



# Dialogic and Mobile Value Added Services

Service Providers are not only being asked to deliver greater bandwidth to mobile devices, but their customers are also looking for more innovative services, including video, voice, location services, and commerce transactions. By making these value-added services available, service providers gain the opportunity to create additional revenue streams while at the same time making their customers happy, leading to better customer retention.

Dialogic can play a key role in this equation, providing media and signaling building blocks with the right interfaces to support rapid value-added-service delivery for both consumer and business applications. Dialogic has been delivering these types of capabilities into the mobile space for over 20 years as part of high-value solutions that are in use by over two billion mobile subscribers. These media and signaling building blocks are complemented with connectivity and security options from a range of gateways and session border controllers for truly integrated solutions.

## Innovative Services

The types of mobile services that are being deployed over mobile networks by both service providers and over the top providers cover a broad range. Dialogic showcases examples of its partners' applications on its Solution Showcase, which highlights market tested, revenue-generating solutions. Each solution is recognized for its innovative nature as well as its demonstrated reliability, ease of deployment, and scalability. The Solution Showcase can be accessed at [www.dialogic.com/Showcase.aspx](http://www.dialogic.com/Showcase.aspx)

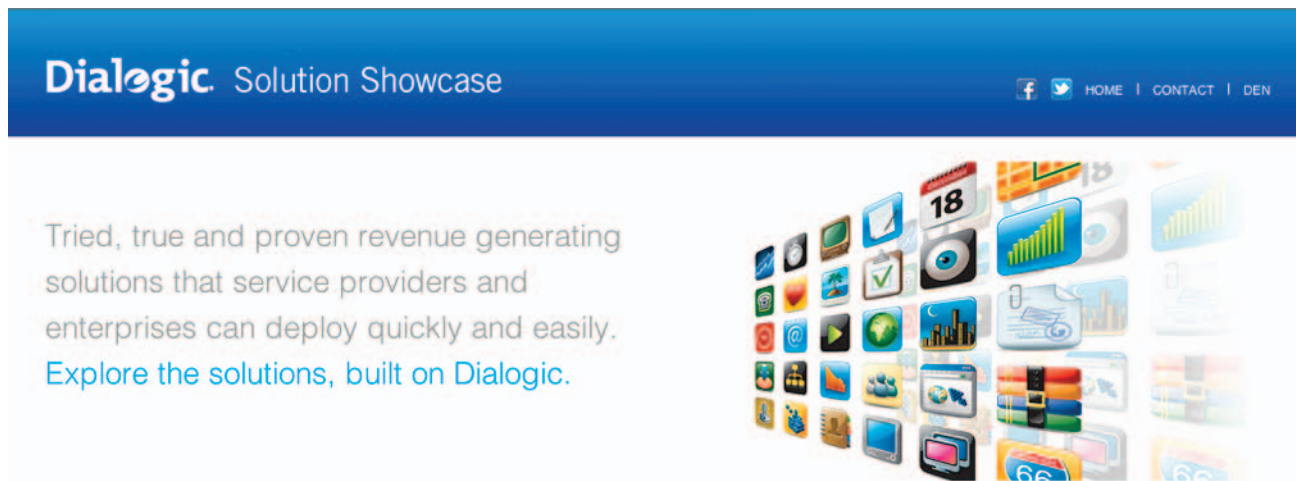


Figure 1 : Dialogic Solution Showcase is at [www.dialogic.com/Showcase.aspx](http://www.dialogic.com/Showcase.aspx)

## Messaging

**SMS/MMS:** The ubiquitous mobile messaging system, which is extremely popular and has allowed many other services to be built on it (from getting local weather bulletins to other subscriber services while on the move) continues to grow in use and is poised to remain important for years to come.

**Voice and Video SMS:** Naturally, as part of the delivery of value-added services, other media types can expand the user experience, such as by providing SMS with the capability of delivering stored voice or video.

**Voice Mail/Video Mail:** Being able to leave an important message through voice mail can help convey tone and expression beyond what is possible via a text message, and this can be expanded even further with video mail.

**IVR/IVVR:** IVR allows services to be delivered to customers so they can get to the information they need as quickly and efficiently as possible. Video-enabling IVR services allows for expanded revenue opportunities and opens them up to new markets where different information types and services can be enabled by these systems.

