



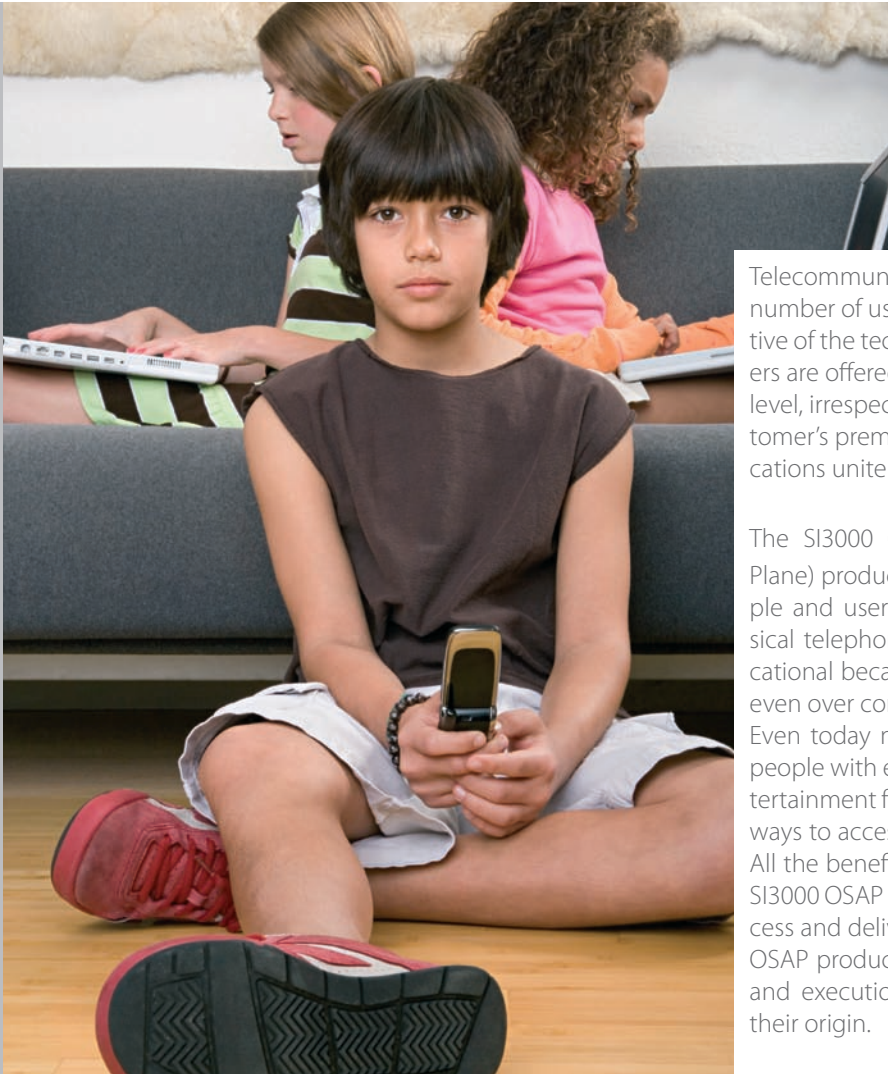
The SI3000 OSAP Product Family

Open Service and Application Plane

A Move to IMS

PRESENTING THE ISKRATEL SI3000 OSAP PRODUCT FAMILY

- Fixed Operators
- Mobile operators
- Content providers
- Enterprises/corporate networks



Telecommunications show a trend toward a larger number of useful services and applications, irrespective of the technologies or the platforms used. All users are offered services and applications at the same level, irrespective of the technology used at the customer's premises. In other words, services and applications unite different worlds.

The SI3000 OSAP (Open-Service and Application Plane) product family provides users with new, simple and user-friendly communication modes. Classical telephony is becoming entertaining and educational because users can be offered NGN services even over conventional telephone systems.

Even today multimedia triple-play services provide people with exciting new ways to communicate, entertainment for every member of the family, different ways to access information and a variety of content. All the benefits listed, and more, are enabled by the SI3000 OSAP product family. While providing user access and delivering services to end users, the SI3000 OSAP products are open and ready for the creation and execution of optional services, irrespective of their origin.

