

The Voice Piece of the Triple-Play Puzzle

- Architecture
 - DSL vs. FTTP
 - Legacy Class 5 vs. Softswitch
- New Services
- Summary



Voice and IPTV – DSL vs FTTP

DSL

- Primary line POTS still via analog copper
- DSLAM converts to TDM (like a traditional DLC) or VoIP

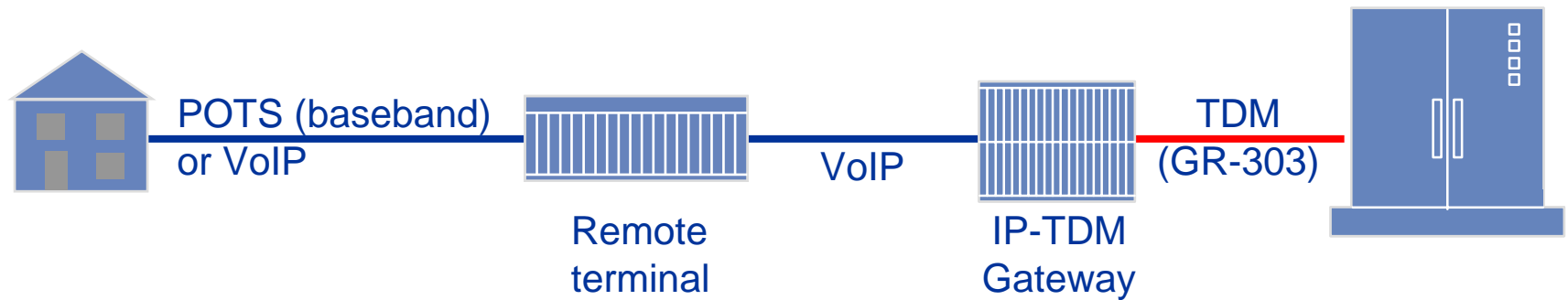
FTTP

- Typically voice is IP to the home
- Most vendors support native IP interfaces (SIP, MGCP or H.248)

Key thought: services architecture is moving to IP whatever your last-mile technology

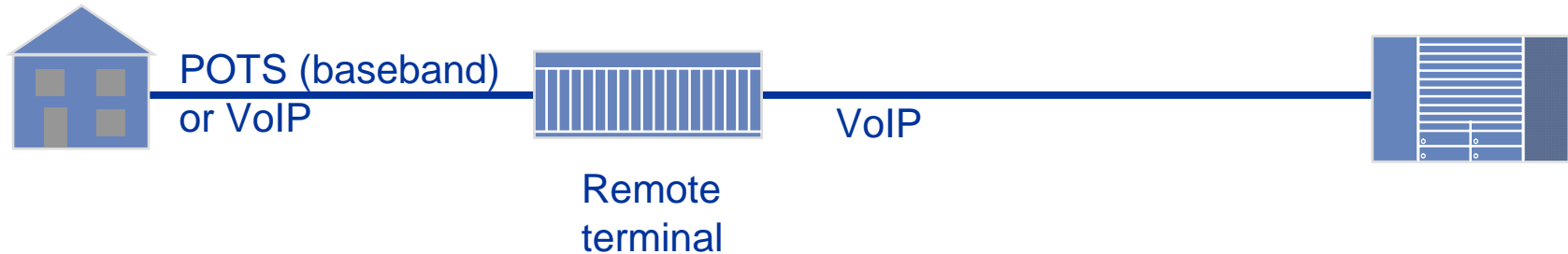


Legacy Switch Architecture



- Additional equipment (gateway) may be required
- Unnecessary TDM↔IP conversion may impact quality
- Inefficient use of network (all voice backhauled to switch)
- No new features

Softswitch Architecture



- Softswitch more cost-effective to run than legacy switch
- Native IP \Rightarrow no unnecessary IP-TDM conversions
- Efficient use of network
- Opens up possibility of new subscriber features

