



# Video CallAnswer

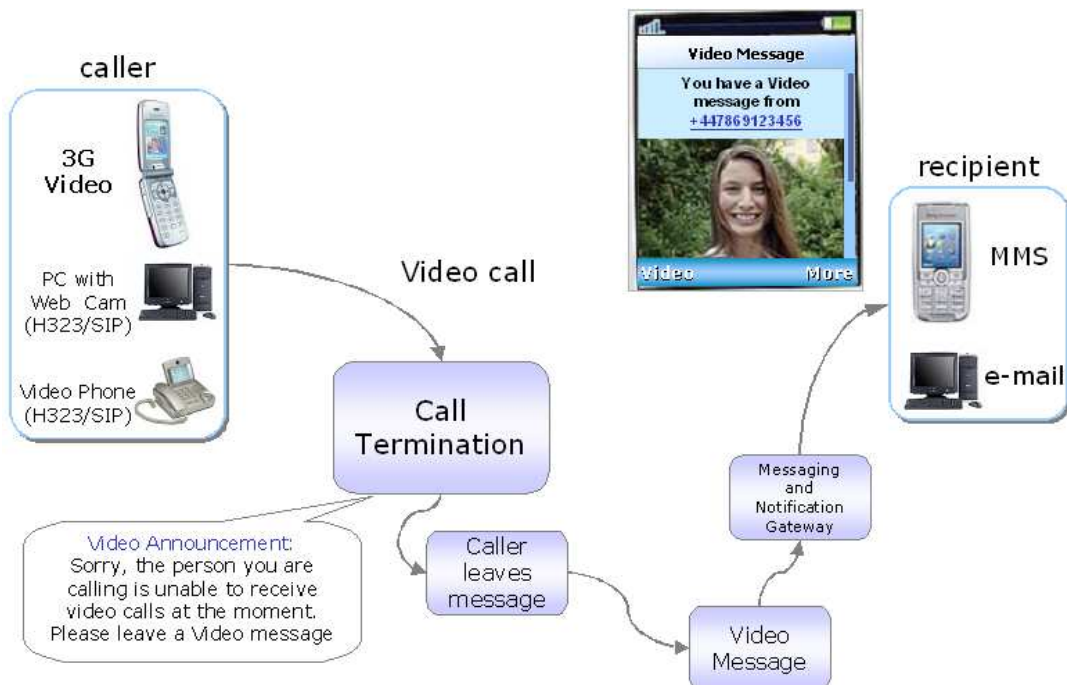
## Product Overview

3G video calling is on the rise, yet the experience of making video calls is often frustrating, especially for new users. When video calls fail to connect, whether due to the called party being unavailable or out of network coverage, the result is that users believe the technology “doesn’t work” and mobile operators lose out on call revenue.

Unlike audio calls, video calls provide no audio tones or messages to indicate why a call did not connect. When a video call fails to connect, most networks simply provide a vague message on the mobile handset indicating that the call cannot be completed. Dependant on the handset being used, some networks will offer the option to place a voice call instead, even when 3G coverage is available. Whatever indication is provided, the inability to completed video calls results in frustrated users and lost revenue to operators.

Video CallAnswer enhances the experience of video calling and ensures that all video calls are completed. Utilizing CallAnswer, calls that cannot connect to a called party are automatically answered by a video greeting. The caller is provided the reason for the call’s failure, if available, and offered the option to record a video message for the called party. Recorded messages are then forwarded to the recipient as either e-mail or MMS attachments, together with text containing the caller’s mobile number and the time and date the message was recorded.

Implemented as a hosted/managed service, Video CallAnswer provides a cost effective, scalable solution for operators to increase revenues and improve the experience of video calling for their 3G users. CallAnswer also offers the added benefit of enabling 2G subscribers to experience the value of 3G video calling.



## Features

### Flexible Notification

iPoint-media's Video CallAnswer supports several notification methods. Subscribers can receive a simple missed call notification, in the form of an SMS, or have video messages recorded by the caller forwarded to them. Video messages can be forwarded as an e-mail, with either a .jpeg image or .wmv video attachment, or alternatively as an MMS, with a .jpeg or 3GPP video attachment.

### Customization

Video CallAnswer utilizes a flexible and highly scalable platform. This enables easy customization of virtually all elements of the caller interface to meet the customer's requirements, including the video call-flow and graphical layout.

### Video Greeting Personalization

Video CallAnswer can be configured to provide callers with a pre-defined, default video greeting message. Alternatively, subscribers can personalize their interface by recording or selecting their own video greeting.

### Security

To ensure that the system remains secure and only accessible to authorized subscribers, Video CallAnswer can be integrated with many existing authentication APIs.

### Scalability

Video CallAnswer offers a highly scalable service. The solution can be offered with just a few ports, or mailboxes, and scaled to hundreds and even thousands.

### Hosted and Managed Service Solutions

iPoint-media provides Video CallAnswer as a hosted solution. Using its extensive network of 3G Gateways, messaging gateways and other key components, iPoint-media enables the delivery of a variety of custom video solutions.

Housed in key locations across Europe, iPoint-media's network provides operators with a low-cost alternative to purchasing and operating their own video services. By hosting solutions with iPoint-media, operators can realize significantly reduced Capex and Opex, while maintaining all the resilience, capacity and security provided by an in-house solution.

