

# *Next Generation Messaging Services*



IM - Presence - Interconnect





## NeuStar Next Generation Messaging Services

### *Creating advanced interoperable communications*

NeuStar is a leading provider of essential clearinghouse services to the communications and internet industries. Since 1996, NeuStar has provided the wireline, mobile and internet industry with innovative addressing and service infrastructure solutions that carriers, service providers and enterprises have come to trust and upon which they rely to interoperate seamlessly.

NeuStar helps customers to offer new services, increase revenues, protect and maximize efficiencies within their networks, and ensure that the global communications infrastructure that they comprise continues to thrive as a community of cooperating network operators.

Today, communication has moved beyond basic voice. With the addition of text and picture messaging between peers, and the increasing inclusion of rich media from both traditional and new providers of entertainment and content, the mobile ecosystem in particular has become increasingly complex. It is filled with opportunity, yet faces unprecedented interoperability challenges.

When this ecosystem is augmented with presence – the ability to know if and how members of one's community can be reached – and the spontaneity of Instant Messaging, there is an even more exciting dimension added to the dynamics of voice, text, and rich media exchange. NeuStar calls this *Next Generation Messaging*.

NeuStar's Next Generation Messaging suite consists of three core technologies: Mobile Instant Messaging (IM), Presence and Interconnect. These services are designed to enable service providers to deliver next generation messaging and services to their customers to create highly interactive communities.

Working closely with the world's leading mobile and fixed-line operators, and handset manufacturers as they define and deploy their core services and product lines, NeuStar has an in-depth appreciation of the needs and requirements of our customers' subscribers.

As a result, NeuStar provides interoperability services to a rapidly evolving market, interconnecting operator IM networks worldwide for a fast growing customer base of 17 operators whose combined subscriber base is over 200 million.

The close cooperation between NeuStar and leading mobile operators and manufacturers together with NeuStar's focus on innovation, design and customer needs will facilitate the communications industry's pursuit of true global interconnected IM communities.

## Customers & Partners



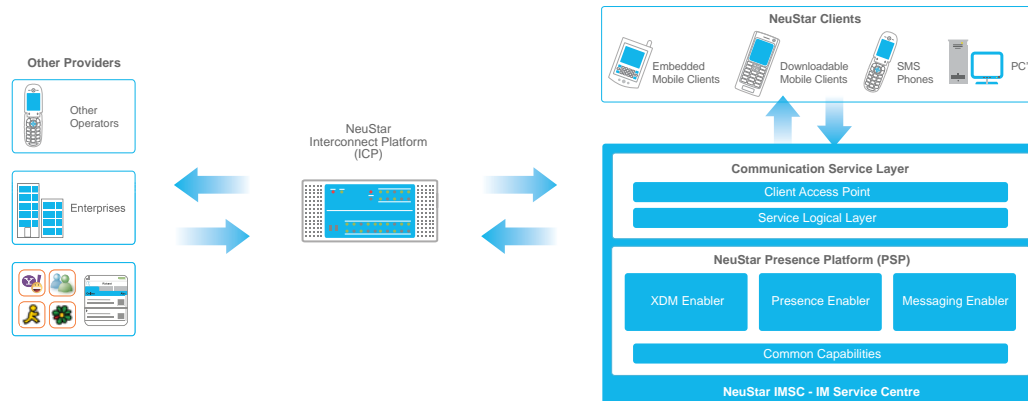


## Mobile Instant Messaging Services

### *Mobile IM, Delivered*

Mobile Instant Messaging provides the platform for creative, innovative and differentiated next generation services that increase revenues, strengthen customer loyalty and build the operator's brand.

The result is the ability to provide a compelling service offering to customers who value staying connected in new, meaningful ways.



## Key Facts

- ▶ Over 2.3 billion SMS users globally<sup>1</sup>
- ▶ Over 0.5 billion PC IM users globally<sup>1</sup>
- ▶ Up to 20% of operators' revenues are from SMS<sup>1</sup>
- ▶ Mobile IM has massive potential and is the natural evolution of SMS:  
= \$63 billion/year opportunity<sup>2</sup>

<sup>1</sup> Forrester "Mobile Messaging Forecast Europe: 2005-2010"

<sup>2</sup> Frost and Sullivan "Mobile IM: The Next Big Opportunity in Real-Time Mobile applications" 2006



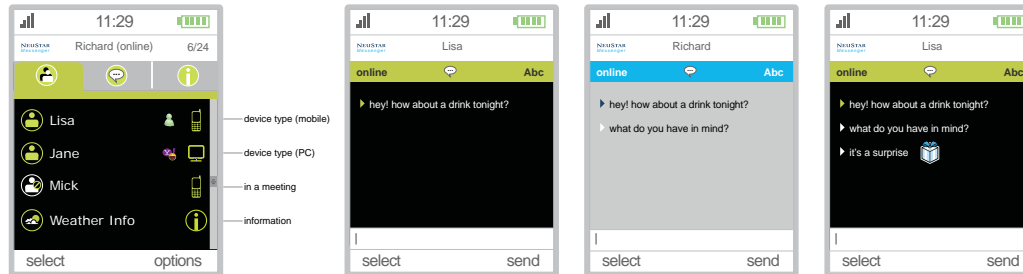
## NeuStar IMSC (Instant Messaging Service Centre)

### *Driving Personal IM and next generation services*

The NeuStar IMSC enables operators to take control of their IM services by providing seamless service activation for subscribers whose mobile lifestyles demand quick response.

Selected for the first commercially successful operator-branded IM services, NeuStar IMSC is a robust, highly scalable platform that is fully compliant with OMA IMPS specifications.

