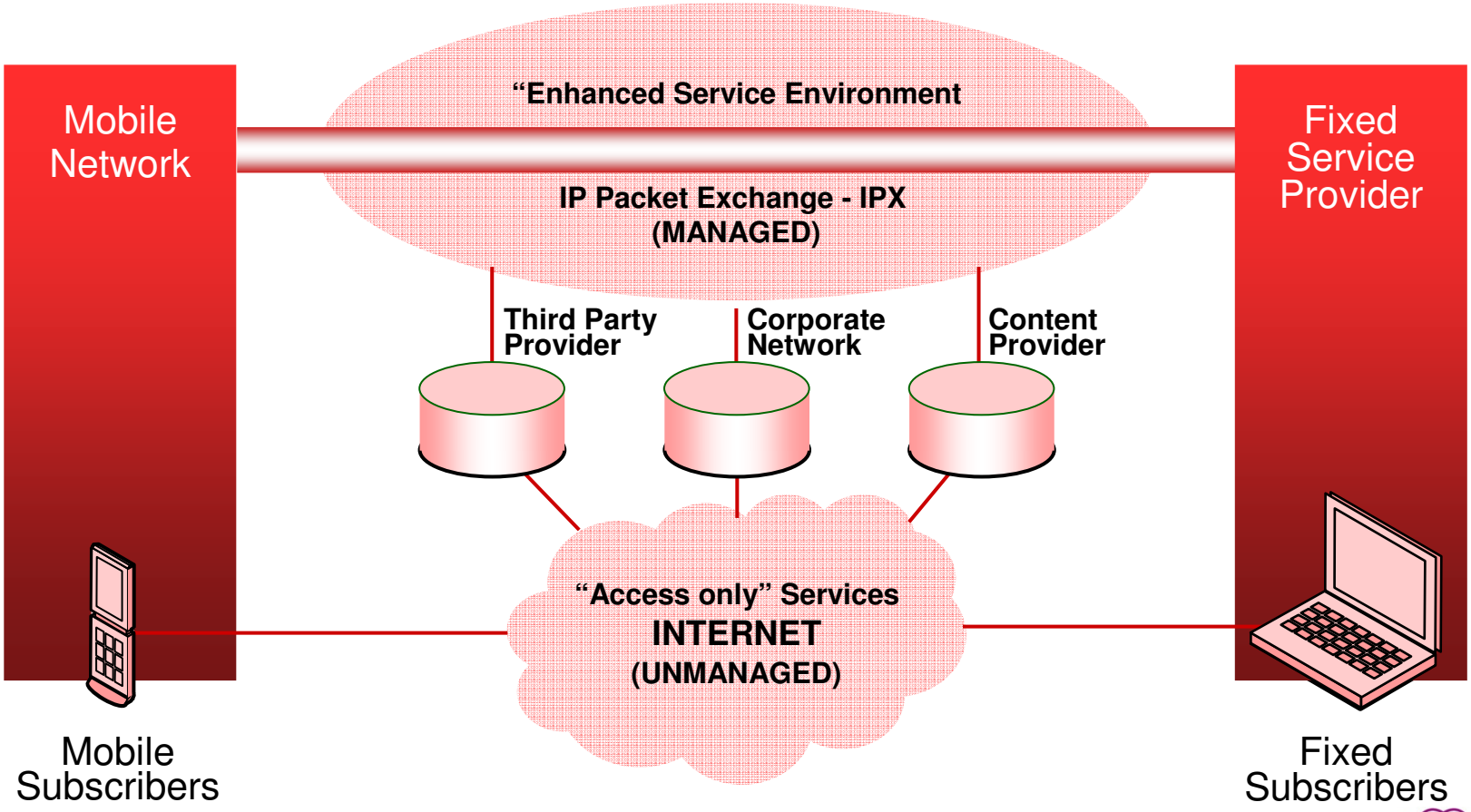
Overview of IPIA Activities

Traditional internet or create something new?