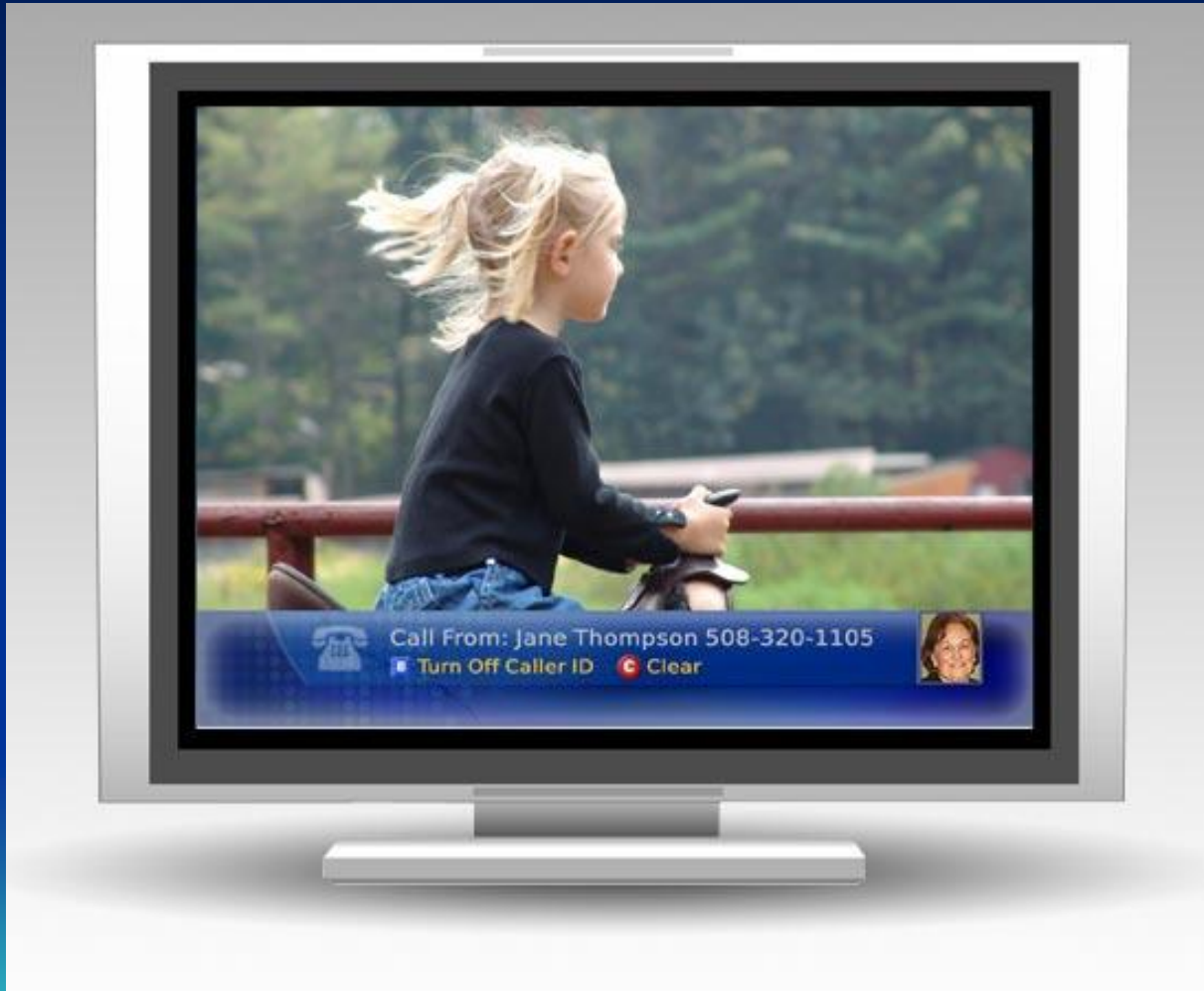
New Subscriber Features

An open IMS architecture like MetaSwitch's enables...

- New services for triple-play and **POTS** customers
 - Web-enabled voicemail, PC client (desktop assistant), ...
- Fixed/mobile convergence services for the full “quad play”
- Enhanced TV experience with middleware integration



Picture Caller ID



Call Log



TV Inbox



Conclusion

- IPTV doesn't have to mean VoIP...
- ... but moving to a softswitch architecture will make the most out of your IPTV investment
 - Network efficiency (cost savings)
 - New services (and new revenues)
- Join the dozens of IOCs who have successfully deployed triple-play services with MetaSwitch
 - Case Studies at www.metaswitch.com



“Our experience has validated our selection of MetaSwitch as the leading Class 5 softswitch vendor for both TDM and VoIP .”

- Chris Davidson
GM, TCTWest