TMC

5TH ANNUAL
COMMUNICATIONS
DEVELOPER CONFERENCE™
The World's First & Only Conference of Its Kind

Where Developers & OEMs Meet
to Build Profitable Applications

Sepember 16-18, 2008
Los Angeles Convention Center
Los Angeles California USA
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Meet more than 150 vendors on the expo floor

In-Depth Conference Program
Educates Serious Developers:

- IMS Development
- SIP Development
- Open Source

- Wireless/Mobile
- Voice, Video, Data
- Unified Communications

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Make This Your Year

The World's *First &* Only Conference on Communications Development!

Will You Be Behind Tomorrow's Skype, Asterisk, Blackberry or iPhone?

Dear Colleague,

As communications evolves, two things are certain… 1) The need for applications has never been greater. 2) If you hit it big in communications, you not only improve the world, but you could also become very wealthy.

But where to start and who to partner with? Should you make the next unified communications adjunct? Focus on WiFi security? IMS applications or those allowing mobile advertising? A universal interface which allows PC or Mac applications to be used perfectly well on a mobile browser?

Should you work with Avaya, Aculab, Cisco, Dialogic, Texas Instruments, Sangoma, AudioCodes? None of them? All of them? Should you partner with Sangoma on some novel open source application? Fill a hole in the Digium/ Asterisk product line and try to partner with them?

I could easily fill pages with all the next-gen applications the world needs and is willing to pay for.

But, of course, my opinion is my own and any single person's ideas are limited. It is for this reason the entire world of communications development will convene in Los Angeles for the world's largest unaffiliated Communications Developer Conference. This event is not about discussing any single company's products, but moreover about how to make money and how to partner wisely so you can generate revenue as fast as possible.

I will tell you seriously – having been in the communications conference business for more than two decades – you cannot get the information you will learn from this conference in any other place. The speakers and attendees at this event are unique to this show and this is the only location where the TMC editorial team will be present in force to answer questions you may have.

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Why Attend?

Simply stated, this is the one event you need to attend each year if you are involved in product or service development in communications and technology.

This 5th Annual **Communications Developer Conference** is the only chance you'll have this year to learn and network in an environment focused on new application development.

Why should you attend the Communications Developer Conference?

- **To Learn** how to leverage today's development tools.
- **To Discover** what you need to know about today's hottest technologies: SIP, IMS, Open Source, WiFi telephony, DSP development, Presence, Peer-to-Peer, Linux telephony, consumer VoIP devices, and more.
- **To See** hands-on demos and compare products from industry leaders like Avaya, Aculab, AudioCodes, and more!
- **To Form Valuable Partnerships** with OEMs, service providers, and other developers.
- **To Become One of the First** to develop new applications using IMS.
- **To Acquire Tools for Development in the Entire Spectrum of Communications Products**: Video over IP, SIP, cable telephony, open source, IMS, wireless/WiFi telephony, software development, and hardware/device development.

Hosted by TMC, Communications Industry Pioneers Since 1982

At TMC, we have been covering communications markets since 1982 through our *INTERNET TELEPHONY, Communications Solutions* and *Customer Interaction Solutions* magazines. This event's sister conference is INTERNET TELEPHONY Conference & EXPO, which we've been hosting since 1999, and which has grown into the largest IP communications event in the world.

Back in 2003, developers and vendors told us that a focused developer's conference is a clear necessity for the IP communications market. It is our pleasure to provide for the fifth year in a row this opportunity for the development community to gather, learn, and network.

I look forward to personally greeting you at the event.

Best Regards

Rich Tehrani,
TMC President & Conference Chairman

P.S. There are special 'early-bird' savings available on your conference plan. You must register before August 1st to take advantage (see registration form on page 19).

What is COMMUNICATIONS DEVELOPER CONFERENCE™ ?

TMC's Communications Developer Conference is the ONLY EVENT 100% focused on educating the pioneers who are building the next generation of communications products and services.

IP-based voice, video and data applications are revolutionizing the way businesses, consumers, and government agencies communicate on a daily basis. And the best part is, we are only at the beginning. The opportunities in IP telephony and Unified Communications continue to multiply as new applications permeate service provider networks, offices, mobile devices, and homes at an astounding rate.

Come Find the Building Blocks - and Cultivate the Relationships - You Need to Change the Way the World Communicates

Communications has never been so open, so flexible, and so customizable. SIP and open source have emerged as leading protocols and platforms for application development.

Developers in the communications space need to attend the **Communications Developer Conference™** to keep up with the evolving standards and protocols, and to understand how to use today's tools to build truly unique, highly sought-after VoIP applications.

Communications Developer Conference™ is the only place where developers can see live demos of actual development tools of which they need to be aware. This event is the perfect forum to meet and network with like-minded developers and manufacturers building the future of telecommunications.

Why Attend COMMUNICATIONS DEVELOPER CONFERENCE™ ?

To Learn Firsthand How to Take Today's Powerful Development Tools and Turn Them Into Feature-Rich, In-Demand Communications Applications

- Understand how to best leverage the available development tools on the market.

