



Video to Voice Call Completion

Overview

The progression of 3G over the past few years has been very encouraging, there is rapid growth in subscriber numbers as well as in the number of handsets being introduced to the market. One of the key factors for growth can be attributed to operators upgrading the 2G users systematically into the 3G domain.

One of the greatest challenges faced by operators today is in P2P video calling. For the successful completion of a video call amongst two people, both parties need to have 3G enabled handsets and be in a 3G coverage area. This is not an easy combination to find and most often if in the first instance a user experiences a failed call attempt he may not come back for a 2nd attempt.

A seamless caller experience is what we were after when we explored the options to find an unique solution to this problem. Our solution was V2V - Video to Voice Call Completion.

Once an operator deploys WaveNET Video to Voice Call Completion, he will see an overall traffic boost which will result in higher revenue returns plus give users a better user experience which will leave them satisfied and coming back for more.

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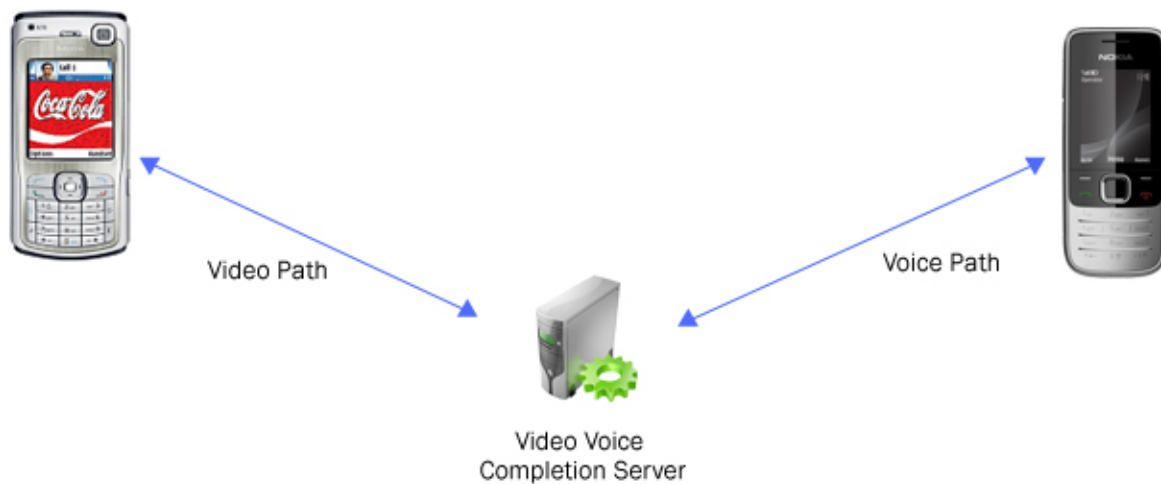
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Video to Voice Call Completion

Video VAS

Objective

This product is ideal for completing all video calls in a network provided that the 'B' party is available on a 2G network (i.e. if B party is not a 3G subscriber or is not in a 3G service area or is not using a 3G phone at the time of call). It also ensures that the video caller will have a continued visual experience while he is engaged in a voice call with the B party.



As illustrated in the above diagram, the voice paths of the two parties are connected in a manner which allows them to talk freely, while time 'Video to voice call completion server' provides silent video content to the "A party" in order to ensure visual content. These silent visuals could be in the form of,

- ✦ Text/image/video based news
- ✦ Live video only content
- ✦ Advertisements, Promotions, Banners etc.

Benefits

Subscriber Benefits

- ✦ Seamless call connectivity

The system will take the responsibility of making the voice call when a video call failure occurs and thereby this will reduce the overheads of the user.

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✦ An out of the ordinary call experience

The caller can choose the entertainment and promotional content he would like to watch while he is on the call and as such information which will be useful to the customers could be pushed to him.

Operator Benefits

✦ Increased call completion and revenue.

As this is a call completion service, operator will benefit from the increased number of completed calls. This benefit will directly translate into a surge of revenue from the video calls.

✦ Additional revenue through advertisements

It is important to note that while the 'A' and 'B' parties are in the voice conversation, 'A' will have access to the visual information sent from the system. This channel can be used for silent text/graphics/video based advertisements, which will result in additional revenue to the operator.

✦ Easy to deploy

Video to Voice Call Completion platform can be easily deployed, and it can also be integrated with existing network infrastructure such as Video Gateway, Video mail etc.

✦ Gain a competitive edge over other operators in your market.

✦ Boosts subscriber satisfaction and loyalty while attracting more customers.



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