

The Vision

Orange UK had a unique vision on the future of 3G video calling. Based on their analysis of 3G call traffic arriving on their network, as well as the lack of value added 3G video services provided by other networks, they calculated how they could generate revenue while providing an improved user experience for customers calling the Orange network using 3G video calling.

As result of this analysis, Orange UK decided they needed to differentiate their consumer 3G launch from the competition and provide a video call termination service that would allow any unsuccessful calls to Orange subscribers to at least receive a video message, rather than a default handset message based on the network status.

Orange UK's visionary demands were also highlighted by the fact they wanted this new service to go live at the same time as their consumer 3G launch.



Business Need

Orange UK had two main objectives for the new service – call completion revenue and an improved user experience for 3G video callers. The other objectives, which were critical in their decision to choose All New Video (today iPoint-media), were value for money and time-to-market.

Based on their analysis of the 3G video call traffic arriving on their network, Orange soon realized that they were missing an opportunity to derive revenue from completing calls on their network that were currently being rejected on the basis that the recipient wasn't 3G video enabled.

Orange UK also shared the frustration of the existing user experience felt by many 3G video callers. At the time of conceiving the service, if a video call was unable to be completed, due to the recipient's lack of 3G video capabilities or the fact they were simply out of coverage, or even busy, all the caller would receive was an error message on their handset informing them that the call could not be completed and offering them the option to place a voice call. Many felt that if someone wanted to make a video call then the call should at least be completed with a video announcement.

Orange believed that to differentiate their consumer 3G launch from the competition they wanted to provide a video call termination service that would allow any unsuccessful calls to Orange subscribers to at least receive a video message rather than the default handset message.

Orange also realized that due to the relatively low penetration of 3G video the service would have to be delivered very cost effectively and quickly. As a result, an ASP model proved to be an extremely attractive option, to which All New Video had an immediate answer.

As a result of all this analysis Orange started to define their new video service. Their initial plan was provide the service in 3 phases:

- Call Termination – This would provide callers with a video announcement informing them that the recipient was unable to take their call.
- Call Termination with SMS alert – In addition to providing the caller with a video announcement, the recipient would also receive a SMS message informing them that they had missed a video call.
- Video Answerphone – This service would not only provide a video announcement but would also allow callers to deposit a short, 10 second, video message that would be delivered to the recipient as a MMS message.

However, based on the 3G video messaging services that All New Video was able to demonstrate over Orange's existing live 3G infrastructure, it was decided that instead of a 3 phased approaches, Orange would launch their new 3G video offering with Video Answerphone service with MMS.

Solution

As easy as leaving a traditional voicemail, the new service allows callers on the Orange 3G network to record a short video message when the person they are calling is unavailable to receive the video call.

The message is then sent to the person as a short video MMS message. This MMS message function allows both 3G and 2G users to receive video messages.

iPoint-media provides this functionality for Orange as a managed service from one of their European hosted facilities. The packaged service, comprising of the

specialist software necessary to provide a two-way video call between mobile and IP networks, as well as the hardware and software necessary to host the carrier class service, is designed with the scalability to meet Orange's demand for terminating video call traffic from both Orange and cross network video calls.

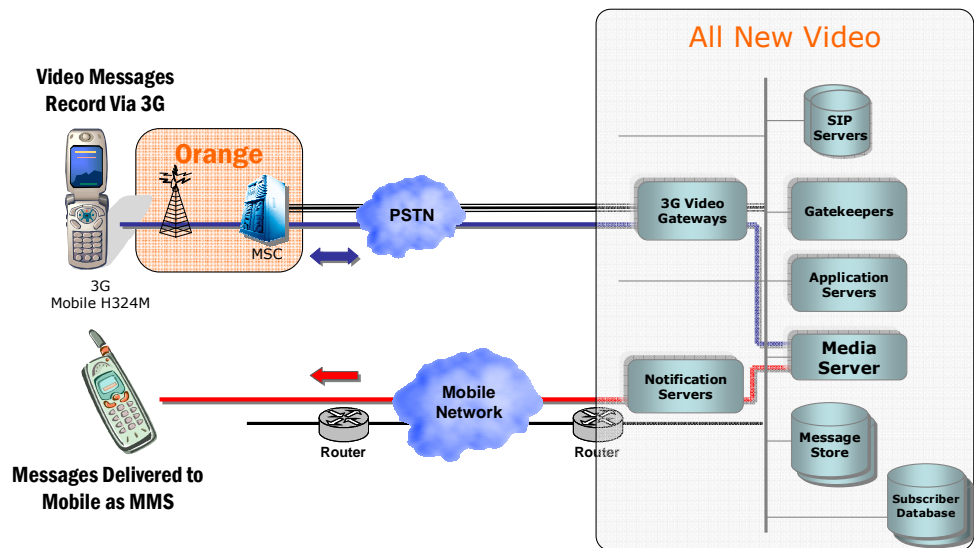
Benefits

This service now provides Orange with a new revenue stream from 3G video call termination whilst providing 3G video callers with an improved user experience.

The additional benefits provided to Orange were:

- Quick Time to Market
- Reduced capex and opex

All New Video was successful in winning the Orange contract because of the flexibility and innovation they offered. Max Taylor, Head of 3G Proposition Development at Orange, said: "All New Video were able to provide a service that will improve the 3G experience for our customers. With services like Orange Video Answer Phone, our customers can now communicate in richer, more exciting ways than ever before."



Business Need	Solution	Benefits
Orange UK was looking for a service that would provide a video call termination service for all their 3G and 2G subscribers and allow Orange UK to take advantage of video call termination revenue. The service had to be delivered quickly and in a cost effective manner.	Use All New Video (today iPoint-media) solution as an integrated solution, comprised of 3G Gateways, Media Servers and notifications gateways.	<ul style="list-style-type: none"> • Quick Time to Market • Very low capex and opex • Not just for 3G subscribers as messages are delivered as MMS, even to legacy 2G handsets • Improved user experience for 3G video callers

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