- Learn what you need to know about today's hottest technologies: SIP, IMS, Open Source, WiFi telephony, DSP development, Presence, Peer-to-Peer, Linux telephony, etc.

- See hands-on product demos from industry leaders* like Avaya, Aculab, AudioCodes, Texas Instruments, Sangoma, and more!

- Take advantage of unmatched networking opportunities with peers, OEMs, and service providers in the development community.

Please go to www.commdeveloper.com for latest exhibitor and speaker lists.

COMMUNICATIONS DEVELOPER CONFERENCE™

What's In It For You?

Invaluable Time Spent Learning, Networking, & Forging Relationships

1. Commercial-Free Conference Sessions Keep You Ahead of a Fast-Moving Market

At all TMC events, presenters in sessions are strictly forbidden from delivering company pitches or 'industry perspectives'. Any who do, are not invited back to future events. This ensures you get an unbiased education about emerging trends and markets, like IMS, SIP, open source, SOA, Unified Communications, new consumer electronics applications and devices, and other technologies creating huge opportunities.

2. Most Knowledgeable Speakers

Each session topic and presenter is hand-selected by Greg Galitzine, TMC's group editorial director of IP communications since 1998, and Rich Tehrani, president and editor-in-chief for TMC. Only the most relevant sessions presented by speakers they know deliver critical, technical information in an understandable manner make it on to the program at Communications Developer Conference.

3. Top-Level Keynotes

Each keynoter has extensive experience — and brings a unique perspective to the development community. Learn from each of them why the opportunities today may be bigger than any in the history of communications.

4. Meet Top Vendors on The Exhibit Floor

Between sessions, you can meet with vendors and partners you need to build successful applications. The program is designed to give you ample time to stop by each booth to discuss how each exhibitor's offerings can help you.

5. Invaluable Time With Other Developers

Since this is the only conference in 2008 focused solely on communications development, it is your only opportunity to meet and talk with other developers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

6. Collocated with ITEXPO

Attendees of Communications Developer Conference have access to the hundreds of exhibitors, insightful keynotes, and robust networking receptions at INTERNET TELEPHONY Conference & EXPO, taking place simultaneously in Los Angeles.

7. Your Conference Fee is Guaranteed

If you do not feel the sessions you attend made you better prepared to tackle your development project than you were when you arrived, stop by the registration counter at the show and we'll issue you a free pass for any future TMC conference. *(No requests will be honored after the conference ends.)*

8. Perfect Venue to Compare Lucrative Developer Programs

Serious developers must come to this show to see what sorts of developer programs exhibitors are pushing and what incentives there are to develop on various platforms. This is the perfect place to evaluate the tremendous opportunities available today.

9. Win the Race to Develop the Next Great Consumer or Business Application

WiFi telephony, iPhones, mobile business applications. Come gather the tools you need to be the first to develop applications that enterprise customers and consumers will spend good money for.

10. Convenient, Easily Accessible Location

The Los Angeles Convention Center is conveniently located in just a few miles from Los Angeles International Airport, making it easily accessible from virtually any location in the world.

Tuesday - September 16

Day 1	Track 1	Track 2
	Conference Fee Required	*Conference Fee Required*
8:00	Continental Breakfast - Paid attendees only	
9:00 - 9:45	The State of SIP Application Development	Trends in Mobile VoIP Development
10:00 - 10:45	VoIP Quality Management Changes	Fundamentals of IMS Development
11:00	FREE Keynote Session featuring Avaya	
12:00	Conference Luncheon - Paid attendees only	
12:45 - 1:30	Fax: SIP+T.38 to the Rescue	IMS & ATCA
1:45 - 2:30	Telephony Appliances Versus Telephony Boards	HA Framework for Telecom Solutions Development
2:45 - 3:30	An Introduction to VoIP Security	Mobile IP Device Strategies
3:30	FREE ITEXPO Keynote Session	
5:00	FREE Networking Reception	

Wednesday - September 17

Day 2	Track 1	Track 2
	Conference Fee Required	*Conference Fee Required*
8:00	Conference Breakfast - Paid attendees only	
9:00 - 9:45	From Custom to COTS: Selecting the Optimal Platform for Development	3G Tutorial
10:00 - 10:45	Addressing the Challenges of SLA Monitoring and Remote Diagnostics	
11:00	FREE Keynote Session featuring Texas Instruments	
12:00	Conference Luncheon - Paid attendees only	
12:45 - 1:30	Embracing Embedded Environments for Development Success	Leveraging IMS To Address 4G Challenges
1:45 - 2:30	Rethinking Telco: Web Services and Application Development for Value Creation	Mobile Application Development
2:30	FREE ITEXPO Keynote Session featuring AudioCodes	
4:00 - 8:00	Exhibit Hall Open / Networking Reception sponsored by aculab	