## Mobile Commerce

Services enabling transactions through mobile devices for top-up of phone credit, purchasing items, and enabling mobile devices to become virtual wallets are increasing. They support a move to a cashless way of conducting business. Using SMS and USSD capabilities, the devices do not need to be smartphones, allowing mobile banking to be within reach for all who use mobile phones. Advertising through pre- or post-roll or insertion gives service providers other opportunities for revenue.

## Network Services

There are many different network services that are delivered through mobile value-added services.

**Voice and Video Calls/Conferences:** Delivering voice and video calls serves as the foundation, and expanding these out to voice and video conferencing applications provides the connectivity between individuals and groups at work or as part of social networks, better enabling business and social interaction. Improved voice connection quality is available through the use of HD Voice.

**Machine to Machine (M2M):** Delivering capabilities across many verticals, machine-to-machine messages can be data or SMS-based information for monitoring systems. Health systems in particular are leading the way with patient monitoring systems; however, the “internet of things” is approaching and being able to support and aggregate and manage information from these devices will be core to the delivery of M2M.

**Location Based Services:** The ability to know where someone is and to tie that to the overall service can be significant in terms of focused delivery of services for everything from mapping applications, traffic bulletins, and emergency notifications to providing information on the closest restaurant.

## Entertainment

Entertainment and fun activities for mobile phones are increasing. Some of the earliest such offerings were ringtones, expanded to Color RingBack Tones (CRBT), which allow you to select specific music to be played instead of a ringing tone. This service has taken a further step with the inclusion of video.

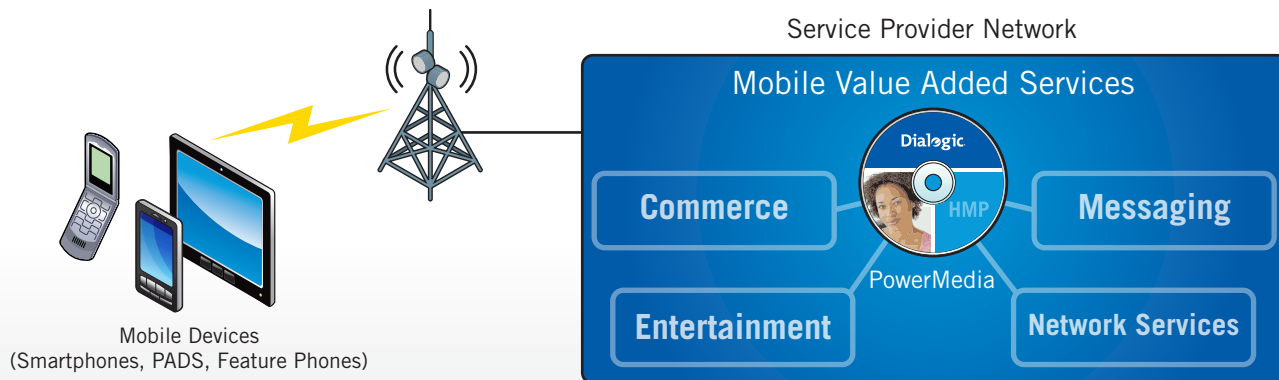
**Video Enablement:** Many services available today, such as conferencing, calling, SMS, and mailboxes, are having video added to provide a richer user experience. The increase of streaming video for gaming and entertainment also provides opportunities for revenue generation through ad insertion. Access to these videos are through video portals, and at the core of this video enablement is the ability to manage and control video streams and to adapt video for the required end-user device, all while ensuring the customer gets a good Quality of Experience (QoE).

Other services such as video ring tones and video chat are not just revenue generating, but also dovetail into the social networking and gaming capabilities being developed.

## Powering Mobile VAS

A key to delivering mobile VAS is access to media processing capabilities.