IMSC integrates seamlessly into the operator's provisioning environment to enable efficient service management and flexible billing for true service convergence.



## Key Facts

- ▶ Interoperability with legacy SMS devices
- ▶ Seamless service activation
- ▶ Fully customised to operator's brand and localised to market
- ▶ Range of clients for both fixed and mobile platforms
- ▶ Quick time to market, IM service set up within two months



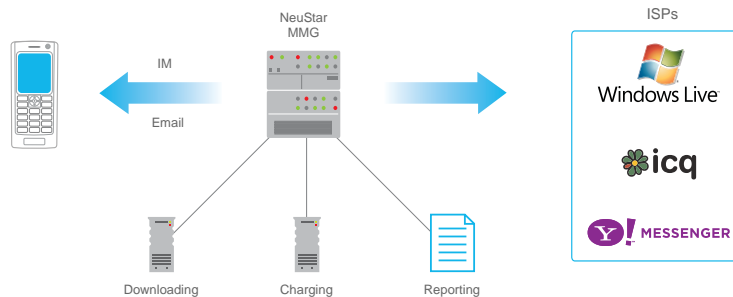
## NeuStar MMG (Mobile Messaging Gateway)

### *The freedom to chat on your mobile*

The NeuStar Mobile Messaging Gateway (MMG) mobilises ISP-IM users and provides the tool they need to keep connected to their IM buddies anytime, anywhere.

NeuStar works closely with the popular ISP-IM providers seamlessly connecting the operator and fixed line IM networks following OMA IMPS specifications.

Through NeuStar MMG, operators provide their subscribers with a similar ISP-IM look and feel, a familiar interface and a simple log-on so that mobile IM can be adopted quickly for fast revenue generation.



## Key Facts

- ▶ Access to ISP - IM communities
- ▶ Subscribers use their existing ISP-IM identity to log-on
- ▶ Enables multiple IM conversations
- ▶ Broad client support: embedded, pre-loaded and downloadable



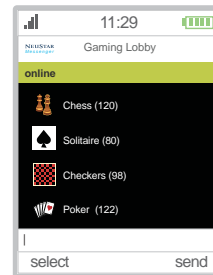
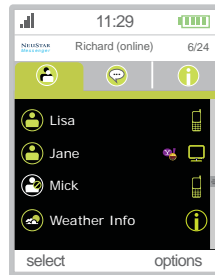
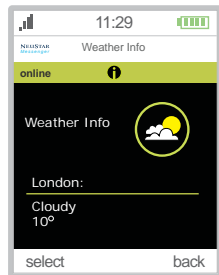
## NeuStar PSP (Presence Platform)

### *Bringing Presence to Life*

Presence services enable people within a community to keep connected anytime, any place. When they indicate their availability or see that their contacts are on-line, presence is a catalyst for interactive services for those users who demand an enriched communications environment.

NeuStar PSP enables real-time, personalised next generation services, including person-to-person and person-to-computer services such as gaming, conferencing, chat rooms and real-time information services or "info-buddies".

Integrating with fixed and mobile operators' networks or IMS cores, NeuStar PSP also works from within NeuStar IMSC to power fixed-mobile convergence and cross-network presence services.



## Key Facts

- ▶ End-to-end, fully tested and interoperable presence service
- ▶ The key to identity management and seamless service continuation
- ▶ Customised back-end services for fast network integration
- ▶ OMA compliant with group list management enablers and presence network agents
- ▶ Successfully tested with Nortel, Ericsson, Nokia, Siemens and HP IMS solutions





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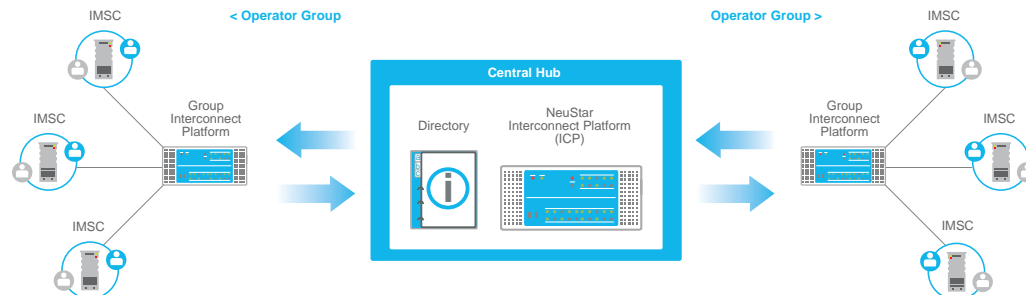
## NeuStar ICP (Interconnect Platform)

### *Creating one global community*

IM interconnectivity is essential in enabling operators to offer their customers the immediacy of instant messaging to freely communicate across multiple IM communities, mobile and fixed. Neustar Next Generation Messaging services are the driving force behind the interoperability activities worldwide and provides operators with a global neutral IM hub connecting all major IM players.

NeuStar ICP is commercially proven over two years and has been established as the certified platform which is in support of the GSMA Personal IM initiative to interconnect carrier-grade networks worldwide.

Providing interoperability, billing and clearing services, NeuStar ICP is connecting the world's largest operator IM community.



## Key Facts

- ▶ Driving interoperability worldwide and providing immediate global access through neutral IM hub
- ▶ Off-the-shelf IM interconnectivity provided as a hosted service or on-site platform
- ▶ IM and Presence interconnectivity of communities regardless of network environment
- ▶ Supports MNP (mobile number portability) solutions and seamless integration to central ENUM Directory
- ▶ Leading the relevant standards at the GSMA, OMA and IETF including IMPS, SSP, SIP/SIMPLE and XMPP; facilitating industry interoperability through NeuStar Next Generation Messaging services Certification Program