Thursday - September 18

Day 3	Track 1	Track 2
	Conference Fee Required	*Conference Fee Required*
7:30	Conference Breakfast - Paid attendees only	
8:15 - 9:00	Voice/Data Mashups	User Interface Design for Mobile Devices
9:15 - 10:00	AJAX' Impact on Telecom	Addressing Survivability and Security Challenges in SIP Development
10:15 - 11:00	Developing Voice Applications in the Cloud	Session TBA
11:00 - 5:00	Exhibit Hall Open	
12:00	Conference Luncheon - Paid attendees only	
1:00 - 1:45	Unified Communications Solutions & Open Source	Exploring Next-Generation Video Standards
2:00 - 2:45	Mixing Open Source Telephony and Proprietary Code for Best of Breed Solutions	The Changing Role of DSPs in Media Gateway Design
3:00 - 3:45	Open Source Platform Implementation for Hosted VoIP Applications	Using Development Tools to Influence SMB VoIP Adoption
4:55	Toyota Prius Hybrid Giveaway - Must Be Present to Win!	

Go Green! Toyota Prius Hybrid Giveaway

Car Giveaway!

*2008 Toyota Prius Hybrid

Thursday, September 18, 4:55 pm, at the conclusion of Exhibit Hall hours.

You MUST be present to win!

FREE Keynotes

visit www.commdeveloper for updated keynote roster

Lawrence Byrd
Director, Communication
Enabled Business Processes

Fred Zimmerman, Dir, CPE VoIP
Solutions, Communications
Infrastructure & Voice Business

Louis Marascio,
Director of Engineering for the
CUAE Platform

TUESDAY, SEPTEMBER 16, 2008

Communications Developer Track 1

Tuesday, September 16: 9:00 - 9:45am
The State of SIP Application Development

As SIP continues to be implemented in enterprise and consumer environments, applications are being developed that further leverage the IP capabilities of the clients. Two of these capabilities are location and presence — where I am, and what my availability status is. This presentation will address the various protocols and standards involved in presence and location, and how these apply in a SIP environment. It explains how SIP both enables complex applications that integrate unified communications with presence and location, but also some of the challenges that it presents.

Tuesday, September 16: 10:00 - 10:45am
VoIP Quality Management Challenges

As more people plan to deploy some type of VoIP solution within their companies, relevant questions emerge regarding how to achieve a quality VoIP system. Developers often ponder what limitations hinder them in achieving the desired quality their end-users yearn for. Session attendees will learn that the choice of speech codec and latency are two issues that are in no way unique to VoIP but are known to pose serious challenges in the design of mobile phones and networks. However, due to the extra benefit of mobility, most users are accepting lower quality, which is not likely to be the case in VoIP systems. Consequently, session goers will also walk away learning that the challenges most unique to VoIP are those related to the capabilities of handling network degradation, such as jitter and packet loss.

OFFICIAL SHOW HOTEL

Westin Bonaventure Expected to Sell Out Weeks Before Event Begins

With over 200 exhibitors and 7,000 attendees, the official show hotel WILL SELL OUT QUICKLY!

We urge you to contact the Westin Bonaventure right away and reserve rooms at the special Communications Developer Conference rate of $189 per night. Identify yourself as a show attendee to take advantage.

Deadline for this special rate: August 15, 2008

Westin Bonaventure Hotel & Suites
404 S Figueroa St.; Los Angeles, CA 90071
Phone: 213-624-1000 or 800-937-8461

Tuesday, September 16: 12:45 - 1:30pm
Fax: SIP+T.38 to the Rescue

Fax continues to be a key communications medium for many enterprises and service providers alike. Financial institutions, real-estate, government, law offices, and many others still depend heavily on fax to transfer thousands of documents daily into and from business-critical document management and ERP systems. Many service providers and enterprises have only recently recognized the challenges associated with delivering reliable fax documents over IP networks. What are the reliability issues with fax over G.711 and how can SIP and T.38 improve the reliability? Is there a way to eliminate the expensive dedicated fax boards? How can legacy TDM fax systems connect to SIP trunking carriers? How is fax document security addressed? What is the future of fax? This session will address these questions and many others, showing how SIP and T.38 can be leveraged to create reliable and scalable fax solutions for both enterprises and service providers.

Tuesday, September 16: 1:45 - 2:30pm
Telephony Appliances versus Telephony Boards

It is hard to deny that as you walk the trade show floors and follow the press releases in the CTI in industry these days that appliances are an exciting newcomer to the scene. Being the new kid on the block is certainly one aspect that makes these appliances interesting, but how do they actually compare with the traditional CTI board and PC solution? Developers attending this session will learn how to make the best choice between these two deployment options.

Tuesday, September 16: 2:45 - 3:30 pm
An Introduction to VoIP Security

This session will provide attendees with an intro to various critical VoIP security topics, starting with the basics of digital data encryption and its use in real-time media environments. The discussion will range to include a discussion of the risks, threats and vulnerabilities, and will cover such essential technologies such as SecureRTP (SRTP), secure signaling (SIPS), IPsec, HMAC/SHA-1 and MIKEY.

