



## Network IVVR

Open the network to innovative third-party Voice & Video Services

### Key Benefits

#### Enables new revenue streams

Launch new video & voice-on-demand services over mobile networks and generate new revenue

#### Reduce time-to-market

Using VoiceXML it is possible to create new applications and services immediately available through the Network IVVR

#### Attract and manage voice & video third parties

Open up voice & video potential for additional differentiated and revenue-generating services

### Market Dynamics

Network Interactive Voice & Video Response (IVVR) is a fundamental communication tool used intensively by mobile operators and companies to communicate with their customers. It provides a simple and easy way to access information and help callers navigate through content and menus. The technology evolution brings a video element in addition to the traditional voice offering which will increase the range of services that can be provided to end-users. The wide availability and growing popularity of video-enabled mobile phones will drive usage of these new services and applications. In developing countries where 3G networks are being rolled out, the Network IVVR will soon become a key component of the enhanced multimedia offering.

The combination of voice and video is an exciting technical evolution that weaves the simplicity of traditional Voice IVR with the advanced video capabilities offered by 3G handsets and SIP soft clients and phones. Network IVVR adds an additional personalised dimension to voice-only calls, dramatically enhancing the user experience and ease of use, leading to increased, high-revenue traffic. Video calls over 3G networks are a real alternative to Web Access Portals and data downloads.

### Product Overview

The Network IVVR is the enabler that helps mobile operators offer interactive content through both voice and video. The video element of the Network IVVR is a management system that offers the tools required to facilitate the creation and publication of video portals. Mobile operators and content providers can access the content provisioning interface in two ways:

- Using VoiceXML Studio, an application with drag and drop functionality that enables business users to create interactive audio and video content
- Using a web-based interface from where it is possible to provide and manage content

The Network IVVR can be used as a way to deliver adverts, informative content or on-demand premium content in audio or video. It consists of two key modules – the Media Resource Server and the Application Server - with each one individually scalable.



## Key Features

### Network Enabler

The Jinny Network IVVR enables mobile operators to provide audio and video on-demand premium content and informative services such as tourist-related information services, entertainment content, football highlights, real-time video content sourced from webcams or other sources and other enhanced multimedia services.

### Multi-content Provider Support

The Jinny IVVR supports multiple content providers, each with its own access and workspace.

### VoiceXML Studio - Service Creation Environment

The VoiceXML Studio is a powerful Windows based application that can be used on any PC and allows the user to create Network IVVR menus and manage content.

### Content Filtering & Management

- Sophisticated content filtering allows the administrator to analyse and moderate content before it is published
- A content-provider web provisioning portal allows content providers to provision and manage content through a user-friendly web interface

### Carrier-grade Media Resource Function

- The Jinny IVVR is a carrier-grade platform that can be accessed by a wide range of different network types: GSM, W-CDMA, CDMA, TDMA, UMTS, IP including IMS
- Voice channels can be delivered using the E1, T1 and J1 access circuits

## Network IVVR Architecture

