

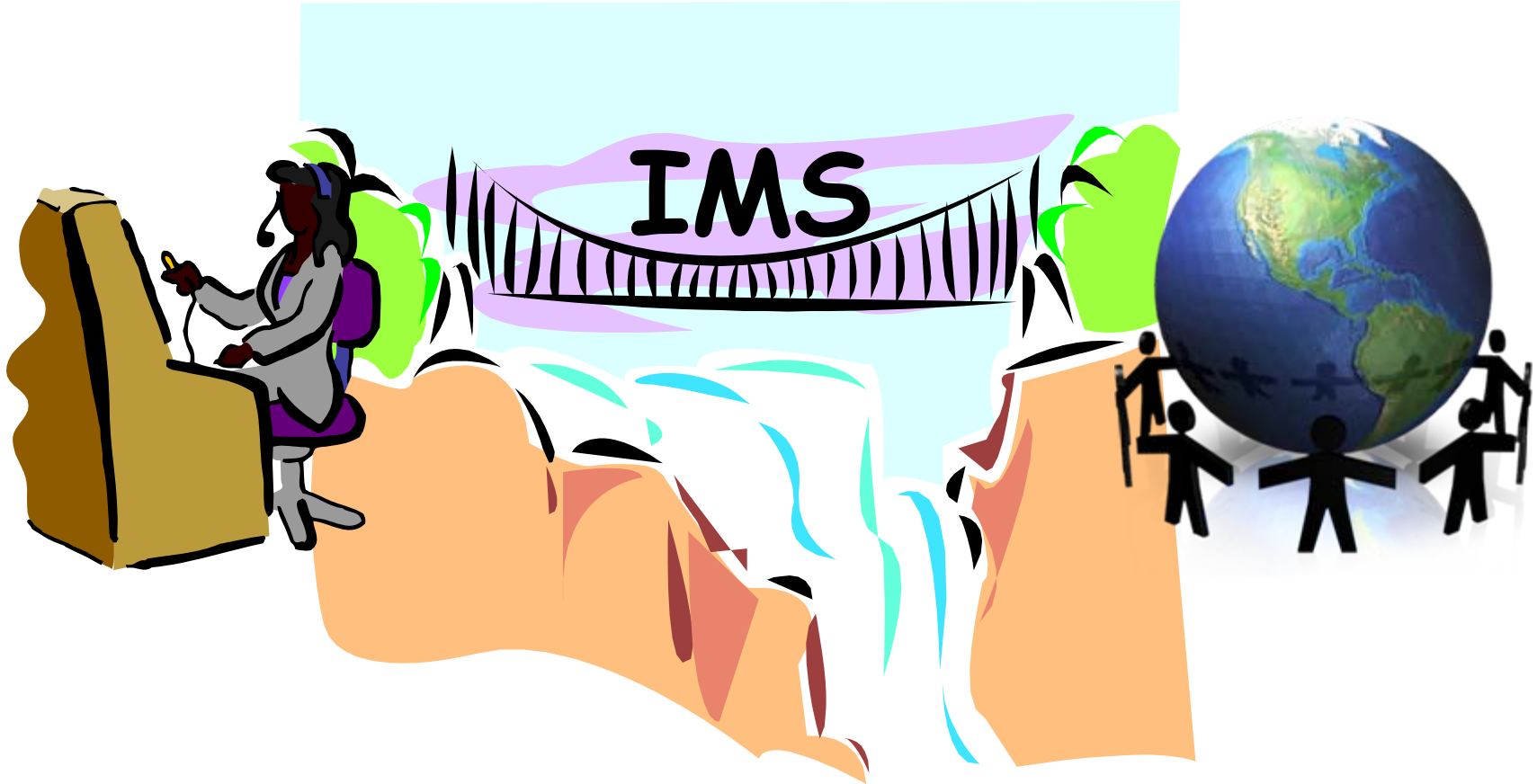


Uniting the Web and Telco Worlds through Open Source

ExperiaSphere, a Project of CIMI
Corporation



How Do We Get Beyond IMS to Create Revenue?



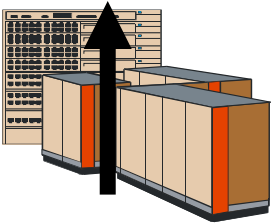


Approaches



Open handset (Android, etc.): Advantages: **Strong developer support**, lots of industry buzz, involves handset vendors too, Google loves you.

Disadvantages: **Wireless only**. May focus more on over-the-top applications, doesn't address specific network operator feature exposure by itself.



Open APIs (Operator programs, GSMA third-party access, vendor programs): Advantages: creates direct value for the network operator, adds to asset base available for open applications.

Disadvantages: Developer support sketchy, no explicit framework for open applications, business and operations framework for operator needs definition, promised by many telco equipment vendors (Alcatel-Lucent, Cisco, Juniper) in competing forms but not yet delivered.



