

# MAS - Mobile Applications And Services

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# Mobile Applications

## What are we talking about here?

- Mobile - not tied to your desktop
  - cell phones, pdas, tablets, watches, earbuds, cerebral implants, etc
- Applications
  - interactive, social, gaming, business, e-commerce, travel, informational, health care, etc
- Services
  - presence, location, identity mgmt, group mgmt, PoC, voice, text, video
- Networks
  - cellular, WiFi, WiMax, 2.5 G, 3G, 4G, etc

# Business Integration Challenges

“Primary barriers to deployment are company culture and structure, not technical.” - IMS FOKUS Workshop

- IPR and product realization
- access and control
- content ownership
- custom solutions
  - generalized platforms with significant investment (SAP/Oracle)
  - financial transactions (banking, stock market, etc)
  - Security (video, alarming)
  - travel (schedules, coordination, reservations, etc)
  - ...plenty of other large verticals
- In short, who makes money and how?

# Human Factors Integration Challenges

- lessons from the iPod
- have to account for diversity
  - handsets, I/O, and networks
- location services case study ....“coupon spam”
- can't assume *always on* connections  
(problem of Mobile Google Maps)

# IMS Benefits - Official Story

- Access Independence - not just Cellular: wired, WiFi, WiMax, etc
- Standards Based - IP, SIP, portable across providers
- QoS - ability to link application needs to provisioning
- Billing/Charging - for commercial viability, carrier ROI, “one bill”
- Integration of new services - no more stovepipe applications
  - presence, location, group management, PoC, voice, text, video

