



**International Telecommunication Union
International Multimedia Telecommunications Consortium**



Summary Session 5: Mobile Multimedia Technologies

Mitch Lewis



ITU-T

Session 5 Presentations



- o H.324 call set up acceleration work
- o Multimedia technology for converged networks
- o ITU-T standardisation of multimedia service mobility
- o Infrastructure of a ubiquitous society
- o Emerging quad-play initiatives and implications in the public and home networks



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Summary



- o Some common themes (1)
 - The importance of the quality user/customer experience
 - Desperate housewives meet H324M
 - Session set up times reduction
 - Audio/video transcoding/lip synchronisation
 - New proposals and being standardised
 - What is MONA and how does it work & call flows
 - Emerging and popular applications
 - Conversational and non-conversational, real time/non real time
 - Video mail, conferencing, streaming/portals, video ring back tones, video telephony, video call centers, video blogging etc. (focus on streaming, blogging & VRBT)
 - Technologies to enable and issues to solve



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Summary



- o Some common themes (2)
 - NGN standardisation work
 - Home/work/presence
 - Applications and services across a number of networks and access methods - multimedia service mobility
 - New standards to enable these applications and services (ITU-T H.501, H.510, H.530 (home or visitor centric))
 - IMS and Convergence
 - Enabling rich media and the usefulness of IMS framework and systems, blended services not bundled services
 - New business models for IMS networks, value over IP
 - Traditional operators & new entrants views
 - IMS architectures and services enabled

- o Some common themes (3)
 - Triple play-quadruple play
 - Digital Home networking
 - Various broadcasting methods (DVB etc.)
 - Evolution of services and importance to consumers
 - Role of industry associations
 - Driving force is video!
 - Listen to your children not study groups!!



Thank you!