Coexistence of both models leaves choice to the customer

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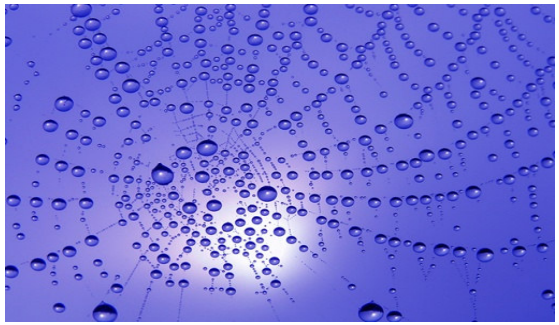
IPX Interconnect Strategy

Cascading payments

- Cascading of revenues from End to End
- Payment by whoever perceives the value
- Transparent value-based service pricing



Efficiency

- Ubiquitous Service via single Gateway
- Multilateral commercial agreements
- Flexibility & scalability

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IPX Interconnect Strategy

Openness

- Open to everyone
- Ubiquitous access (fixed, mobile, ISP or ASP)
- choice (in addition to open Internet)

Quality

- Guaranteed QoS (E2E SLA, Reliability, Capacity)
- Quality relationship with your IPX Provider
- Security (accountability, spam reduction)

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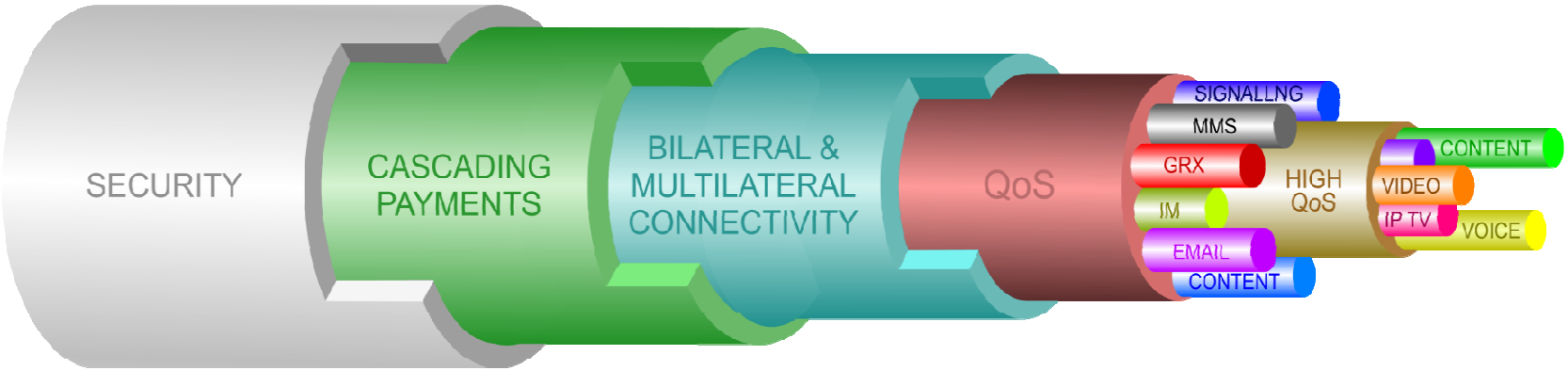
IPX – Key Components



- IPX traffic has managed QoS at various levels of performance
- Payments associated with the business model are identified and settled between operators
- Operators are free to select bi-lateral or the efficient multi-lateral modes of interconnection for different types of traffic
- All IP traffic is protected
- Services not requiring premium quality can use less demanding QoS bearers