# IMS Position

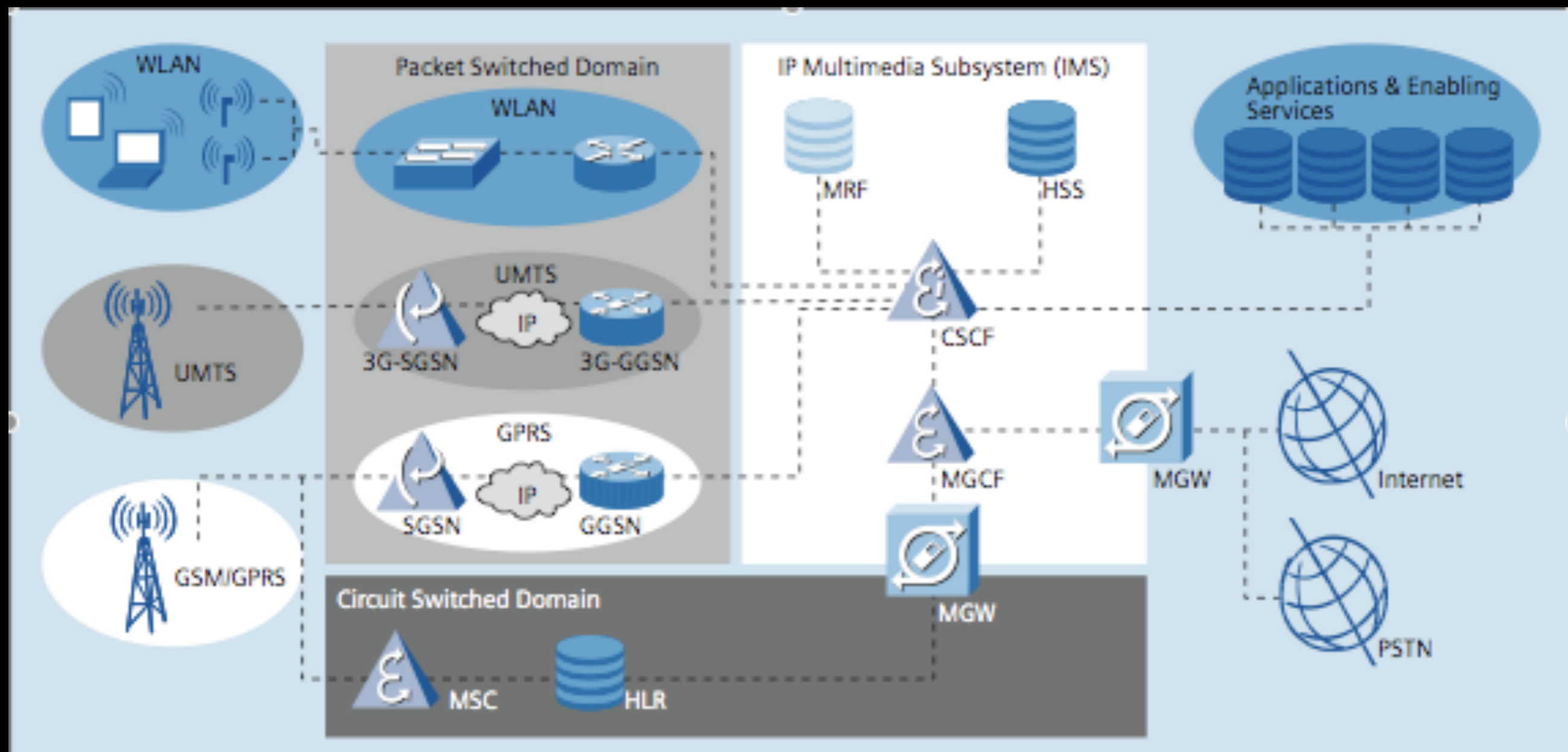


Figure 1: Position of the IP Multimedia Subsystem within a mobile network

# IMS Position

IMS - S stands for *SUBsystem*  
SIP is just about signaling - call and session management

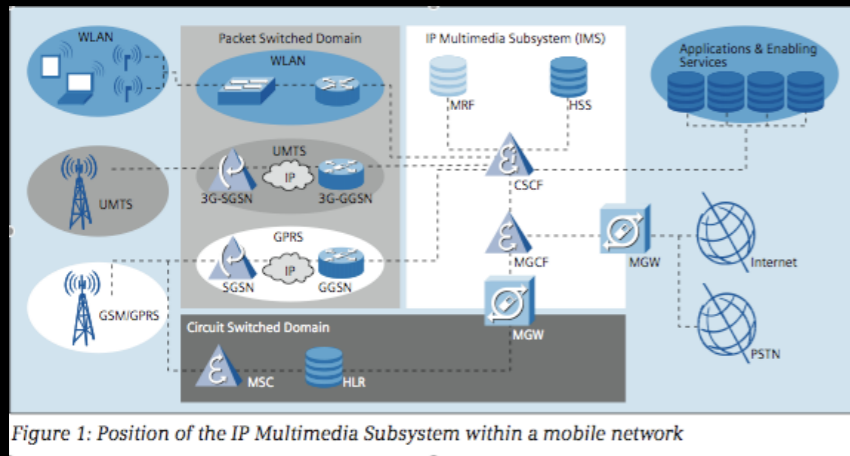


Figure 1: Position of the IP Multimedia Subsystem within a mobile network

What about:  
legacy telephone systems?  
other carriers and their services?  
ISPs, cable and satellite operators?  
content providers?  
service providers?  
large enterprises?

# Technical Integration Challenges

- What is the relationship between IMS and Web 2.0?
- congruent and consistent scale, resolution, and access controls



# IMS and Web 2.0

- exposing IMS services to web applications
- leveraging web services in IMS applications
- converged web and IMS services