Conference Descriptions

WEDNESDAY, SEPTEMBER 17, 2008

Communications Developer Track 1

Wednesday, September 17: 9:00 - 9:45 am
From Custom to COTS: Selecting the Optimal Platform for Development

The communications industry has historically chosen to custom-build most of the components that make up today's communications equipment, such as PBXs. As a consequence, these do-it-yourself solutions were expensive and development cycles were long and often difficult. Nonetheless, build vs. buy was accepted as the cost of doing business simply because there was no other way to achieve required performance characteristics. Today there are commodity hardware and software solutions available "off the shelf" that provide the sufficient horse power to run many of today's IP-based communication devices. Fortunately, there is a balance whereby communications vendors can readily deliver predictable solutions with an easily scalable business model, all while leveraging the commodities available to them. This presentation will describe why vendors need to take a step back and consider ways to use the abundant resources before them to shorten development times and minimize costs and they drive to deliver the predictable turnkey solutions that their customers have come to expect.

Wednesday, September 17: 10:00 - 10:45 am
Addressing the Challenges of SLA Monitoring and Remote Diagnostics

This presentation will cover all aspects of SLA monitoring and remote diagnostics as they pertain to IP communications networks. We will discuss the challenges of implementing SLA agreements on voice networks and identify which metrics tell the most complete story and why. This presentation will focus on both aspects of the user experience; quality of service and quality of experience. In addition to the SLA component, we will cover methodologies for determining where call quality issues are occurring and how both passive monitoring and active testing can be used to zero in on problems without causing undue stress on the infrastructure. The speakers will examine the wide array of tools and techniques used to determine the key performance indicators, as well as the merits and shortcomings of each.

Wednesday, September 17: 12:45 - 1:30 pm
Embracing Embedded Development Environments for Success

It's not limited memory and reduced MIPS that present the first hurdle in embedded development. If you were to ask a typical developer to begin a project requiring embedded development the vast majority would say that getting started can be a difficult and potentially lengthy process. The topic of this discussion will be to present how integrated embedded development environments (integrated tool chains) can greatly ease the process of getting started and how they further assist you throughout the development process. Issues such as setting up the cross compiling environment, addressing dependencies, how individual packages are included and can be added, through to creating the final image to be run on the target platform will all be covered.

Wednesday, September 17: 1:45 - 2:30 pm
Rethinking Telco: Web Services and Application Development for Value Creation

With the rise of VoIP offerings, telecom companies no longer hold the monopoly on voice services and as a result, their business model and their core revenues are in jeopardy. To continue to prosper, operators must take advantage of their infrastructure and reinvent voice if they want to prosper. For that, they need to embrace the Web software paradigm and "innovation from the outside" mentality. By embracing these changes, operators will be able to offer high in demand services by an increasingly mobile and web-oriented user community. The speaker will offer perspective on Web Services and application delivery to paint a picture of value creation in the new telecom economy driven by developers and a Web paradigm.

THURSDAY, SEPTEMBER 18, 2008

Communications Developer Track 1

Thursday, September 18: 8:15 - 9:00 am
Voice/Data Mashups

This session will explore the rapid growth of voice- and phone-enabled applications for the Web and mobile phones. With an ever-increasing number of "phone mashups" in the marketplace, more and more companies are lining up to take their places in a value chain that is becoming increasingly well-defined. This means new opportunities for entrepreneurs, developers, and product managers to rapidly deploy phone and voice technologies into their applications, without the need to become telephony experts, deploy specialized hardware, or even figure out how to pay telephony charges. In this session, speakers will define a phone mashup; look at examples of how the voice channel is being used in an increasing number of Web and mobile apps; and explore the technological changes that are allowing developers to use the phone without developing telephony expertise.

Thursday, September 18: 9:15 - 10:00 am
AJAX' Impact on Telecom

AJAX has completely changed how developers approach the Web. A lesser-known and surprising phenomenon is AJAX's impact on telecom and open telephony standards. This session will give the audience a brief history of speech technologies and how XML fits into the speech technology ecosystem. Jose will demonstrate how developers can apply their existing AJAX skills to build dynamic telephone applications, and why this development paradigm is ideal for telecom applications.

Thursday, September 18: 10:15 - 11:00 am
Developing Voice Applications in the Cloud

Today the industry is buzzing about "cloud computing" and pushing applications out into the network cloud. Google has brought out their AppEngine platform while Amazon offers their EC2 and S3 services and Microsoft and others prepare their own offerings. In this session, attendees will learn about what is involved with developing voice applications on cloud computing platforms. What options are out there? What do you need to look for in a platform? How can you get started? The session will include demonstrations and prepare the attendees to return home and get started.

Thursday, September 18: 1:00 - 1:45 pm
Unified Communications and Open Source

How can developers make the most of their investments into real-time voice communications technologies? In this session, speakers will explore how enterprise developers can leverage their existing investments and to create a new approach to unified communications solutions. This session will examine how to leverage advanced telephony systems such as SIP and VoIP, and incorporate open source telephony platforms such as Asterisk and emerging Web technologies such as AJAX, to create unified messaging systems with advanced unified messaging, enhanced teleconferencing, click-to-call capabilities, and even voice dialing.