Applications and services bringing different worlds together

SI3000 OSAP (Open Service and Application Plane) product family:

- SI3000 CAS (Compact Application Server)
- SI3000 MAS (Mobile Application Server)
- SI3000 UAS (Universal Application Server)
- SI3000 CC (Contact Center)
- SI3000 CMS (Carrier Multimedia Solutions)
- SI3000 HMS (Hospitality Multimedia Solutions)
- SI3000 MDS (Media Distribution Solutions)

The SI3000 OSAP product family is designed to satisfy the needs of major telecommunications operators as well as operators of small-sized networks, service providers and, last but not least, the applications required by business environments. Our products can be used for initial installations that are very attractively priced and easily extended or upgraded with new services or applications, with an emphasis placed on reliability, safety and user friendliness.

Our services offer you the opportunity to do and learn more.

WHAT DOES THE SI3000 OSAP PRODUCT FAMILY OFFER THE USER?

Focused on the user experience



The main task of services and applications is to satisfy user needs. User-friendly services or applications that meet the expectations of customers are marketable and generate revenue for service or application providers. The world of services and applications is never-ending because it is a product of the human imagination and needs that are changing over time. In the future, service provisioning will become one of the most profitable businesses, and whoever offers more and better services at a reasonable price will be the winner. Currently, at Iskratel we see three service groups that could be used in the TDM as well as in the IMS world:

- Telephone services
- Supplementary telephone services
- Non-telephone services

The simple introduction of a multitude of services with regard to user demands and financial capacity.

Upgrading current networks with new services irrespective of the equipment manufacturer.

The SI3000 OSAP family offers:

Telephone services

- UN – Universal Number
- C2D – Click To Dial
- MCC – Missed-Call Catcher
- ACC – All-Call Catcher
- ICB – Info Call Back

Supplementary telephone services

- IVR - Interactive Voice Response
- ACD - Automatic Call Distribution
- VMS - Voice-Mail service
- METEO - Meteorological Information
- VGC - Voice Greeting Card
- CR - Call Recording
- PRBT - Personal Ring-Back Tone
- NP - Number Portability
- VOT+ - Enhanced Televoting
- USSD services

Non-telephone services

- IPTV - IP Television
- VoD - Video on Demand
- nVoD - near Video on Demand
- PPV - Pay Per View
- PVR - Personal Video Recording
- nPVR - network Personal Video recording
- GoD - Games on Demand
- AoD - Audio on Demand
- Internet over TV
- Chat
- Messaging



SERVICES OPENING NEW HORIZONS TO USERS,

While Creating New Sources of Revenue for Operators

Every day users demand something new, something better. Even the elements of the current networks (servers) can be utilized for provisioning up-to-date services. Services can be transferred from one technology to another, thus providing users with equally advanced and high-quality services, irrespective of the technology used. Operators that use existing technologies can get services comparable to those offered by operators using more recent, emerging technologies. Our solutions allow operators to improve, at little cost, their services to a higher level, thus increasing their revenue and increasing the value of their company.

The solutions of the SI3000 OSAP product family are just the thing. Each product plays an important role as a member of the family, and together they ensure flexible solutions to the satisfaction of both service providers and the service users.

This product line provides services on different types of networks (fixed, mobile, NGN); the compatibility of several generations of networks results in a smaller initial investment for offering new services because different network types can use the same platform.

Advantages of the SI3000 OSAP product family:

- *Providing services over different types of networks.*
- *Upgrading current networks with advanced services.*
- *Compatibility of networks from different generations.*
- *Introduction of new up-to-date services with minimal investments.*
- *Low initial investment.*
- *Simple, cost-effective extensions and upgrades.*
- *Reliable, safe and user-friendly products.*
- *Products designed for the future.*
- *Stable investment value.*

