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TELEPHONY Conference & EXPO East 2007.



January 24-26, 2007
Broward County
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**IMS Revenues
Will Exceed
\$14.5 Billion
By 2010**



IMSTM EXPO

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- VoIP Service Providers
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COLLOCATED WITH:



- In-Depth Education
- Invaluable Networking
- Opportunity to Inspect New Technologies

www.imsexpo.com

Conference Agenda

Wednesday – January 24, 2007

8:30am - 9:15am

Introduction to IMS

This session will focus on the basics of IMS including the scope and history of development. The architectures of 3GPP, TISPAN and 3GPP2 will be compared and the key elements of the IMS core will be discussed. Also included will be a brief discussion on how IMS compares with Service Delivery Platforms and the advantages/drawbacks if any; the role of IPv6 in IMS will be highlighted with some applications of IMS (e.g., Fixed/Mobile convergence); and the migration from existing service delivery methods for incumbent carriers (especially wireline carriers).

9:30am - 10:15am

Overcoming Challenges on the Road to IMS

There's little doubt that the future of IMS is bright. Analysts predict this to be a multibillion equipment market in the years ahead. IMS is expected to play a key role in the convergence of telecom services and offers the opportunity for revenue growth by attracting new customers and increasing the average revenue per user. This presentation addresses the need to conduct traffic simulation, equipment and device emulation, and other tests to ensure the IMS network and associated infrastructure can accommodate the traffic that will traverse these systems. Testing and stressing of different formats of SIP headers, handshakes across wireless and wireline networks and circuit-switched and packet-switched networks will be the first stage in testing. This will confirm that handshakes occur properly; errors, drops, and retries are responded to in a timely manner using agreed-upon parameters; and that call accounting, authorization, and access controls meet required policies.

10:30am - 11:15am

IMS in the Enterprise

IMS, the IP Multimedia Subsystem, is a set of architectural standards being defined and rolled out by service providers around the world. IMS is driven by a service vision that delivers multimedia end user services, independent of access service delivery (wired, wireless, cable). Through IMS, service providers want to be able to accelerate service deployment to consumers and businesses alike, while lowering deployment costs, both achieved by incorporating a set of pre-integrated enablers and open interfaces. Great vision for service providers, but why should enterprises care since they are focusing on Web Services and Service Oriented Architectures to achieve similar objectives in the context of their own environments? This will provide an enterprise perspective of IMS implications.

1:00pm - 1:45pm

Billing in an IMS Environment

Service providers have the daunting task of filling out their bundled services (voice, video, data, wireless) and rapidly deploying competitive new applications while simultaneously minimizing cost. The IMS architecture is access agnostic and holds the promise of providing converged services across wireless and wireline access networks. However, how should service providers structure their billing systems in an IMS environment? This presentation will discuss the following: What is the IMS charging architecture? How different/similar is the IMS charging architecture to other major charging architectures? What I bill differently in an IMS framework? Are there opportunities to streamline BSS systems? What are the migration strategies? Are there any sea-changes in the way we might/should bill services in an IMS architecture?

2:00pm - 2:45pm

Securing IMS Networks

An ever-increasing number of telecommunications providers worldwide are getting into the fixed/mobile convergence (FMC) game - merging mobile, wired and wireless networks into a single infrastructure with an eye toward creating better geographic service coverage and offering exciting new multimedia services to businesses and consumers. FMC will be ubiquitous, bringing these services to users of current generation mobile phones, new dual mode cellular phones, WiMAX phones, laptops and even handheld computers. Industry standard specifications for security functions run the gamut: encryption, authentication, firewall, and denial of service attack protection. Besides these basic security functions, FMC service providers need further protection against Internet-based attacks such as viruses, worms and various intrusions, such as service theft. This session will review the variety of architectural approaches that enable FMC, the kinds of multimedia services they can offer and defense-in-depth strategies for guarding against the wide variety of attacks that miscreants will direct toward FMC infrastructure and services.

3:00pm - 3:45pm

The Killer Value Prop

Does it seem like you're banging your head against the wall searching for the next killer app? IMS architecture opens the door for versatility – even experimentation – with SIP-based multimedia applications, making it easier to succeed and cheaper to fail. The key is the ability to deliver IP-based services not only to SIP endpoints, but to mobile and legacy network users as well. Come hear how IMS extends your voice over IP (VoIP) value proposition to a whole new universe of subscribers.