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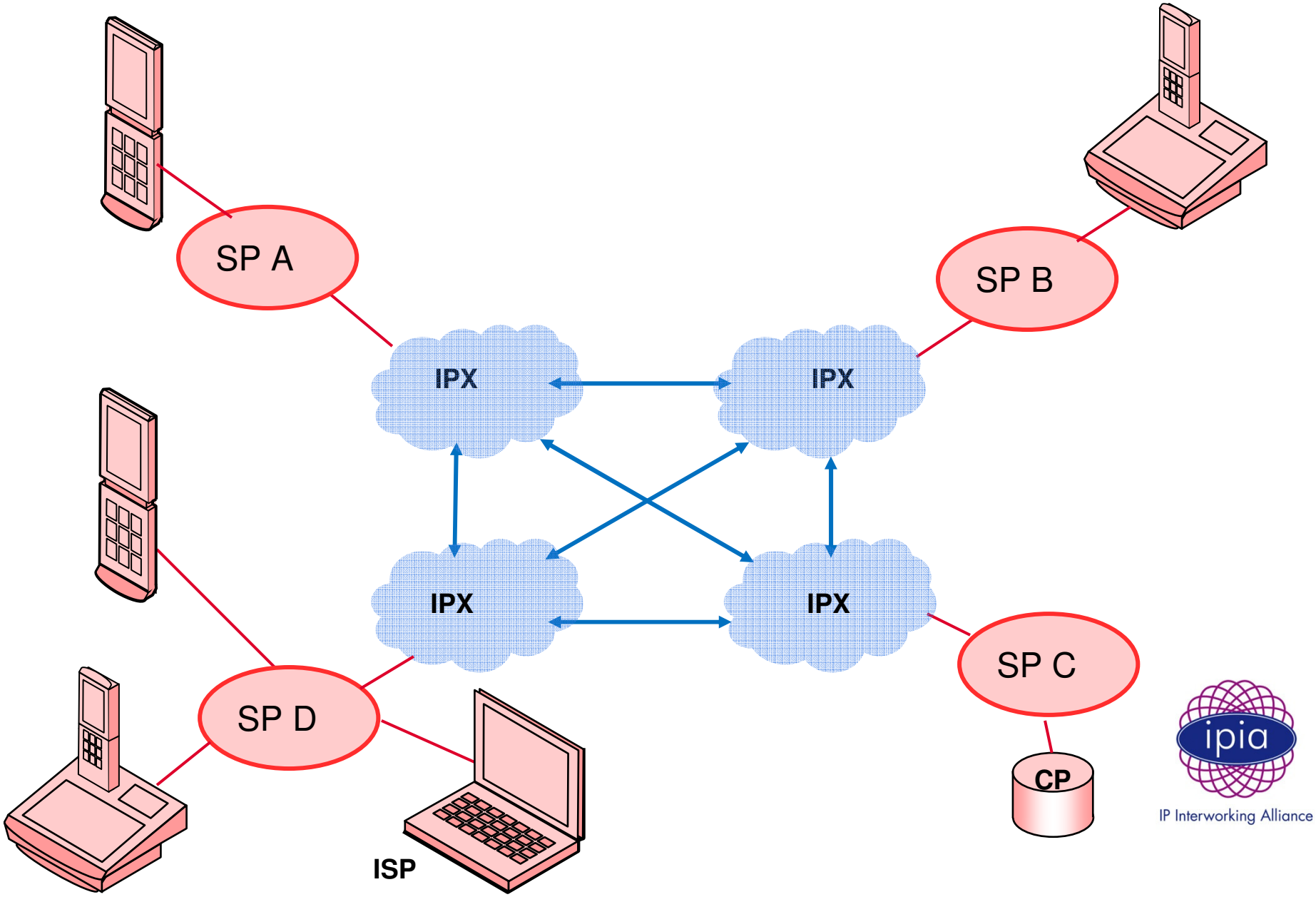
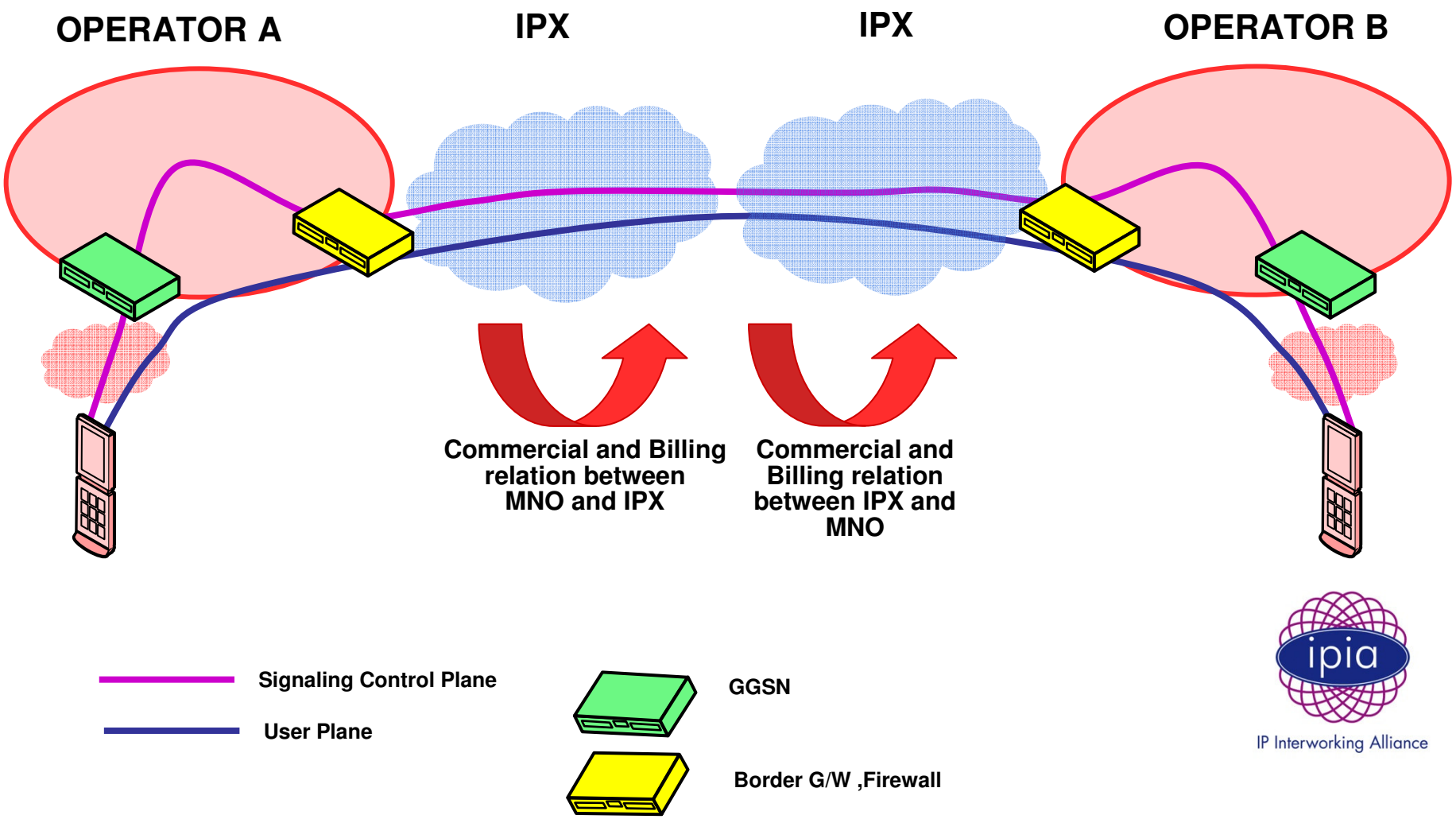
IP Exchange (IPX) – one contract many partners



