about dynamic combination of services

# The Ericsson IMS portfolio

Fixed and mobile applications on the same platform



# Ericsson IMS Market Position

As of August 2004

**Ericsson has signed 23 IP Multimedia (IPMM) system contracts for commercial launch or trial, all based on the IP Multimedia Subsystem (IMS) standard.**

**They are distributed over Americas, Europe, Asia and Africa and include GSM/GPRS, WCDMA, CDMA2000 and fixed implementations.**

**3 out of the 23 contracts are for commercial launch of Ericsson Instant Talk and 14 are for trial of Ericsson Instant Talk, all based on the Push to talk over Cellular (PoC) phase 1 specification.**

**2 contracts for ENGINE Multimedia signed!  
LOI for weShare**