Thursday, September 18: 2:00 - 2:45 pm
Mixing Open Source Telephony and Proprietary Code for Best of Breed Solutions

Reliable hardware was a crucial factor in the evolution of open source telephony projects from hobbyist experimental systems to dependable enterprise communications platforms. In this session the speaker will address topics surrounding open source telephony, specifically, how carriers and service providers can leverage open source to roll-out their VoIP solutions and develop their next generation services. The speaker will provide an insider's perspective on the state of open source telephony, offering practical enterprise knowledge as industry experts.

Thursday, September 18: 3:00 - 3:45 pm
Open Source Platform Implementation for Hosted VoIP Applications

The current generation of monolithic hosted-VoIP systems are rapidly reaching a stage of diminishing returns, where the sheer weight of maintaining the 'kitchen-sink' style system limits the ability to innovate, and the processing overhead associated with implementing features intrinsically limits abilities. The emergence of a new breed of Hosted Telephony applications, which are predicated on embedding features and capabilities in the behavior streams of users — as compared to making user conform to the platform's behavior — signifies a new era in telephony, which encompasses all the vibrancy and fervor of the current state of the Web. Session attendees will glean firsthand experience by way of a case study focusing on a Hosted VoIP implementation based on the open source Erlang/OTP platform.

Conference Descriptions

TUESDAY, SEPTEMBER 16, 2008

Communications Developer Track 2

Tuesday, September 16: 9:00 - 9:45am
Trends in Mobile Development
As the world evolves to a more mobile, interconnected, open Internet society, the software and services enabling mobility and convergence are also evolving. Mobile phones are becoming smarter, with advanced platforms that enable these phones to be Internet-savvy communications and media devices. Mobile Linux is emerging as the preferred open platform for these product and service innovations in the upcoming Open Internet Generation. This presentation will discuss the industry trends and innovation in software technologies required to excite and fuel the next billion users of the Open Internet Generation.

Tuesday, September 16: 10:00 - 10:45am
Fundamentals of IMS Development
The presentation will cover the fundamental processes of IMS network elements development and the inherent challenges developers face. The speakers will discuss the underlying components required, from the basic building blocks of IMS protocol toolkits to the intricate details of application deployment. The will also describe the role of standardization in overcoming the inherent complexity of the new architecture and how standards can be leveraged to accelerate IMS adoption. Real-life IMS challenges and solutions of network, terminal, and application server developers will be also discussed. Attendees will also learn about IMS testing tools and methodologies, as well as new and exiting approaches in interoperability.

Tuesday, September 16: 12:45 - 1:30 pm
IMS & ATCA
Service providers are constantly looking to new enhanced services to boost ARPU. However, because the success of particular services is difficult to predict, they need a dynamic architecture that will allow them to offer promising new services quickly, add resources for successful services as demand increases, and downplay or remove unsuccessful services easily. IMS offers such an architecture. Due to the heavy technical demands placed on an IMS, AdvancedTCA is also poised to be an excellent platform for IMS infrastructure deployment. This presentation will address the issues facing network operators as they move to reinvent themselves and increase revenue; in particular, it will examine IMS, which is generating renewed interest amongst network operators because of its ability to provide modular, flexible service delivery and speedy time-to-market. IMS is poised to help transform network operators into service providers at a low cost and with minimal network disruption.

Tuesday, September 16: 1:45 - 2:30 pm
HA Framework for Telecom Solutions Development
As consumers we expect flawless telecommunication service. We expect all our phone calls (TDM or IP) to reach their destination and to continue until we hang up the phone. We also expect to encounter very few problems with our telecom services. While these may not seem like high expectations of our phone service, it is a very high expectation of a large, complex and interdependent system. Customer satisfaction is the key to success in any business and operators must meet subscriber expectations for high reliability and seamless integration. This session will address factors like hardware and software reliability/redundancy, inter-dependency, fault monitoring and detection, and knowledge management and the ways in which they all come together to produce a highly reliable, highly available system for telecom solutions development.

Tuesday, September 16: 2:45 - 3:30 pm
Mobile IP Device Strategies
Personalized mobile applications that encompass messaging, advertising and media provide revenue-generating opportunities for operators. The current proliferation of mobile devices, increasing network bandwidth and enhanced device capabilities foster an environment for operators and application developers to develop these rich mobile IP applications. However, operators and application developers are faced with difficult choices when developing a device application strategy because of the fragmentation in the mobile IP application platform space. This session will review the overall features of emerging personalized messaging-centric content-driven device applications. Then, a discussion of the strengths and weaknesses of various device application strategies such as on-device portals (ODP), mobile web, Java, and other client frameworks will be provided. The session will also include how a device application strategy can be developed that supports a broad set of frameworks in order to fully address device application market needs and the cycle of user adoption for engaging mobile experiences.

