



Solution Brief

Nortel Communications Module 9520

Enhancing the entertainment experience with integrated communications services

The battle for the broadband consumer is currently being waged on the ability to deliver bundled voice, video and Internet access services. However, the next step in the evolution of consumer services is already on the horizon. The competitive threat from emerging over-the-top service providers is forcing both telcos and MSOs to re-think their service strategies. By exploring the potential to deliver a new category of converged multimedia applications, service providers can generate new revenues while reducing subscriber churn and building a powerful and differentiated brand in the marketplace.

Video and broadband access services have become key components of most service providers' growth strategies. However, both of these services are subject to rapidly increasing competition. On their own, neither of these services is differentiated so it is simple

for a subscriber to switch from one provider to another. Compounding this problem is that bundling is no longer proving effective as a customer loyalty tool. With the same services available from many different service providers, consumers are increasingly "shopping the bundle" in order to get the best deal. Providing new features and functionality to differentiate a provider's video and broadband access services is key to maintaining customer loyalty and reducing churn.

Converged entertainment and communications services

Enabling a subscriber's TV or PC to become a device for communication and interaction allows service providers to differentiate their service bundle from competitors and to attract new customers. Nortel is combining its long-standing expertise in multimedia

communications and video to allow TV and PC users to experience blended multimedia communications services. With support for TV or PC-based multimedia communications — capabilities which will form the basis for a new generation of powerful and profitable blended services — Nortel's Communications Module 9520 provides consumers with enhanced options for communication and interaction with the world.

The Nortel Communications Module 9520 architecture shown in Figure 1 introduces a function that mediates the interaction between multimedia communications servers and the TV set-top box (STB) or a software PC client.

A wide range of innovative capabilities are enabled by the new Nortel architecture, including:

- Basic voice services (caller ID)
- Advanced voice services (call disposition, message waiting indication, call logs)
- Wireless integration
- Visual voicemail
- IM, SMS, MMS and video calling
- Converged address book
- Enabling third-party applications including targeted advertisements and interactive TV



Integrated communications and entertainment offers a new type of business opportunity

Nortel's Communications Module 9520 offers multiple APIs intended to allow integration with different video infrastructures and STBs — both IPTV and cable MSO infrastructures can be supported. It also offers standards-based, open interfaces to make seamless integration with a wide range of multimedia communications servers possible from the outset. The Communications Module 9520 has been designed to work with the service provider's existing voice network (SIP or non-SIP) and with the subscriber's existing phones.

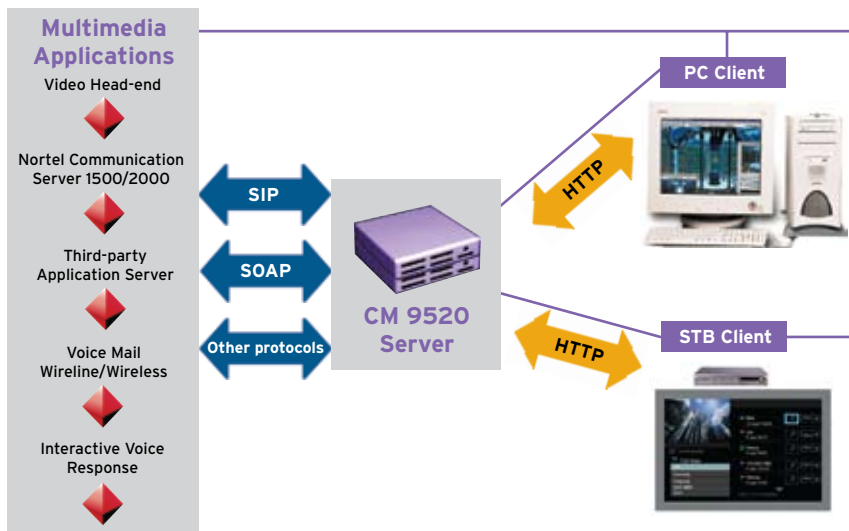
Service providers deploying Communications Module 9520 will realize an immediate advantage for their consumer service offerings. Consumers will gain access to:

- Enhanced communications experience
 - Move beyond POTS into the 21st century
 - Access to advanced voice features through advanced graphical UI
 - Simplified access to voicemail
- Increased customer intimacy
 - Expand the living room to include mobile and PC-based users
 - > Text messaging (SMS), picture sharing (MMS), video sharing, instant messaging (IM), two-way video calling

For the service provider, these enhanced consumer capabilities will drive:

- Improved customer retention
 - Convergent applications enhance the value of the bundle
 - > SMS, MMS, video sharing
 - Enhanced telephony applications increase competitiveness with respect to VoIP
 - Differentiated video services attract new subscribers and reduce churn
- Increased revenue
 - Convenience drives adaptation of existing services
 - > Voicemail, caller ID
 - Drive mobile SMS and MMS consumption
- Improved margins
 - Low marginal cost to add applications on top of the existing video infrastructure

Figure 1. Nortel Communications Module 9520 architecture



Winning the battle for the residential subscriber demands offering compelling and differentiated new services. With support for enhanced services that integrate information, communications and entertainment services, Nortel will help you drive your business forward by giving your customers a chance to change the status quo and usher in the age of integrated entertainment and communications.

For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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