# ConCal

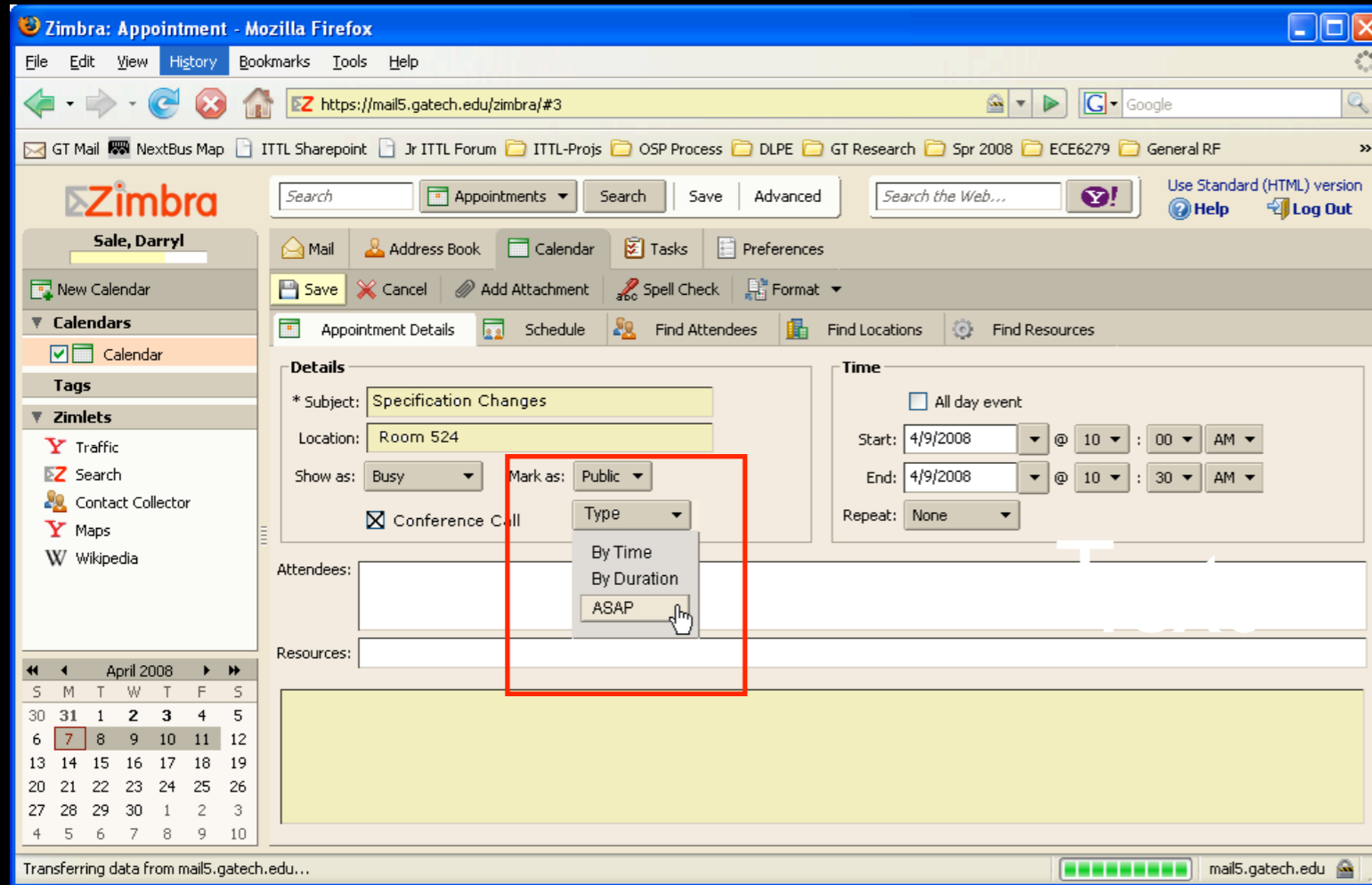
## Conferencing via Calendars

**Your calendar sets up the conference call and calls you!**

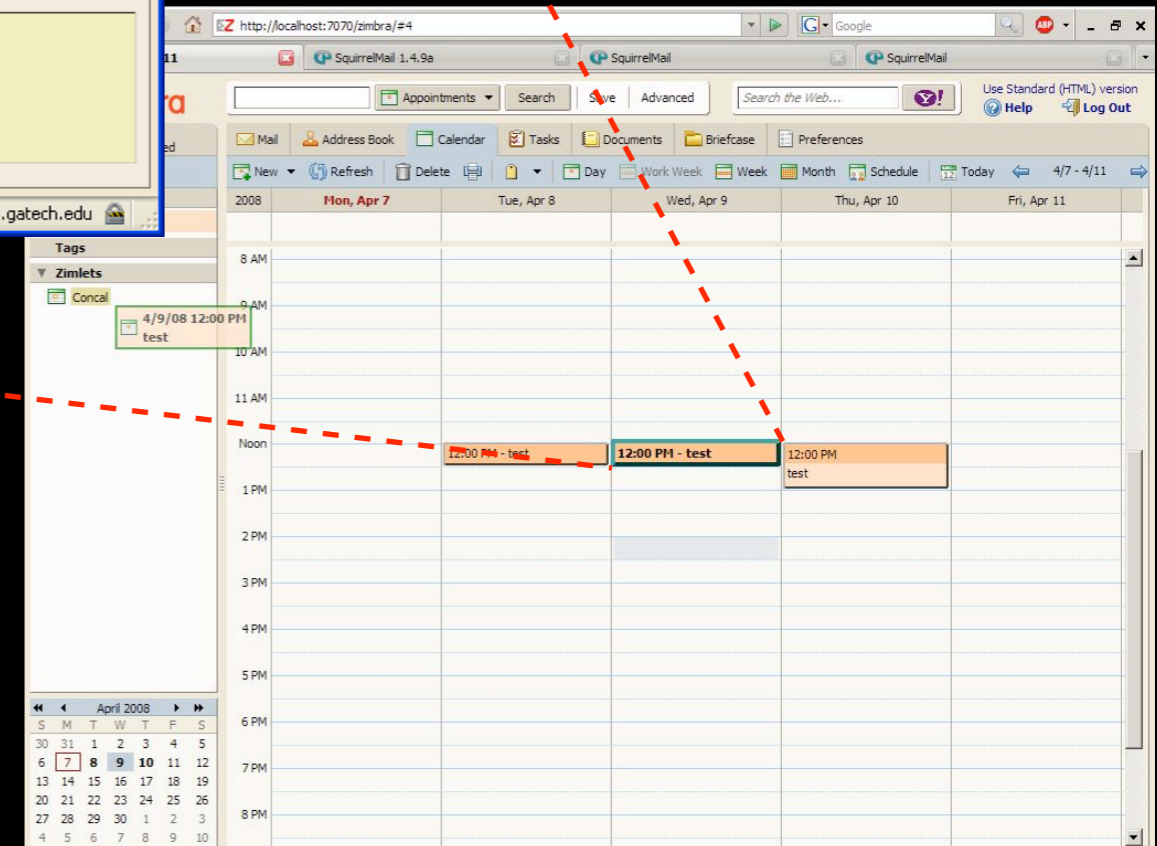
# Why ConCal?

Without Concal	With Concal
Get invited via email	Get invited via email
Accept via email	Accept via email
Remember conference time	Answer your phone
Call into the conference	talk
Enter conference ID	talk
Enter PIN	talk

# Scheduler: Zimbra Extension



Zimlet allows a meeting to become a conference call



Some projects from  
previous years.