TOMORROW BRINGS UNLIMITED POSSIBILITIES

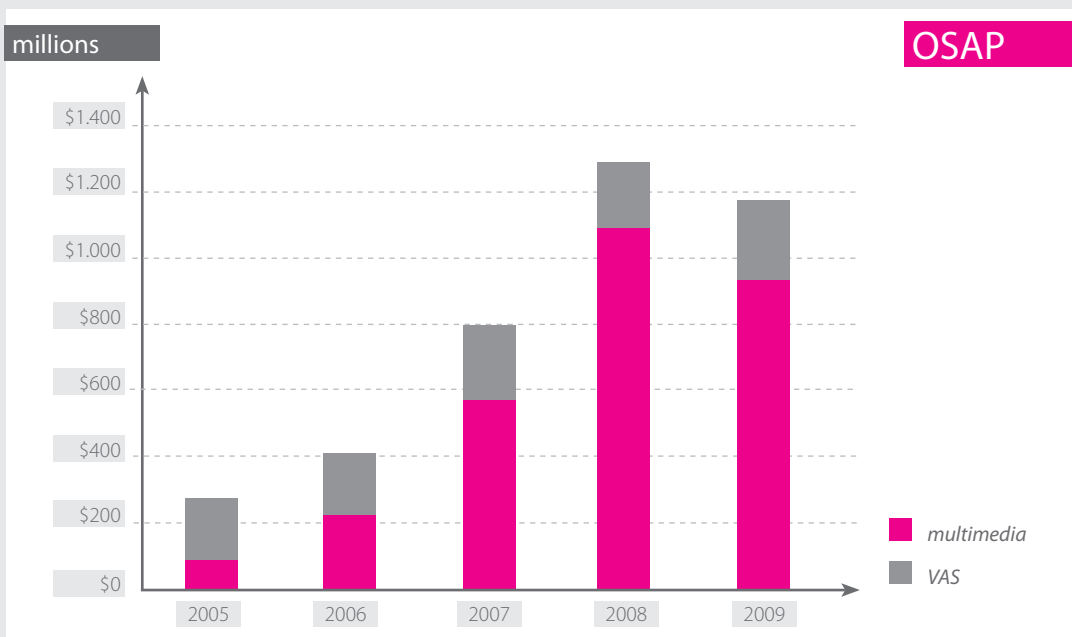
The SI3000 OSAP product family is ready for the convergence of fixed and mobile networks, a key telecommunications trend in recent years.

IMS technology that combines the internet and the mobile world will provide access to a wide variety of IP-based services. An important role in this story will be played by the products of the SI3000 OSAP family, which will ensure your efficiency and make your business more profitable with an unlimited range of new services.

IMS technology has become interesting for both fixed and mobile operators. It also represents a way for fixed-mobile convergence at the service as well as network level and has thus become a key strategic initiative for network upgrading.



A variety of services will become the key strategic weapon as service providers attempt to get new customers, reduce churn and increase ARPU. Service providers will therefore invest heavily in service-delivery platforms to provide new services for their subscribers.



SOURCE: Infonetics

There are no problems but challenges

Iskratel develops integrated telecommunications solutions for the future information society. With 60 years of experience in telecommunications, Iskratel is a global high-tech company.

The company provides integrated telecommunications solutions for fixed and mobile telephony and next generation networks, combining telephone, internet and multimedia solutions. Our services can be used via telephones and internet sites and, last but not least, via TV sets and multimedia systems. A large number of different services, accessible via different media, ensure their usefulness at any place and time. The design of all the applications provides a seamless transition to IMS technology.

The presence of Iskratel's employees in other countries guarantees the complete compatibility of network solutions since the SI3000 products conform to all the international standards such as ETSI, DSL Forum and others.

Iskratel's SI3000 product portfolio consists of three main product families:

- *SI3000 MSAN (Multi-Service Access Node) product family at the access level*
- *SI3000 MSCP (Multi-Service Control Plane) product family at the control level*
- *SI3000 OSAP (Open-Service and Application Plane) product family at the application level*

SERVICES AVAILABLE ANYWHERE, ANYTIME

Main advantages of the SI3000 OSAP product family:

- *High scalability*
- *Easy extension and upgrading*
- *New services for a new source of revenue*
- *Different applications for different needs and requirements*
- *Provisioning of local and central content*
- *A single platform providing services for different network types: fixed, mobile, and IP*
- *Combining telephone, IP, TV and multimedia services and applications*

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