Communications Developer Track 2

Wednesday, September 17: 9:00 - 10:45 pm
3G: A Comprehensive Tutorial

This comprehensive 3G communications tutorial is designed to benefit both the technical and general telecom audience. The tutorial reviews the history and evolution of mobile radio, evolving network architectures, services, applications, and business models. Alternative 3G paths and potential for convergence in the evolving network are reviewed in detail. Furthermore the presenter will discuss a brief history of cellular mobile telephony; the 3G vision and variants that are included within 3G; core network architectures and their evolution to 3G; new applications and application frameworks; business models and more.

Wednesday, September 17: 12:45 - 1:30 pm
Leveraging IMS To Address 4G Challenges

Mobile operators recognize the constant challenges of deploying compelling revenue-generating service and have addressed these challenges by introducing IMS services with the integration of 3G. Currently, IMS has brought many benefits to operators and end-users alike by enhancing high-speed data, multimedia services and voice. But now with 4G on the horizon, operators will soon face the similar challenges they did with the introduction of 3G. Operators are seeing that IMS services, especially voice, are very complex to deploy but are beneficial in end cost and quality for both the carrier and subscriber. Operators are in need of a future-proof IMS architecture that will add intelligence to the network. In this session speakers will discuss the importance of integrating enhanced network architectures for IMS services, how IMS is currently benefiting many operators, and more.

Wednesday, September 17: 1:45 - 2:30 pm
Mobile Application Development

Mobile application developers must balance the evolving demands of consumers with solutions also enticing to carriers. Only when a new application hits the sweet spot for both, is there a true emergence of a successful mobile application. In this session, attendees will learn about the challenges and best practices for achieving the mobile applications equilibrium. The speaker will discuss the driving forces behind compelling emerging mobile applications including carrier needs, consumer demands and ways to avoid potential pitfalls and challenges for developers such as time-to-market.

Thursday, September 18: 8:15 - 9:00 am
User Interface Design for Mobile Devices

Users rely on many communication devices and services, such as a mobile phone, IP PBX, e-mail, IM, etc. Since all have different user interfaces and do not typically interoperate, fixed-mobile convergence remains difficult to achieve and the average mobile phone remains a single service and single session device. Now, a mobile endpoint device UI has been designed to deliver many of the functions business users have come to expect on a PBX or a VoIP/VoIM service… and it interoperates and connects with the new hosted VoIP communications services as well as commercial services such as Skype and GoogleTalk. Participants in this session will examine the unique architecture of this multi-tasking/multi-session MMI software platform and see how an application might work on a full-production mobile endpoint device.

Thursday, September 18: 9:15 - 10:00 am
Addressing Survivability and Security Challenges in SIP Development

With the increasing adoption of SIP in the enterprise and service providers, many network designers have been engineering solutions around SIP, leveraging the flexibility and modularity advantages. However, those same designers also have concerns about survivability and security. How do SIP solutions deal with equipment and network failures? Can SIP solutions be made as reliable at the traditional TDM equipment? What security and survivability issues exist and how will they be addressed? By participating in this session, you will learn how these and many other aspects of SIP are being addressed.

Thursday, September 18: 1:00 - 1:45 pm
Exploring Next-Generation Video Standards

Truly successful and widely adopted mobile services not only deliver what customers want, but also work on any network and on any handset. That is certainly the case with Mobile TV. Many subscribers use their video-enabled phones as Webcams, with two-way audio and one way video. It's the proverbial, "Look ma, I'm walking on the Great Wall of China." These subscribers are generally using phones that support the 3G 324M video standard. In fact, it is the standard that most countries support. But not the U.S. Video over IP is the standard here, and that poses some problems to widespread adoption of Mobile TV. This session will discuss the advantages and disadvantages of

Conface Descriptions

THURSDAY, SEPT 18, 2008

Track 2

3G 324M and Video over IP and examine the ramifications of adoption in the U.S.

Thursday, September 18: 2:00 - 2:15 pm

The Changing Role of DSPs in Media Gateway Design

As media gateways and other telecommunications equipment become more complex — and applications evolve ever more quickly — device designers are presented with a singular challenge: How do I design a product today that will be effective for VoIP today, but have the "legs" to take me, and my customers, into the future? As new integrated services are gaining widespread mass market adoption – most notably, video applications – telecommunications equipment suppliers are more cautious about the business model they are embracing. A feature and capacity licensing DSP provides the best of both worlds to meet changing market conditions. This presentation will address the inherent qualities of licensing using a multicore DSP that allows manufacturers to move beyond simple voice processing into new and still potentially unknown applications.

Thursday, September 18: 3:00 - 3:45 pm

Using Development Tools to Influence SMB VoIP Adoption

VoIP affords SMBs an immense number of advanced services and conferencing capabilities not available to them today. Traditionally, SMBs have switched over to VoIP technology and equipment only when their previous systems reached the end of their "lifecycle". But, as consumers expect SMBs to be just as technologically savvy as large enterprises, SMBs can no longer wait to switch. Anchored by the opportunity to enjoy enhanced quality of services, amplify productivity, drive customer growth and ultimately increase revenue, the speaker will showcase a framework for integrating IP services based on enhanced VoIP features and overall cost savings for SMBs. The evolution from end of lifecycle adoption to proactive choice for next-generation communication services will be discussed and the speaker will examine how VoIP features and cost efficiency can benefit the entire voice ecosystem from semiconductor and software providers to manufacturers of VoIP equipment, and ultimately, to SMB end-users.