# Winner - Campus Community

## SoCoNet - Social Community Network

*Nils Kjellin, Christian Menkens, Matthew Rhodes, Anders Davoust*

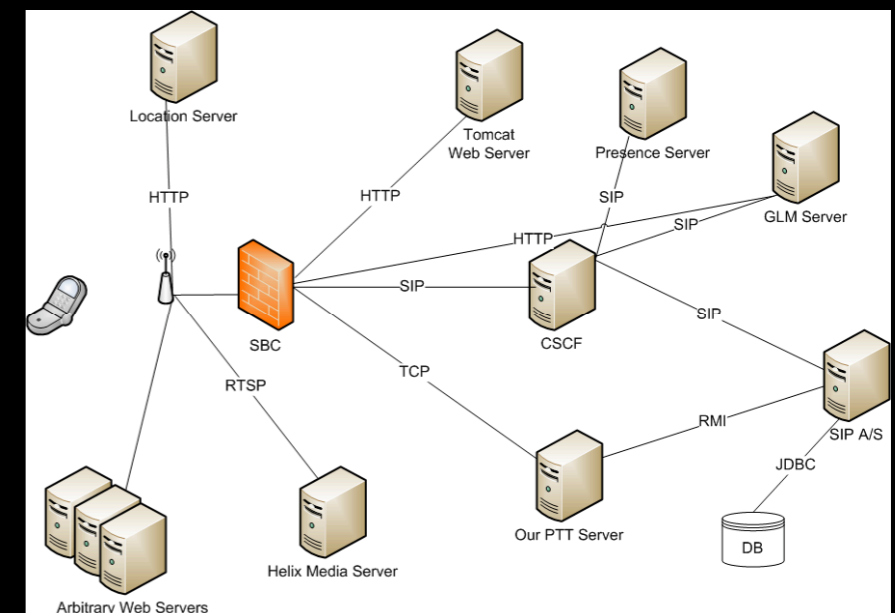
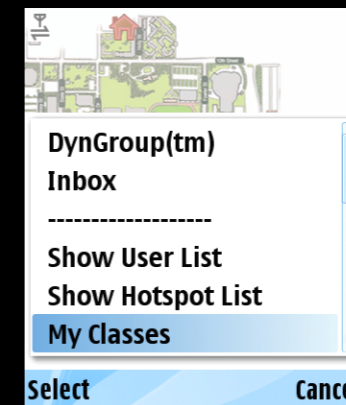


Idea: Provide a social community network application that enables individuals to interact, inform, and communicate using IMS enabled mobile phones.

“...your whole community in your pocket”

### Features:

- Profiles (buddies and hotspots)
- Communication
  - Text Chat, Text Message, Picture Message, Voice Call, Video Call, Wall, Blog
  - Push-to-Talk IMS enabling service
- Multimedia
  - Photo Albums, Video / Audio Clips
- Lectures
  - Class Information, Lecture Material, Class Interaction, Announcements, Live / Recorded Lecture
- Events, Ticketing and News
  - Event Information, Reservations
- Subscriptions and Notifications
  - Community updates



# Winner - Family

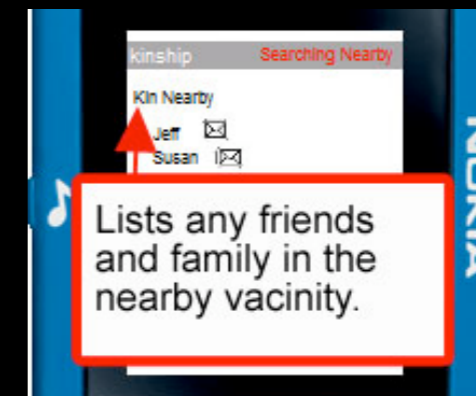
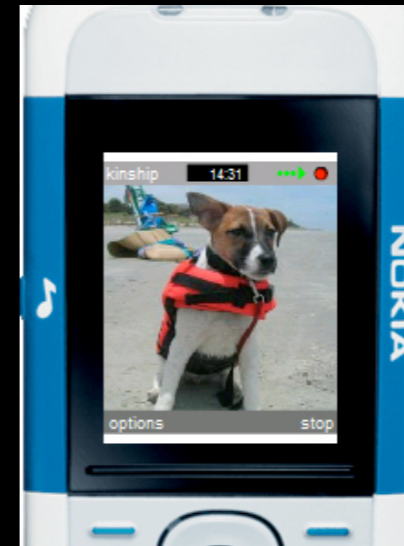
## Kinship

*Devin Hunt, David Jimison*

Idea: Instant video sharing with live interaction through chat and location-based collaboration.

