From 0G to 3G in four easy steps.

The proposed talk describes how value added services can be provided in a variety of environments, from No-G (ie PSTN only) to a 3G network. The talk describes how the environment affects what services can be provided – what value is added when the infrastructure improves but also how service providers can work around limitations within the infrastructure.

Thus there are several sevices that can be provided over a voice-only network, such as news and traffic info. Adding SMS enables the ability to trigger services via Mobile-originated SMS but it also allows service providers to push information towards the user via subscription based services.

MMS adds another dimension to the service offerings – the user can now get pictures, sound and videos sent to his mobile, thus extending the value of the content. Now the traffic information requested can contain images from a road camera, showing the user how the traffic on the bridge really looks like.

For Edge and 3G networks, streamed content can be sent to the mobiles, the challenge for the operator is to find interesting offerings for his customer.

I will emphasize how a successful mobile service portfolio offer not only service delivery from the service provider to the end user, but also user driven content – where the user is the service provider. I will present how we have succesfully used a mobile blog service (supporting content from audio recordings via chat to multi-media content sent via MMS) to increase the penetration of advanced phones in the operators user community so they could use more advanced features of the service offered. The service was used as a key service in driving up MMS traffic in the area. I will end the discussion on presenting how similar methods are used to drive advanced data traffic, such as streaming via EDGE or 3G networks.