Hotel Information



Hyatt Regency Pier Sixty-Six

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Special Attendee Rate: \$209.00

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Conference Agenda

Thursday – January 25, 2007

8:30am - 9:15am

Quo Vadis? An IMS Industry Roundtable

IMS is all about the upside. IMS holds tremendous promise for carriers and end users alike. But IMS is also widely misunderstood. Some look at IMS as a series of smart boxes that you drop into a network to enable services. Some think it's all wireless. This session is designed to clear the air and help explain the concept of IMS and where we, as an industry, are heading. This is truly a can't miss session.

9:15am - 10:00am

The Role of SCIM in the Transition to IMS

The 3GPP defines SCIM as a network element within the IMS architecture's service plane that allows services to interact in ways not possible in prior network architectures. In this presentation, we will describe the following SCIM solution functions: Determining which set of services to apply to call/session (selection); Invoking services in the correct order (interaction); and Allowing new services to be created by combining existing services (composition). In addition, we'll discuss how the functionality invokes services across multiple distributed platforms. It can also trigger multiple networks and perform protocol conversion.

1:30pm - 2:15pm

IMS & QoS

IMS architecture creates a single network by which services such as VoIP, IPTV, and multimedia can be cost effectively deployed utilizing multiple vendors across multiple networks. An area lacking clarity is how policy management across various market verticals can effectively manage both applications and product offerings while guaranteeing service quality. This presentation will discuss how a unified policy management system simplifies policy management across the range of access network technology by allowing the operator to create one set of policies which are then transformed to match the characteristics of the underlying access network. By doing so, it also simplifies QoS session handover for nomadic users. The presentation will also describe a distributed architecture for IMS that utilizes embedded policy decision points close to the end-points to minimize the "chatter" of policy requests across the network.

2:30pm - 3:15pm

Service Brokering: Key To Delivering On IMS

Services are the key to delivering IMS, the rest is only about delivering the call. But today, IMS' service application layer has the least definition, and is the critical path to the greatest promise in telecom history: Any service to any subscriber. IMS defines how the control and transport layers speak to one another, but not how the services layer interacts with them, whether and how multiple services will reach off network subscribers, and other open IMS issues. Among a whole host of topics, this session will address: The benefits and drawbacks of standardizing on a single IMS Service Delivery Platform (and possibly plug in third party apps) versus the risks and benefits of implementing multiple SDPs for individual applications; The potential for service brokering mechanisms to add unmanageable complexity, and the near term likelihood that brokering will capably and scalably string together now non-interchangeable components; The minimum network elements required for an IMS service delivery platform to work; and more.

3:30pm - 4:15pm

In Search of the Killer App

IP Multimedia Subsystems (IMS) has been touted as the technology that will bring a huge variety of voice and video services to subscribers but some marketers are wondering just what the killer app for IMS will be – an app that will generate enough revenue to make it attractive to deploy IMS. Now operators of all types, including incumbents, independents, wireless operators, and service providers, are zeroing in on what they know best – voice. Enhanced telephony services are emerging as the biggest applications opportunity – with VoIP at the top of the list – and operators are looking to bundle services such as voice mail and messaging under VoIP. Other applications of interest include fixed/mobile convergence (FMC), presence, and instant messaging (IM). In addition to discussing emerging IMS applications and the impact they will have on operators, this session will also address one of operators' biggest concerns – interoperability.

IMS EXPO SCHEDULE AT A GLANCE

Wednesday, January 24, 2007

7:30am - 8:30am - Breakfast

8:30am - 11:15am - Breakout Sessions

11:15am - 12:15pm - Featured Keynotes

12:15pm - 1:00pm - Lunch

1:00pm - 3:45pm - Breakout Sessions

3:45pm - 4:30pm - VoIP Options Panel

4:30pm - 5:30pm - Featured Keynotes

5:30pm - 7:30pm - Networking Reception & Exhibit Hall Grand Opening

Thursday, January 25, 2007

7:30am - 8:30am - Breakfast

8:30am - 10:00am - Breakout Sessions

10:00am - 11:00am - Featured Keynotes

11:00am - 4:00pm - Exhibit Hall Open

12:30pm - 1:30pm - Lunch

1:30pm - 4:15pm - Breakout Sessions

4:15pm - 5:00pm - Service Provider Shootout

5:00pm - - Networking Reception

Friday, January 26, 2007

8:00am - 9:00am - Breakfast

9:00am - 11:45am - Breakout Sessions

11:00am - 2:00pm - Exhibit Hall Open

Conference Agenda

Friday – January 26, 2007

9:00am - 9:45am

Intro to Fixed Mobile Convergence

IMS and Fixed/Mobile Convergence (FMC) have taken front stage in the industry over the last 12–18 months. Many within the industry acknowledge that IMS as an architecture makes a lot of sense and will enable the delivery of new services more quickly, and at lower cost than today's silo-based approach. But if we scratch under the surface, it's clear that many service providers are still wrestling with the lead application driver that justifies the initial deployment of a commercial IMS network to their customers. This session will explore how services that bridge between fixed and mobile networks have become a lead driver for IMS deployments, and look at the latest technical and architectural developments to bring converged services to market using an IMS approach.