### Features:

- Video capture streamed to an IMS-based video service.
- Instantly accessible to multiple consumers
- Simultaneous chat for true participatory experience
- Video stored automatically - even if phone is lost
- Encourage collaborative capture and contribution of multiple users
- Videos also available to web users



# Winner - Young Adult/Teens

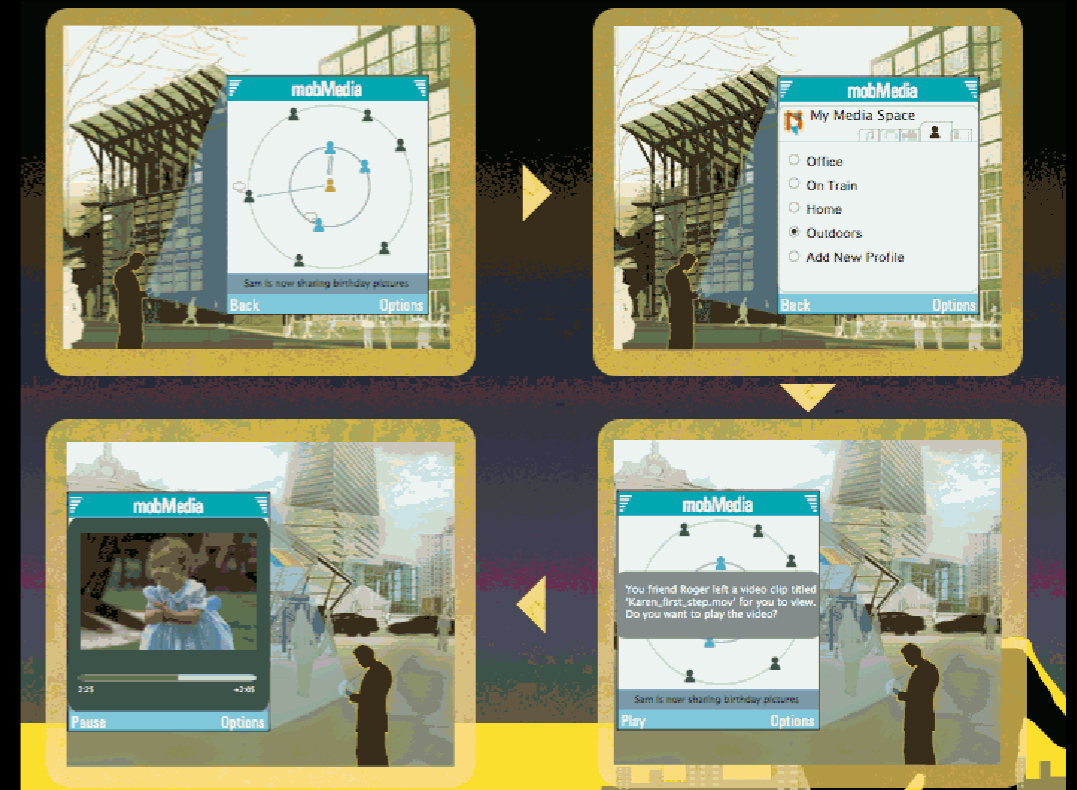
## MobMedia

*Gaurishankar Krishnan, Shivam Goyal*

Idea: Location based mixed media sharing using mobile devices.

### Features:

- A medium for location-based encounters
- Discover and share media
- Drop media
- Get media recommendations and suggestions
- Create multiple avatars
- Buddy list
- Private, Protected and Public media
- Alerts, News Feed, Comments