Exhibit Hall

The Communications Developer Conference exhibit area features the products you need to build the next great communications application.

- Wireless Devices
- IP Phone Reference Designs
- Development Tools
- DSP Resource Boards
- HMP-based Solutions
- Testing Tools
- Presence Solutions
- Service Creation Solutions
- AdvancedTCA Building Blocks
- Video over IP Solutions
- IMS
- Semiconductors
- Digital Signal Processors (DSPs)
- System on Chip (SOC) Solutions
- Media Gateways
- Application Development Platforms
- SOHO VoIP Devices
- Residential Gateways
- Soft Phones
- VoIP Clients
- H.323 Protocol Stacks
- SIP Software

EXHIBIT HOURS:

Wednesday - September 17:
4:00 - 8:00 pm
Networking Reception in Exhibit Hall
Sponsored by Aculab

Thursday - September 18:
11:00 am - 5:00 pm

On-Site Registration Hours

Tuesday - Sept 16 . . . . .7:00 am - 5:00 pm
Wednesday - Sept 17 . . . . . . .7:00 am - 7:00 pm
Thursday - Sept 18 . . . . .7:00 am - 5:00 pm

Conference Session Hours

Tuesday - Sept 16 . . . . .9:00 am - 5:00 pm
Wednesday - Sept 17 . . . . . . .9:00 am - 4:00 pm
Thursday - Sept 18 . . . . .8:15 am - 3:45 pm

Exhibit Hall Hours

Wednesday - Sept 17 . . . . . .4:00 pm - 8:00 pm
Thursday - Sept 18 . . . . .11:00 am - 5:00 pm

Free VIP Passes are available for admission to the exhibits, keynotes, and all networking receptions.

Your Paid Conference Registration Includes:

- Admission to all sessions on the days for which you have registered
- All meals served on days in your plan
- Unlimited access to product showcases
- Admission to all Keynote sessions
- All networking receptions and breaks

Your Conference Fee is Guaranteed!

If you do not feel the sessions you attend made you better prepared to tackle your IP communications development project than you were when you arrived, stop by the registration counter at the show and we'll issue you a free pass for any future Communications Developer or ITEXPO conference. *(No requests will be honored after the conference ends.)*

4 Easy Ways to Register

1. Online: www.commdeveloper.com
2. Phone: (203) 852-6800 ext. 131
3. Fax: (203) 866-3326
4. Mail: Communications Developer Conference
   Technology Marketing Corp.
   One Technology Plaza
   Norwalk, Connecticut 06854 USA

DIAMOND TEAM PLAN

Buy 2 Platinum Passes, Get 2 More FREE

Save 50%

The Diamond Plan allows four delegates from your company to have unlimited access to all:

- conference sessions
- keynotes
- meals
- VIP networking receptions

It's VIP Total Access! Only $1,995*

*$1,995 up to four employees from your location. Less than $500 per delegate. This promotion is first come first served. Space is limited. *Early-bird rate. After 8/1/08 the rate increases to $2,395.

GOVERNMENT 'TEAM' RATES AVAILABLE

Please contact Frank Coppola to inquire about special 'team' registration packages for Government offices and agencies: (203) 852-6800, ext. 131 - fcoppola@tmcnet.com

OFFICIAL SHOW HOTEL

Westin Bonaventure Expected to Sell Out Weeks Before Event Begins

With over 200 exhibitors and as many as 7,000 attendees expected, rooms at the official show hotel WILL SELL OUT QUICKLY!

We urge you to contact the Westin Bonaventure right away and reserve rooms at the special Communications Developer Conference rate of $189 per night. Identify yourself as a show attendee to take advantage.

Deadline for this special rate: August 15, 2008

Westin Bonaventure Hotel & Suites
404 South Figueroa St.
Los Angeles, CA 90071
Phone: 213-624-1000 or 800-937-8461

Registration

1 Pick the Plan that Best Meets Your Needs

	Early-Bird Thru 8/1/08	Standard After 8/1/08	Select Days
❑ **Diamond Team Plan** BEST VALUE! Includes 4 All Access conference passes for the price of 2.	**$1,995**	**$2,395***	☒ Tuesday ☒ Wednesday ☒ Thursday
❑ **Conference SuperPass** Includes full access to all conference events, including sessions at collocated ITEXPO.	**$2,195**	**$2,395***	☒ Tuesday ☒ Wednesday ☒ Thursday
❑ **Platinum Conference Pass** Full access to all Communications Developer Conference events.	**$1,095**	**$1,195***	☒ Tuesday ☒ Wednesday ☒ Thursday
❑ **Gold Conference Pass** Full access to all Communications Developer Conference events any one day.	**$895**	**$995*** *Onsite fee only	❑ Tuesday ❑ Wednesday ❑ Thursday *Please Check One*
❑ **VIP Exhibits Only Pass** Free access to exhibits, keynotes, receptions.	**FREE**	**$50***	☒ Wednesday ☒ Thursday

*Additional $100 fee applies to all onsite paid conference registrations.

