

Solution Brief

Integrating IPTV with communication services from Nortel's CS 1500 softswitch. Introducing Nortel Communications Module 9520

The battle for the broadband consumer is currently being waged on the ability to deliver bundled voice, video and data services. However, the next step in the evolution of consumer services is already on the horizon. Integrated services that blend video and data with the CS 1500 voice services will allow operators of IPTV networks to roll out capabilities that go beyond traditional TV and VoIP. By exploiting the full potential of digital entertainment and communication, service providers can generate new revenues while building a powerful and differentiated brand in the marketplace.

By delivering video over a converged network Internet Protocol Television (IPTV) will allow network operators to realize the full potential of triple (and quadruple) play — voice, data and video services delivered over a broadband infrastructure — by exploiting the almost limitless flexibility of multi-media content and packet-based networks. With an unrivaled capacity to support choice, including how and where entertainment services can be consumed, IPTV has the potential to redefine the model for video centric services delivery.

The first generation of IPTV solutions have been focused on achieving parity with existing TV offers. This existing offer typically combines broadcast and

unicast video delivery with consumer bundling based on combining data, voice and video for single-bill discounting. This bundling, results in lower revenue per service, and is insufficient to enable an operator to reach their customer acquisition goals without eroding margins through aggressive price competition. Long-term success in IPTV requires harnessing the true potential of the technology to create significant new values for consumers and open new revenue sources. There are multiple classes of such new services and one of the most powerful additions to the service mix is blended multimedia communications.

Converged entertainment and communication services

Enabling the TV to become a device for communication and interaction allows IPTV operators to differentiate their service bundle from cable and satellite providers attracting new consumers and reducing churn. Nortel is combining its long standing expertise in Voice and Video to bring together the CS 1500's Session Initiation Protocol (SIP) and the standard Video Protocols, to allow TV subscribers the ability to experience blended communication and entertainment on their TV. With support for TV

telephony and TV multimedia — capabilities which will form the basis for a new generation of powerful and profitable integrated services — Nortel's Communications Module 9520 combined with Nortel's CS 1500 provides users with enhanced options for communication and interaction with the world.

The Nortel Communications Module 9520 (CM 9520) architecture shown in Figure 1 introduces a function which mediates the interaction between the CS 1500 softswitch and the middleware to deliver services to the television viewer.

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

- Basic voice services
- Caller ID and Caller Number
- Click to call from an address book or Call Log
- Advanced voice services
- Wireless integration
- Visual voicemail
- IM, SMS, MMS and Video calling
- Shared address book
- Enabling 3rd party applications including targeted advertisements and interactive TV.

Integrated communication and entertainment offers a new type of business opportunity

Nortel's CM 9520 offers open APIs intended to allow integration with multiple IPTV Middlewares and STBs. It also offers standards based and open interfaces to make seamless integration with a wide range of multi-media communications servers possible from the outset.

Service providers deploying Nortel's IPTV solution with the CM 9520 and the CS 1500 will realize immediate advantage for their consumer service offerings. Consumers will gain access to

- **Enhanced communications experience:**

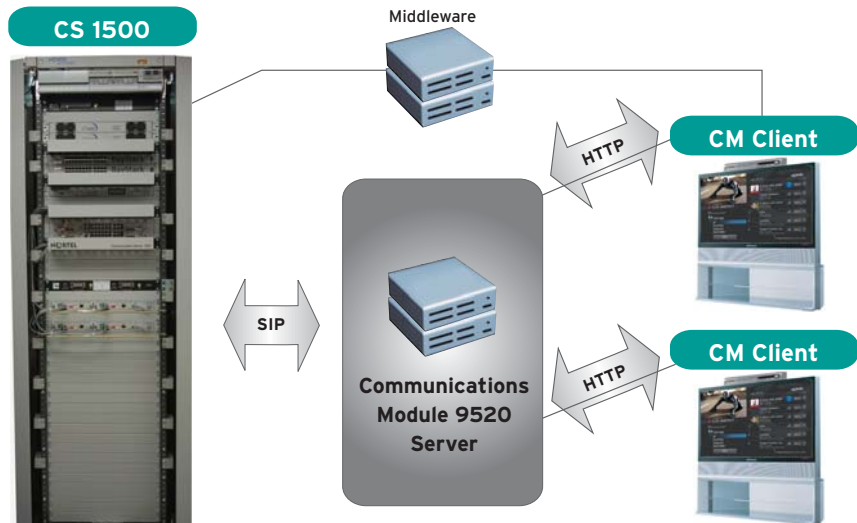
- Move beyond POTS into the 21st century with CS 1500 VoIP services
- Access to advanced voice features through advanced Graphical UI
- Simplified access to CS 1500 unified voice mail

- **Increased customer intimacy**

- Expand the living room to include mobile and PC based users
- Text messaging (SMS), Picture sharing (MMS), Instant Messaging (IM), two way video calling.

For the service provider these enhanced consumer capabilities will drive

Figure 1. Nortel Communications Module 9520 Architecture



CM 9500 supports multiple deployment scenarios

- Operates with multiple middleware and STB deployments
- Interfaces to CS 1500 and other softswitches

- **Improved customer retention**

- Convergent applications enhance value of the bundle
 - SMS, MMS
- Enhanced telephony applications increase competitiveness with respect to VoIP
- Differentiated video services attract new subscribers and reduce churn
 - Video conferencing

- **Increased revenue**

- Convenience drives adaptation of existing services
 - Voicemail, CallerID
- Drive mobile SMS and MMS consumption

- **Improved margins**

- Low marginal cost to add applications on top of IPTV infrastructure

Winning the battle for the residential subscriber demands bold action. With support for enhanced services that integrate information, communication 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 communication.

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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