# Winner - Business Users

## Distributed Asset Tracking

*David McCann, Dannon Baker, John Etherton*

### Initial Problem: current approach to asset tracking

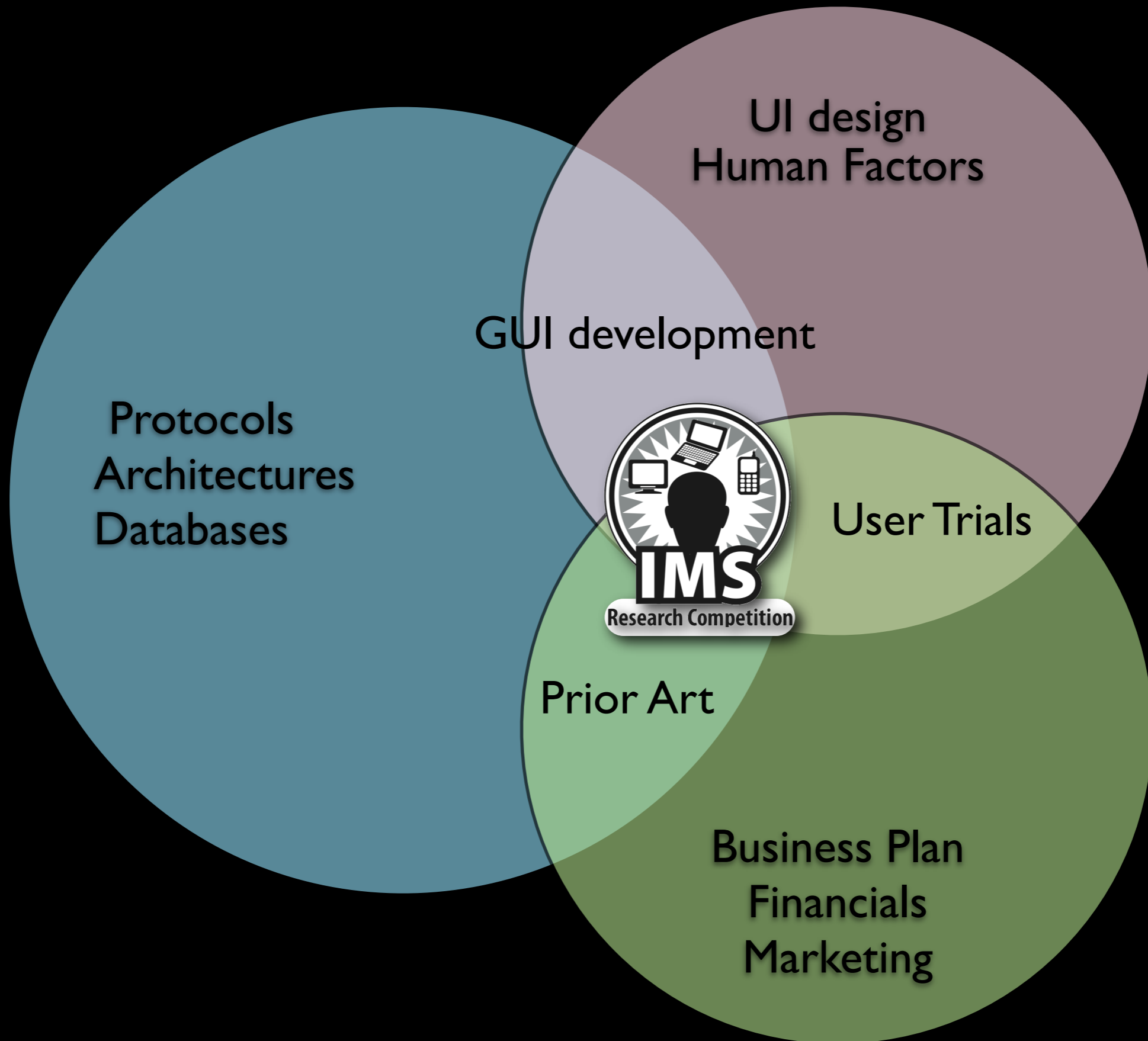
- Infrastructure overhead
- Rigid process
- Special purpose technology

### Our solution

- Personal responsibility
- Natural transactions
- Extensible tracking technologies



# team make-up



# But what should I do?

- inspiration
  - keep it simple -vs- the kitchen sink
  - first hand experience and frustration
- some concepts from last year
- search and re-search - read up on what is going on