10:00am - 10:45am

Making the Business Case for FMC

This session will discuss the business drivers for consumers and enterprises that want fixed/mobile services. The session will also cover the overall business case for FMC and look at all the angles. In addition, the speaker will identify the key services and which services will people actually use, and discuss if service providers expect consumers and enterprises to pay more or less for FMC. We will also drill down on the specifics of services such as how to deliver single number and single voicemail capabilities across the entire subscriber base, and how to use FMC as a way to reduce roaming costs.

11:00am - 11:45am

FMC: What About Video?

Service providers are looking at two emerging service trends to grow their bottom lines: FMC and next-generation video such as IPTV. In many cases, these two services are being pursued by separate organizations within the same company. Whether the reason is organizational inertia, the nature of the competitive threat, or lack of imagination, opportunities for capturing the synergies between FMC and IPTV are not always being considered. During this session, the presenter will identify and review the synergies between successful FMC and IPTV networks. By combining a focus on ROI-friendly applications with the forward-looking requirements of IMS, service providers can build multi-purpose networks that improve consumer experience and drive profitable revenue growth. This session will show: How IMS architectures will maximize technology reuse in both types of deployments; Where cost savings can be found; Why the application layer of the IMS architecture will provide sustainable competitive advantage for service providers; How to deploy video and data services that match the portability of voice.

Registration Options

A. IMS EXPO Platinum Plan - Includes access to all IMS EXPO, INTERNET TELEPHONY, and Call Center 2.0 conference events all 4 days.

Price: \$1,895

B. IMS EXPO Only Plan - Includes full access to all IMS EXPO conference sessions, receptions, and meals for the entire conference. Does not include admission to other INTERNET TELEPHONY or Call Center 2.0 sessions.

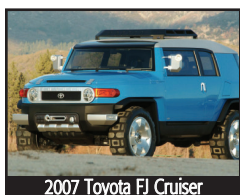
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C. IMS EXPO FREE VIP Pass - Includes unlimited exhibit hall access, all keynotes, all general sessions, and all networking receptions for all 3 days of the event. Does not include access to conference sessions or meals.

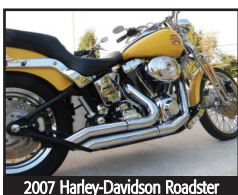
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Who Should Attend IMS EXPO & Why?

Any Service Provider seeking to increase profitability.

IMS EXPO is the world's largest event focusing exclusively on IP Multimedia Subsystem. Featuring three full days of in-depth educational courses, networking events, top-level keynote speakers, and an Exhibit Hall packed with leading vendors and suppliers, IMS EXPO is the number one destination for anyone seeking to advance in this rapidly emerging sector.

IMS Revenues are expected to reach \$14.5 Billion by 2010.

— source: IDC multiclient study, *IMS Status Report: Demand and Supply of a Key Enabling Technology*



IMS EXPO is collocated with **INTERNET TELEPHONY Conference & EXPO East** — the world's largest IP Communications event. Together, these events will feature more educational opportunities for IP Communications professionals than any other trade show in the world. In

addition, outstanding networking opportunities at receptions, and the busiest Exhibit Hall in the industry makes **IMS EXPO** your best investment.

Brought to you by the Thought Leaders of IP Communications

IMS EXPO is brought to you by the publishers of the first magazine dedicated exclusively to IP Multimedia Subsystem (*IMS Magazine*), as well as the publisher of the oldest and most-read publication covering IP Communications (*INTERNET TELEPHONY*), and the only publication exclusively for SIP (*SIP Magazine*).

Our team of editors has spent months assembling the highest caliber educational content to ensure you gain the most benefit from your time at **IMS EXPO**. It is by far the most in-depth, comprehensive educational offering available at any event.



Your Conference Satisfaction is Guaranteed!

If you do not feel the sessions you attend made you better prepared to tackle your IMS development project than you were when you arrived, simply stop by the conference registration counter at the show and we'll issue you a free pass for any future* IMS EXPO or INTERNET TELEPHONY conference.

(*No requests will be honored after the conference ends.)

To register, visit www.imsexpo.com