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IMS Variety of Services Available Today At 3GSM Congress 2006

IP Multimedia Subsystem (IMS) is balanced to revolutionize the world of value-added services (VAS). It will dramatically change the way people communicate, socialize, work, consume information, entertain, and lead their lives. The key merits of IMS are its simple enablement of service convergence and the manner in which it allows operators to provide a wider range of broader services to customers.

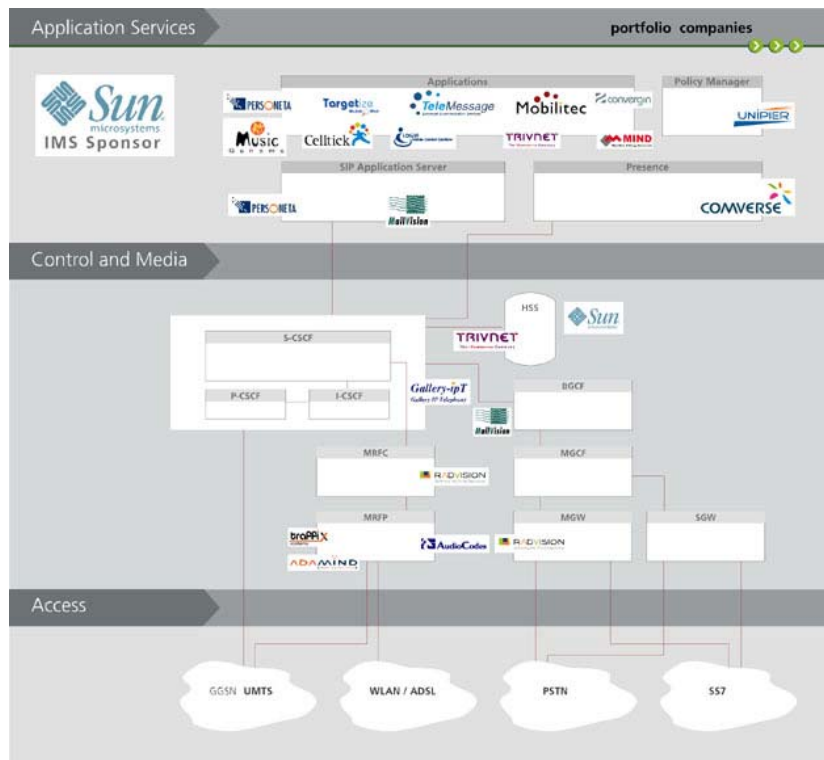
IMS also includes powerful network components that enable new forms of real-time capabilities spanning the entire gamut of customer needs, such as information, entertainment, shopping, and other forms of value-added services. The wide range of applications provided in the Live IMS Demo touches upon aspects of a customer's day-to-day existence, enhancing their capabilities and improving upon their quality of life.

As exemplified in the live demo, a key IMS application is presence information, whereby a customer can determine whether friends or colleagues are available at any time of the day or night, as well as discern the optimal contact time and mode, or whether to contact via silent text communication. Another IMS application, location information, greatly improves communication during travel. Multimedia streaming and community enablers further provides customers the ability to create and share network diaries ("blogs") with their communities of choice.

IMA / Sun IMA Eco-System Demo

IMA and Sun have joined together to bring a live demonstration of various IMA partners in showing IMS' capabilities at 3GSM Congress 2006.

IMS Eco-System Architecture



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IMS Eco-System Partners

Vendor	Value-added application	IMS components	
Audicodes	Media gateway enabling IMS based voice over packet communication	Provides an IMS media gateway to other applications	
Comverse	IMS presence server	Provides IMS presence information ("mood", "zone", etc.) to other applications	
MailVision	SIP application server and SIP proxy server acting as a CSCF. SIP application server enables 3rd parties to run in an IMS environment and also runs MailVision applications. Integration with Sun's IDM.	SIP application server and SIP proxy server acting as a CSCF integrated to IMS presence to service other applications	
Mobilitec	Personalized content delivery using IMS presence and individual "mood" information to deliver the right content at the appropriate time.	Integrated with presence server and SIP application server	
Music Genome	Personal radio that uses IMS presence information to provide the user with his/her preferred music in the changing environment.	SIP presence aware	
Personeta	Programmable application server which uses the ISC interface to the CSCF and enables IMS applications such as FMC and other 3rd party applications.	Uses ISC interface to CSCF and provides application and presence services	
Radvision	MRF and video capabilities to allow video communication between different types of voice/video devices depending on the phones capabilities queried from the presence server.	Integrated with presence server	
Targetize	Mobile search engine that uses IMS presence information to deliver real-time personalized content.	SIP presence aware	
TeleMessage	PC to mobile messaging application that uses IMS presence information to learn about customer's preferred communication/availability.	SIP presence aware	
Unipier	PC to mobile messaging application that uses IMS presence information to learn about customer's preferred communication/availability.	Integrated with SIP application server and IMS presence server	