

Session 5: Trends of NGN Technology and Migration Aspects

Transition from PSTN to NGN: Possible Scenarios

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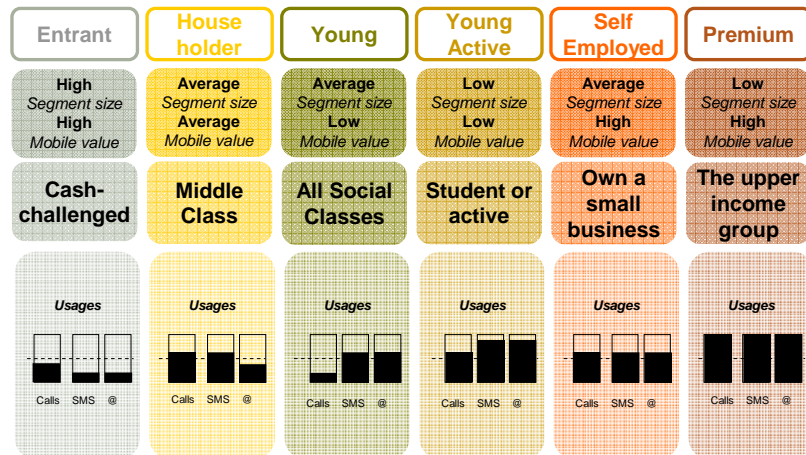
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A pragmatic solution to deliver content services

- **Bringing enhanced telecommunication services in emerging countries**
 - Meet the end-users' needs, education and health in particular
 - But provide also Premium on-demand and Internet services
- **Using an incremental approach from legacy PLMN (Public Land Mobile Network) to NGN (Next Generation Network)**
 - Using legacy PLMN (2G) together with NGN
 - Reusing current components in enhanced architectures
 - Involving 2G mobile-phone networks since broadly deployed
 - Involving the TV screen for Premium services

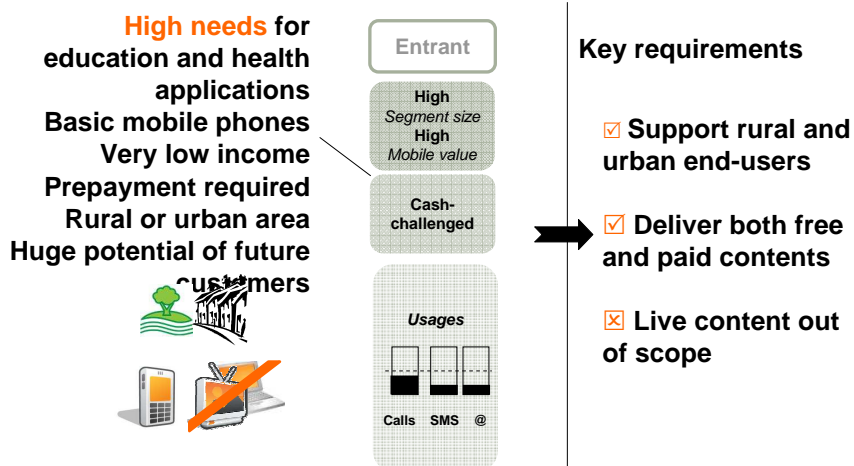
Address 2 key segments of Orange's Emerging Markets Segmentation



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Low Entrant Segment: simple technical solution for service and content delivery to cash-challenged people

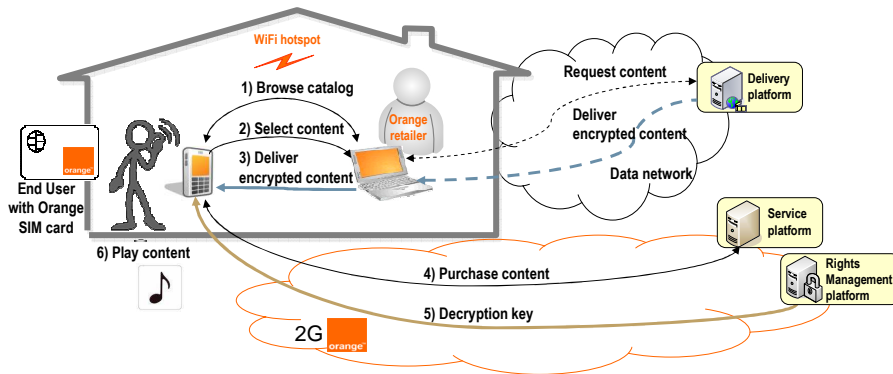


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Low Entrant Segment: simple technical solution for service and content delivery to cash-challenged people

Simple Architecture to start with



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Premium Segment: address multiple accesses as well as multiple devices

High will for enhanced services including Internet and on-demand content
Wealthy urban end-users
Multiple devices: smartphone, TV, satellite receptor device



Premium

Low Segment size
High Mobile value

The upper income group

Usages

Calls SMS @

Key requirements

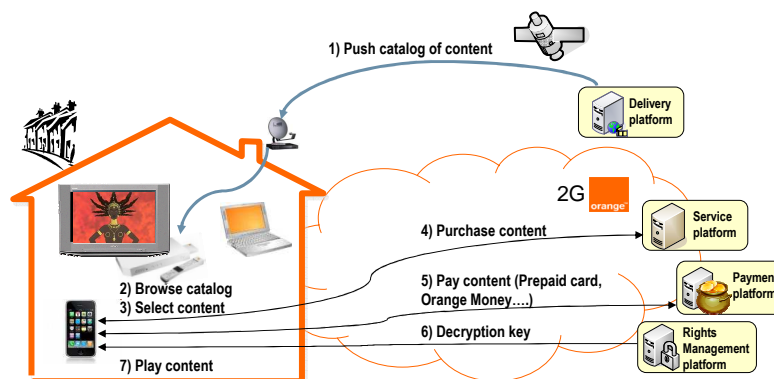
- ☒ Deliver live content
- ☒ Deliver on-demand content
- ☒ Deliver Internet content
- ☒ Allow content display on the TV screen
- ☒ Exclude rural end-users

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Premium Segment: address multiple accesses as well as multiple devices

Add Push Vod to mobile network assets



Conclusion

- Ability to **start from very light infrastructure** to test the market
- Using an **incremental approach from legacy PLMN to NGN** allows both **quick deployment** of new services and **lower investments**.
- Architectures propagating content distribution by using peers to deliver content to **otherwise inaccessible end users**.
- **Status :**
 - **Prototypes ready for the low entrant segment**
 - **Field trial planned in Egypt with Mobinil for the Premium Segment**

Contacts

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References

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Glossary

- NGN: Next Generation Network
- PLMN: Public Land Mobile Network
- PSTN: Public Switched Telephone Network

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thank you



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