

Ericsson IMS – enhanced multimedia experience

Next generation networks aim to leverage two of the most successful paradigms in communications - fixed/mobile telecom networks and the Internet. IMS (IP Multimedia Subsystem) is the key element in the next generation architecture that makes it possible to provide multi access to Internet services. IMS can seamlessly combine ongoing communication sessions with multimedia elements, for example sharing live video while talking or by chatting during a multiplayer game.

IMS realizes the vision of “any service, any screen, anywhere” and the consumer will be able to use converged multimedia services in person to person communication. The IMS architecture is based on the characteristics from both telecom and IT and unlocks the closed communication environments of today. The openness provides opportunities for the fixed and mobile community, like inter connect, where consumer services can be shared, despite different subscriptions and telecom operator.

From a network perspective, IMS is a standardized, intelligent architecture, based on industry standard interfaces and IT-protocols (e.g. SIP). The main functionality is to control and deliver multimedia services. It is separated into three layers - an application layer, a control layer and connectivity layer, for both fixed and mobile operators. Each layer can evolve independently as market and technology develop. IMS is a cornerstone for providing converged multimedia services across multiple accesses.

The benefits of IMS

From a consumer perspective, it's all about enhancing the multimedia experience. It's the convenience of bringing person to person communication values together and providing ease of use by making everything available in one device. Combinations of various content and communication types, sharing with others and inviting multiple contacts - all this can be consumed in one session on any terminal, using the best available access. The standardized services, based on IMS, also allow a global reach to friends all over the world, despite different subscriptions and telecom operators. With an address book centric solution, I can see where my buddies are and what communication method I can use to reach them. This makes it so easy to share my everyday experiences with my personal network.

For operators, IMS provides a window of opportunities. They can challenge the ever growing competition and search for new revenue streams by expanding their business into new markets and differentiate themselves with new offerings. By using the possibilities that IMS offers by combining the standardized communications like voice, messaging etc, with their own innovations and third party services and applications, the operator can offer new appealing service packages.

These new service offerings will provide immediate top line revenues. IMS will also enable mass market creation beyond voice and SMS. On a long term basis, there are cost benefits of having one IMS solution over which multiple applications can be launched. Reusability of components and common interfaces to be integrated into the existing network system are lowering overall costs. IMS is a natural evolution path for an All-IP environment.

The IMS Eco System

The new paradigm brings industries and capabilities together. IMS is a cross-industry phenomenon, which means that no single player alone can satisfy the consumer anymore. The cooperation between industry players in open and standardized solutions is the market making engine, called the ecosystem. The IMS Ecosystem is intended to create a win-win situation for the involved parties, where together they will be able to offer new attractive offerings and new business opportunities. In the ecosystem you find innovators, system integrators, device and terminal vendors, system vendors, application developers, network and service providers, broadband and cable providers, internet service providers and standardization bodies cooperating to meet consumer desires.

The Ericsson offering

Ericsson believes that IMS is the best way for operators to realize the multimedia experience with current but evolved business models. IMS provides the benefits when converging telecom with internet services and gives the consumer a fully integrated media experience.

Ericsson offers an end-to-end IMS system allowing operators to move stepwise into a rich multimedia offering. IMS is available for fixed, mobile and converged networks. Ultimately, consumers will be able to access a common set of services and capabilities from any fixed or mobile device, as a result of complete integration all the way from the service layer through the horizontal infrastructure to the terminal platform. Ericsson IMS is an end-to-end solution with a common system including IMS core, enablers and key applications. The Ericsson IMS solution also includes professional services, especially systems integration and solution management.

A few IMS applications have been standardized by industry bodies (3GPP, TISPAN, OMA etc) with the intention to enable mass market reach with inter-operability between end-users belonging to any operator worldwide. Ericsson has developed applications according to these standards: Multimedia Telephony (MMTel), Messaging, Push to talk (PoC), Video share and Presence and group management. Besides these standardized applications, Ericsson also has a number of other applications and business solutions, such as IMS Multimedia Telephony (IMT) and Multimedia Communication Suite (MCS).

Our competitive advantage

Ericsson is the industry leader in IMS. We have the necessary experience, skills and track-record to plan, deploy and support the service providers in approaching an IMS environment, including the integration and evolution of business operations and OSS/BSS. Our end-to-end solution is proven to work in all types of networks (CDMA2000, GSM, WCDMA, broadband, WiFi, cable). Ericsson Consumer & Enterprise Lab constantly evaluates consumer interest in the market, for example by annual interview studies with more than 13,000 people distributed across 10 countries. These studies assist us to develop an IMS solution that meets consumer expectations. Ericsson professional services have a strong presence in every partner agreement, supporting the deployment, integration, support and management of the IMS environment. Our services organization is represented in 140 countries with more than 26 000 professionals. An end-to-end IMS perspective requires that the layered architecture in the network setup is reflected also in the terminals. Ericsson Mobile Platforms provides IMS in their framework, making it possible for terminal vendors to provide IMS enabled terminals.

Ericsson has signed a large number of IMS contracts with operators and carriers worldwide. The various contracts include a mix of IMS core (IMS common system) and IMS applications. Sprint, US. (IMS Common System) US), Telefonica, Spain (deployed the world's first IMS network in commercial traffic, Residential IP telephony) , Softbank, Japan (First mobile operator to commercially launch IMS based services, Presence & Push to talk), Vodafone, Germany (Residential IP telephony), FarEasTone, Taiwan (Residential IP telephony over HSPA) TDC, Denmark (IP Centrex).

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 189 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

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