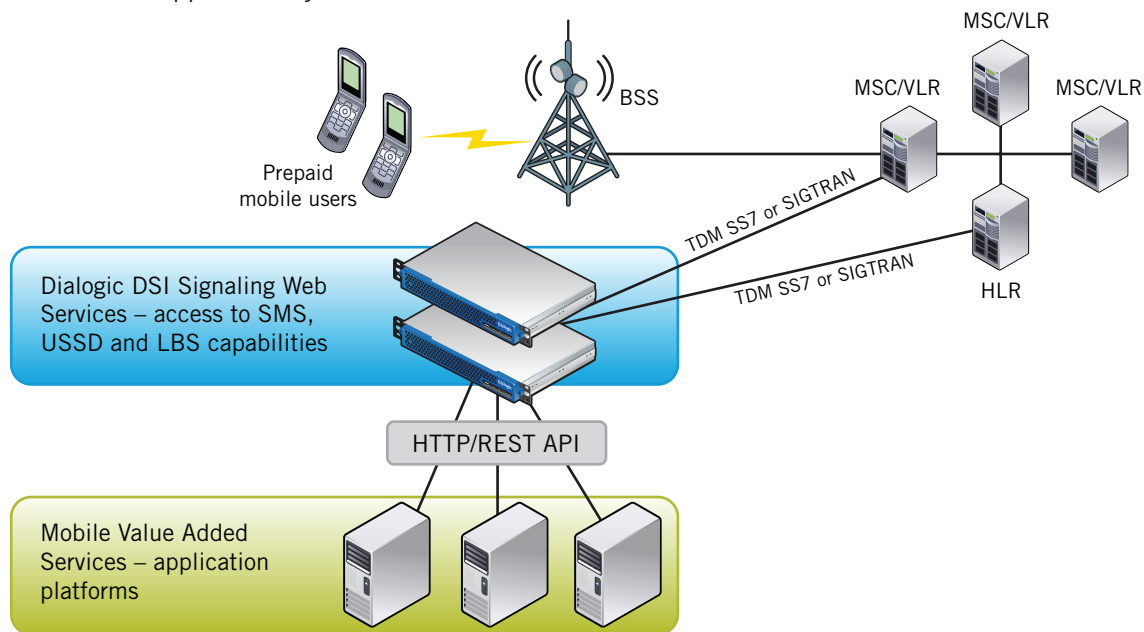
**Dialogic® PowerMedia™ Host Media Processing (HMP) Software** enables service providers to quickly and cost-effectively create high-value voice and video services. For example, an IP media server based on PowerMedia HMP can be deployed in a typical service provider environment to deliver messaging, mobile commerce, network services, and entertainment value-added services. PowerMedia HMP also enables video versions of many of these applications, and can be deployed as part of an IP Media Subsystem (IMS).



**Figure 2 : Dialogic® PowerMedia™ technology enables many different Mobile VAS Services**

**Dialogic® DSI Signaling Servers** enable cost effective, high-performance, distributed, cross-platform, cross-operating system signaling applications. **Dialogic® DSI Signaling Web Services (DSI SWS)** enables rapid development of

applications using key mobile technologies, such as Short Message Service (SMS), Location Based Services (LBS) and Unstructured Supplementary Service Data (USSD).



**Figure 3 : Dialogic® DSI Signaling Web Services supports the delivery of Mobile VAS using SMS, USSD, and Location Based Services**

Today's service provider market demands smart video service solutions that can speed time to revenue and be deployed in a wide variety of networks worldwide. The **Dialogic® Vision™ 1000 Video Gateway** is a network-ready product, built on commercially proven Dialogic® gateway technology, that can connect interactive 3G mobile voice and video services in 3G-324M environments — and in the vast array of other network environments in use today.

## Connectivity and Security

Service continuity is a key requirement for service delivery. With their reliability, scalability, and ease of administration and maintenance, Dialogic® BorderNet™ products are well suited for providing connectivity options for Mobile VAS services.

**Dialogic® BorderNet™ 2020 Integrated Media Gateways** provide media transcoding and IP signal interworking for application platforms on which service providers have chosen to develop and deliver mobile value-added services.

**Dialogic® BorderNet™ 3000 Session Border Controllers** promote the rapid introduction of highly desirable new services at a low cost in both mobile and fixed IP networks. The BorderNet 3000 SBC delivers secure interconnection across SIP borders and SLA assurance along with a powerful integrated tracing capability for advanced troubleshooting.

# Dialogic®

[www.dialogic.com](http://www.dialogic.com)

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