



Interactive Media

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and Business Development





IM: data & dates

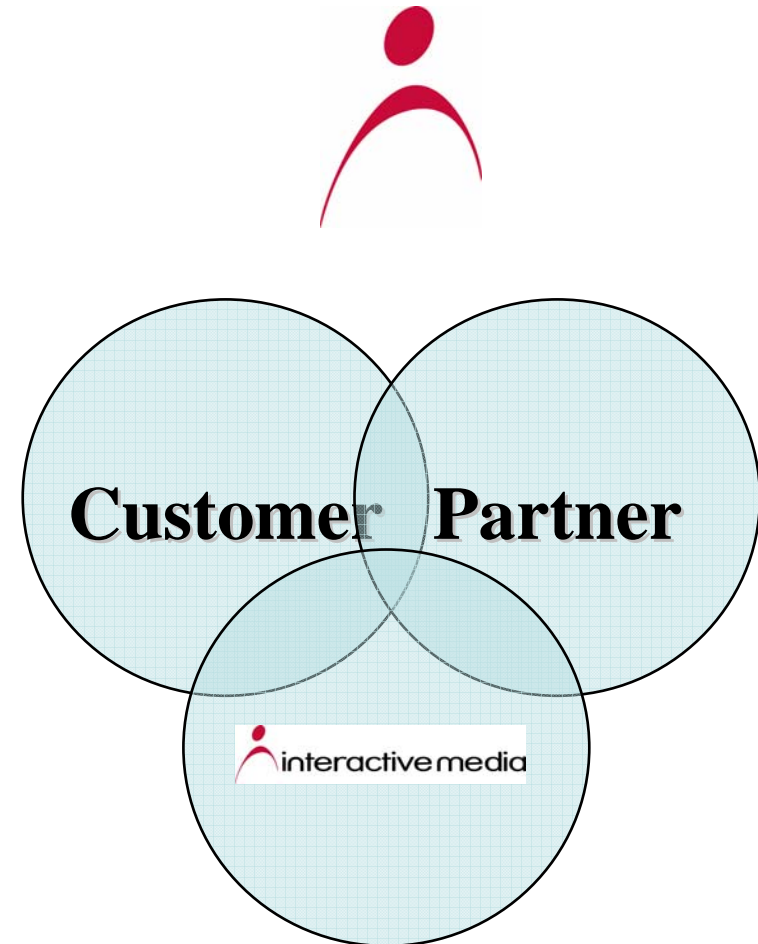
- Established 1996; headquartered in Rome, Italy with sales reps and partners in Israel, Latin America and W. Europe
 - Staff: 32 internal + 5/10 external
 - 240 man/years of global experience on telecom systems
- Focused on design and delivery of products and solutions
 - For network and service providers, operators and enterprises
 - Video Gateway, IVVR, Video Service Centre, IMS subsystems
- Core product: Meltemi Communication System
 - Software platform for development and integration
 - Since the beginning, strictly compliant to emerging standards,
 - Integrating up-to-date speech and video technologies
- IM as a Vendor
 - Selling mostly indirect thru system integrators and resellers
- Revenues from software products (75% licenses, 25% applications)
- Competition: telco equipment manufacturers and software vendors





Ongoing developing programs

- Technical
 - Integration of new interaction channels for innovative interactive self service **multimodal** applications
- Market
 - CEE countries targeting network and service providers
- What we need
 - Partners (system integrators) to achieve sales and implementation (including pre and post sales support)



Interactive Media Products/Solutions

IM-VGW: The Carrier and Enterprise Solution for Multi Terminal Video Communications and Interactive Services performing redundant SS7/H324M or ISDN to SIP Signalling Gateway and full Media Gateway functionalities.

Applications: *Fixed-Mobile Video Calls, Access to Interactive Video Services.*

IM-AS: IMS Compliant Application Server including Logic Server and Data Access with Multiprogramming capabilities.

Applications: *Video Service Centre for Fixed Carriers, Pre-Paid Calling Cards Management, Alerting System.*

IM-MS: IMS Compliant Media Server (MRF) supporting Advanced Video Functions (Text Overlay, PIP, Split-Screen) and Speech Technologies (ASR, TTS).

Applications: *Voice/Video Mail, Video Conference, UMTS-TV, Home Monitoring, Tele Voting.*

IM-IVVR: Compact Enterprise Solution combining VGW, AS and MS, ISDN/SIP Interface.