Separation of Data and Signaling



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Voice Protocols in IP?

- IP Interconnection is required to make best use of the IP based networks that most operators have or will have soon
  - From a voice quality perspective
  - From an ease of operation perspective
- The protocol most widely deployed is SIP-I
- GSMA and other industry bodies such as TISPAN and 3GSM Americas have lent its full backing by specifying SIP-I as the protocol of choice for Packet Voice interconnection
- SIP-I is the best bridge towards an end goal of IMS SIP
- CS voice and IMS will co-exist for a considerable amount of time
- It is desirable for the industry as a whole to avoid islands of multiple protocols and to continue to promote interoperability of Services

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The formation of IPIA - Background

- Original development of IPX carried out in GSMA including specs and IR 34 and AA80
- SIP trials carried with mobile operators and carriers.
- Need for wider cross section of interest and participation to drive development and introduction of IPX recognised
- Recognised need to get participation and input from carriers and FNO's
- Recognised need to have both US and Asian operator participation
- Inaugural Board of IPIA formed
- Members encouraged to represent the full interest of their parent company (MNO/FNO/Carrier)

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13 Inaugural IPIA Board Members

TATA COMMUNICATIONS TeliaSonera

at&t

telenor

belgacom International Carrier Services

iBasis a KPN affiliate

GSMA

vodafone

orange

BT

SoftBank

Telefónica

TELECOM ITALIA

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Representation	
Mobile Operators	- 8
Fixed Operators	- 8
International Carriers	- 9