Open Ecosystem: Advantages: Applicable on both client and network side, creates application framework, can link business models of all the players,

Disadvantages: IMS is a walled garden. Vendor approaches are likely to be proprietary in their approach. **No open approaches available...until NOW!**



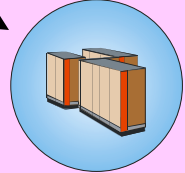
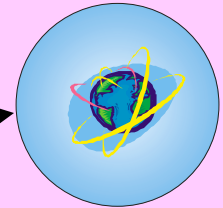
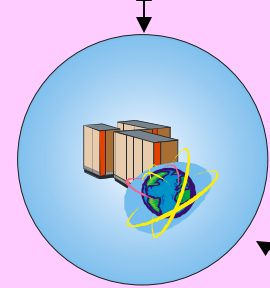
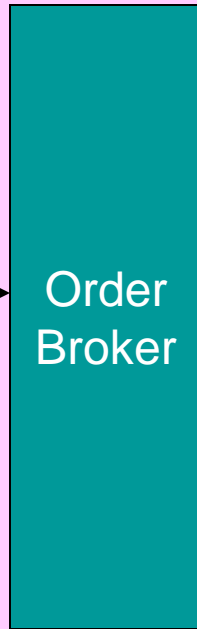
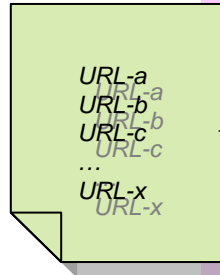
What We're Announcing: ExperiaSphere

- **We have an Alpha-One version of an open-source NGN Services Architecture; we think the first in the industry.**
 - It's a **Java-based open-source toolkit** with no complicated add-ons
 - It models TMF- and ITU-standard components
 - It accepts HTML orders right out of any web development tool set; no API required!
 - It is so small pieces can run on open handsets (if they support Java VM)
 - It **completely abstracts services from resources** so the same service logic works with IP or Ethernet, and for any vendor whose API is supported
- We're extending NGN Service Architectures beyond IMS, but you could **develop IMS using these tools if you wanted!**
- We're planning to release Beta code to the public (Sourceforge.net) this summer
- We're using these tools to build a **video delivery service that could represent mobile or wireline streaming over premium connections with explicit QoS**, one that harmonizes Web 2.0 APIs (from Yahoo's Video Search) and Telco-compatible resource provisioning using virtually any standard or vendor-proprietary interface based on XML
- **It's only the beginning for ExperiaSphere**



← Click for notes!

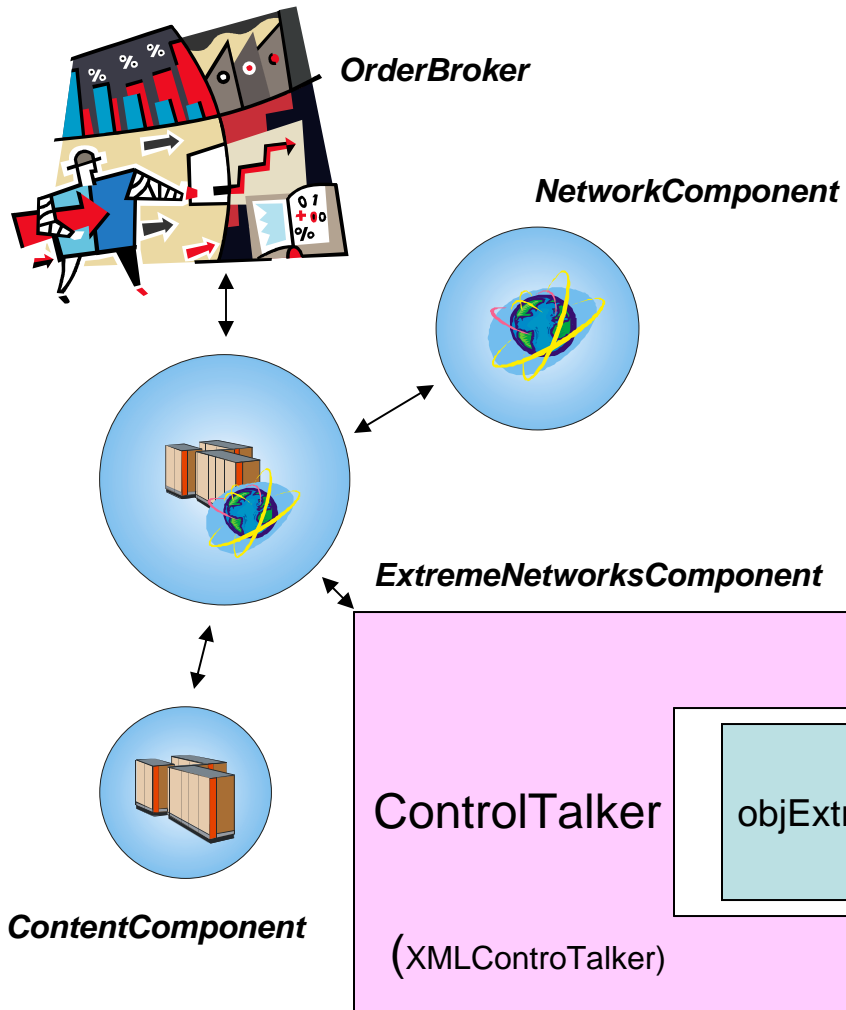
Any user with web access can go to any website and obtain access to any carrier-facilitated service based on any set of network resources