Applications: *Premium Rate Services, Toll Free Numbers*



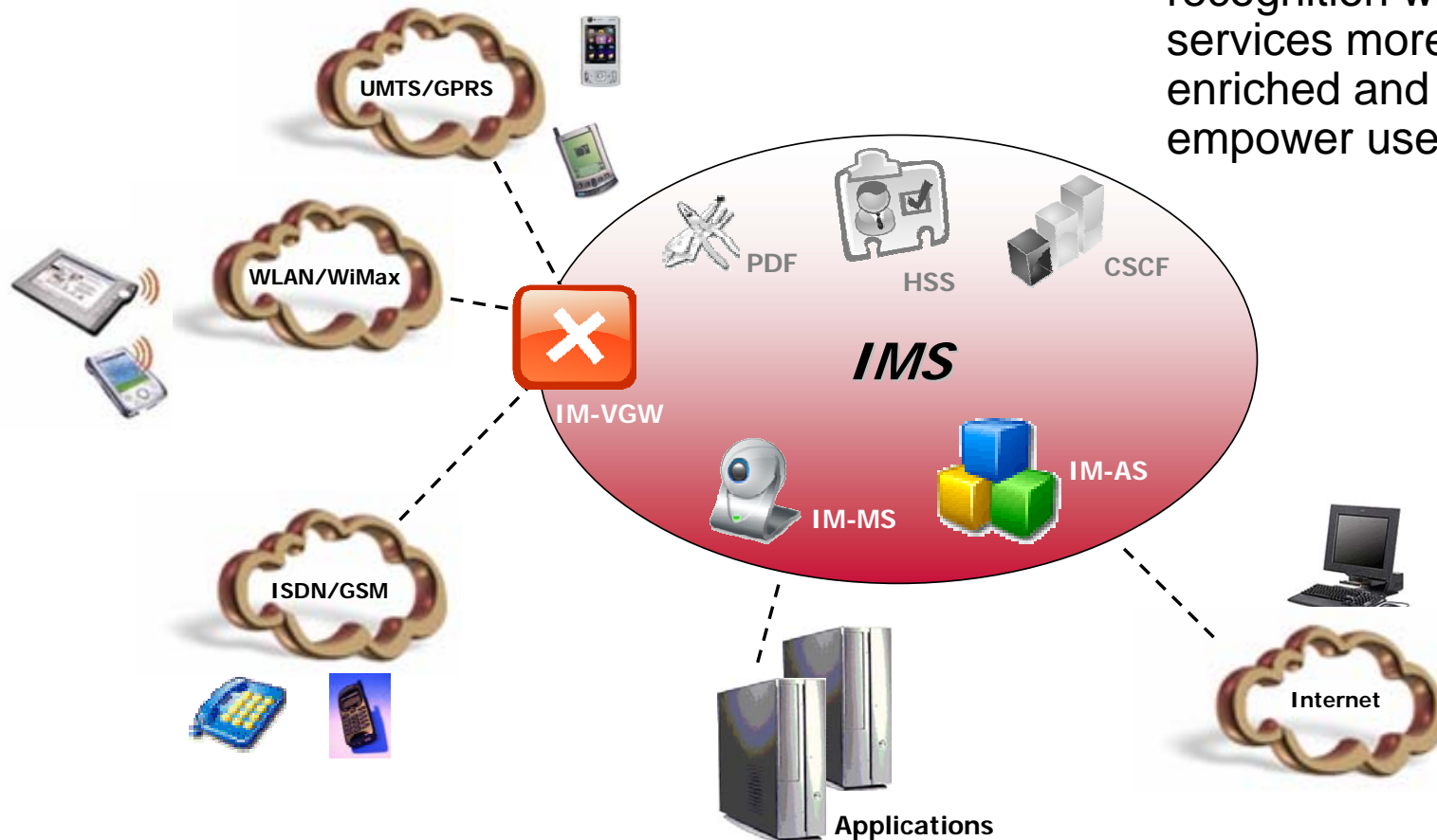
A new world of applications

- Demand is here:
 - By 2010, Forrester Research predicts 3 out of 5 mobile users will be 3G
 - By 2008 IDC predicts 1.3 billion people will connect to the Internet via mobile phones.
- IMS network architecture is the environment for seamless delivery of voice, video and data (the “Convergence” for both fixed and mobile networks)



Thanks!

Voice, face, print, gesture recognition will make services more efficient, enriched and flexible to empower user experience.



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