4 Easy Ways to Register

1. Online:
   www.commdeveloper.com
2. Phone: (203) 852-6800 ext. 131
3. Fax: (203) 866-3326
4. Mail:
   Communications Dev Conf.
   Technology Marketing Corp.
   One Technology Plaza
   Norwalk, Connecticut 06854

2 Attendee Information

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Country _____

Phone _____ Fax _____

E-Mail Address (required for confirmation) _____

3 Payment Information

Faxed Registrations Must Include A Valid Credit Card

Total Amount Due: $ _____
(Payable in U.S. dollars drawn on a U.S. bank only.)

❑ Check Enclosed. CT residents add 6% sales tax
(Make checks payable to: Technology Marketing Corp.)

Charge My: ❑ American Express ❑ MasterCard ❑ VISA

Card #: _____

Exp. Date: _____

Signature: _____
(REQUIRED)

4 Please answer all questions. Incomplete forms cannot be processed.

1. Business Type (Check One)

Network Service Provider/Carrier Industry
- ❑ 1. Network/System Integrator
- ❑ 14. Next-Gen Telco/ITSP
- ❑ 15. CLEC
- ❑ 16. Integrated Communications Provider (ICP)
- ❑ 17. Telco/RBOC/IXC/Long Distance
- ❑ 18. ISP
- ❑ 19. Wireless/PCS
- ❑ 20. Cable
- ❑ 21. Application Service Provider (ASP, CASP)/ Outsourcing
- ❑ 22. PTT
- ❑ 45. BLEC/MDU LEC
- ❑ 46. ILEC
- ❑ 23. Other (specify)_____

VoIP/Telephony Industry
- ❑ 8. Telecom Developer
- ❑ 9. Manufacturer
- ❑ 47. Reseller/Retailer/Wholesaler/VAR/VAD
- ❑ 10. Distributor
- ❑ 11. Interconnect
- ❑ 12. Consulting
- ❑ 13. Other (specify)_____

General Industries
- ❑ 24. Manufacturing/Software Developer
- ❑ 25. Business Service/Consulting/ Consumer Service/ Non-Profit/Trade Assn.
- ❑ 26. Government

- ❑ 27. Wholesale/Distribution/Retail/E-commerce/E-business
- ❑ 28. Transportation/Travel/Recreation/Entertainment
- ❑ 29. Utilities
- ❑ 30. Finance/Banking
- ❑ 31. Insurance
- ❑ 32. Hospitality
- ❑ 33. Healthcare/Medical
- ❑ 34. Real Estate
- ❑ 35. Catalog Marketing/Publishing
- ❑ 36. Marketing/Market Research
- ❑ 38. Advertising/Public Relations
- ❑ 39. Teleservices Agency
- ❑ 40. College/University/Education
- ❑ 42. Other Professional/Business Services (specify) _____
- ❑ 41. OTHER (specify)_____

2. Job Function (Check One)

Corporate Management
- ❑ 7. Corporate Management (includes: CFO, CEO, President, Partner)
- ❑ 18. Other Corporate Management (Specify)_____

Technical Management
- ❑ 1. Executive IT Management (CIO/CTO/VP)
- ❑ 2. IT/IS/MIS/DP Management
- ❑ 3. Telecom/Datacom Management
- ❑ 4. Software/Engineering Management

- ❑ 5. LAN/Network Applications/Systems Management
- ❑ 6. Internet/Intranet/Extranet/Web Management
- ❑ 10. Speech Developer
- ❑ 19. Other Technical Management (Specify)_____

Business Management
- ❑ 16. Research/Development/Business Development Management
- ❑ 8. Sales/Marketing/Advertising/Product Management
- ❑ 9. Contact Center/CRM/Telemarketing/ Credit Collection/Fundraising /Help Desk/ Technical Support Management
- ❑ 11. Consulting/Integrator Management
- ❑ 17. Project Management
- ❑ 20. Other Business Management (Specify)_____
- ❑ 12. OTHER (Specify) _____

3. Total employees in your company-all locations:
- ❑ A. 10,000+
- ❑ B. 5,000-9,999
- ❑ C. 1,000-4,999
- ❑ D. 11-999
- ❑ E. 1-10

4. Would you like to subscribe to INTERNET TELEPHONY's free eNewsletter?
   ❑ Yes ❑ No

CANCELLATION POLICY:
Full payment is required prior to admittance to the conference. Registrations are transferable and non-refundable. Registrants may have a dollar-for-dollar credit towards any future TMC conference. Program and speakers are subject to change without notice. TMC® reserves the right to use attendees photos, images, company names & titles for future promotions.

Would you like to receive (continue to receive) INTERNET TELEPHONY® magazine FREE?
❑ Yes ❑ No

INTERNET TELEPHONY

Signature (Required) _____ Date (Required) _____