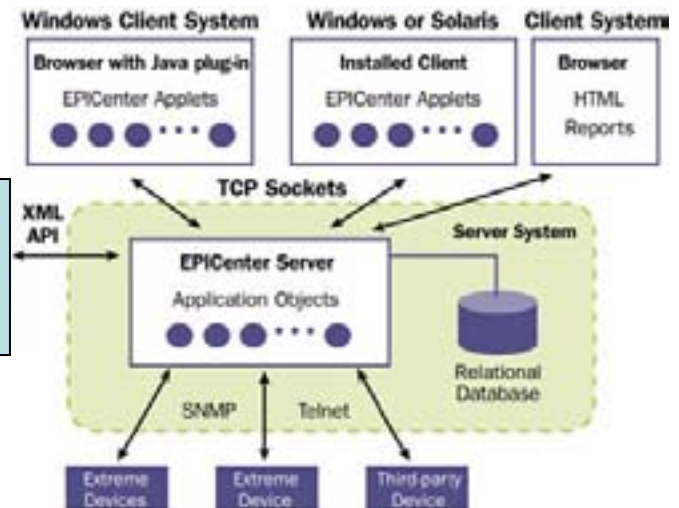
ExperiaSphere

Any website can be a launch point for services that require provisioning of network resources, partnerships across provider boundaries, or even cooperation between OTT APIs and carrier facilities

Any service or experience can be represented as a series of abstract objects that manage the entire lifecycle of the service or service/component transparently to those who use it, based on any technology, any vendor, any OSS/BSS, and in conformance to both established and emerging standards



Extreme Networks' EPICenter: Our first ExperiaSphere network partner





How does this Differ from IMS?

- It's open source
- It's a toolkit and not an architecture
- It can support any network protocol or interface, but particularly those based on XML
- It doesn't require SIP or even IP (but you could use it)
- It is portable to open handsets (or any other JVM device)
- It can conform to NGNOSS management standards
- It's based on Internet principles but applicable to the Telco world



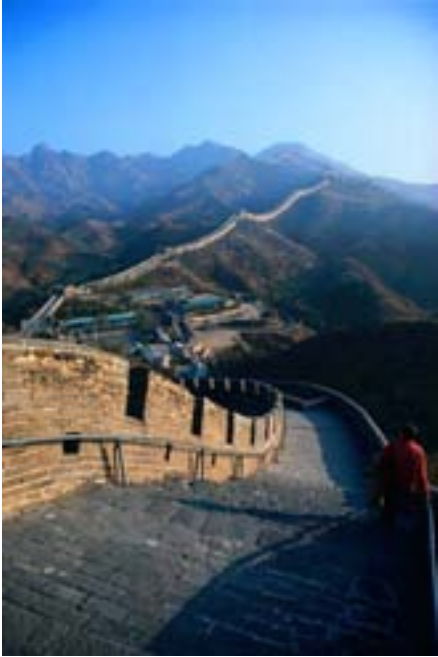
ExperiaSphere: Summary

- An open-source Java framework for creating objects that represent service components and linking them to resource provisioning and lifecycle management
- A toolkit of about 80 classes (and growing) with test examples
- A third-party access architecture that lets **any website order and provision services of any level of complexity, across one network or across the world**
- The first open-source identity, presence, location, and demographics/advertising architecture for open social-based services is **in development**
- **We are eager to work with vendor and provider partners to advance truly open NGN services**



ExperiaSphere: Technology

- Simple J2SE (Plain Old Java Objects) basis
- Designed on principles articulated by OMG, GSMA, TMF/SDF/IPsphere and capable of supporting **any standard interface defined by these bodies**
- Two presentations on early results made to TMF, who has adopted some of the nomenclature in their work
- Development integration with Yahoo Web Service APIs for the Alpha-One test
- Member of developer programs for Ericsson, Extreme Networks, Cisco and will be supporting APIs from these vendors
- Auditing Apple iPhone, Android, GSMA developments through membership in their programs



Open source breaks down walls! No matter how big a “walled garden” might be, it’s still a walled garden. The future of communications needs to include an open framework for creating services that’s as flexible as the Internet, but it also needs to accommodate the reality that public network stability depends on careful control of how resources are allocated and managed. Harmonizing these goals isn’t an easy task, and we aren’t claiming we have all the answers.

We’re claiming we have a good beginning.