



HP OpenCall Video Messaging solution

Solution brief



Enable visual browsing of voice and video messages or blogs with entertaining content. Stimulate users to leave and reply to messages with animations and fun characters. Help mobile and broadband subscribers keep in touch, regardless of coverage.

Bring the mailbox user experience to life

The HP OpenCall Video Messaging solution provides a unique visual interface on top of an IP media and messaging platform. Highly animated menus can be selected from many themes, encouraging your customers to access personal messages or browse video content from a single environment.

Users can personalize the look and feel of their multimedia mailboxes by selecting from a library of animated avatar greetings. What's more, they can select multimedia notifications to be sent to handsets when they receive a video call or even when new video content becomes available, such as news, music videos or movie trailers. Avatars and graphic animation can be designed with PC tools, and configurable call flows help users press the right key and find the right functions.

HP OpenCall Video Messaging is based on a next-generation all-IP unified messaging platform that integrates with Internet and IMS services.

Solution overview

The HP OpenCall Video Messaging solution offers a unique user experience in terms of its usability, personalization and media richness. Menus are based on graphics, not text, and can be customized with PC tools. With fun avatars, subscribers project their personality and enhance their greetings. Downloadable themes let them enjoy navigating their mailboxes, for example, using a cartoon character that appears randomly to surprise and add humor.

HP OpenCall Video Messaging completes every call the subscriber might miss due to coverage or being busy/unavailable. Every call attempt becomes an opportunity to respond with greater impact than voice. Menus enable users to record personal clips for viewing by callers or to download clips from a library of video greetings. Content providers offer choices from sources such as sports, movie stars, idols, pop stars or cartoons.

HP OpenCall Video Messaging creates new revenue streams with content and advertising opportunities. It extends mobile content merchandizing through video interfaces, offering information and entertainment services before, between or after watching personal video messages. You can now promote screen savers, ring-back tones and video ring-back from a host of sources. You can also offer targeted advertising messages to increase revenue and add sponsorships to promote partners' brands and defray costs.



The HP OpenCall Video Messaging solution is based on a next-generation architecture. It is a natural progression of voicemail for 3G and can be extended to integrated IMS or web services, such as video blogging. See the HP OpenCall Video Blogging solution brief for more details.

Key features

Ease of subscriber use

- Video record, edit, sign and send, or blog
- Video access to address book and contacts
- Avatar selection, enable/disable
- Stored video browse and review/delete
- Navigation via keypads (DTMF) guided by menus
- Visual user tutorial

Call completion

- Configurable personal greeting
- Missed-call notification options (MMS, SMS)
- Mobile and broadband access to messages

Content delivery

- Download of celebrity/fun greetings
- Linked access to video portal
- PC and phone user interface themes download
- Detailed subscriber usage profiling

Next-generation architecture

- Automatic video mail provisioning and setup
- Bulk provisioning (LDAP, SOAP, tools)
- Web control and management
- Open mailstore (IMAP)
- Support for packet switched networks (SIP)
- Support for circuit switched networks (3G-324M, 2G)
- Service creation for call flow and feature customization

- Multi-tenancy support for virtual network operator and media industry
- Support for VXML 2.0

Business benefits

Create new demand

- Leverage the critical visual capability of 3G video
- Attract early adopters of 3G to video calls
- Offer a unique usability that stimulates usage
- Retain high-value 3G customers with innovative services

Complete every call

- Increase average revenue per user (ARPU) among consumer users
- Facilitate video call termination and create viral marketing
- Create a visual interface to access 2G voicemail

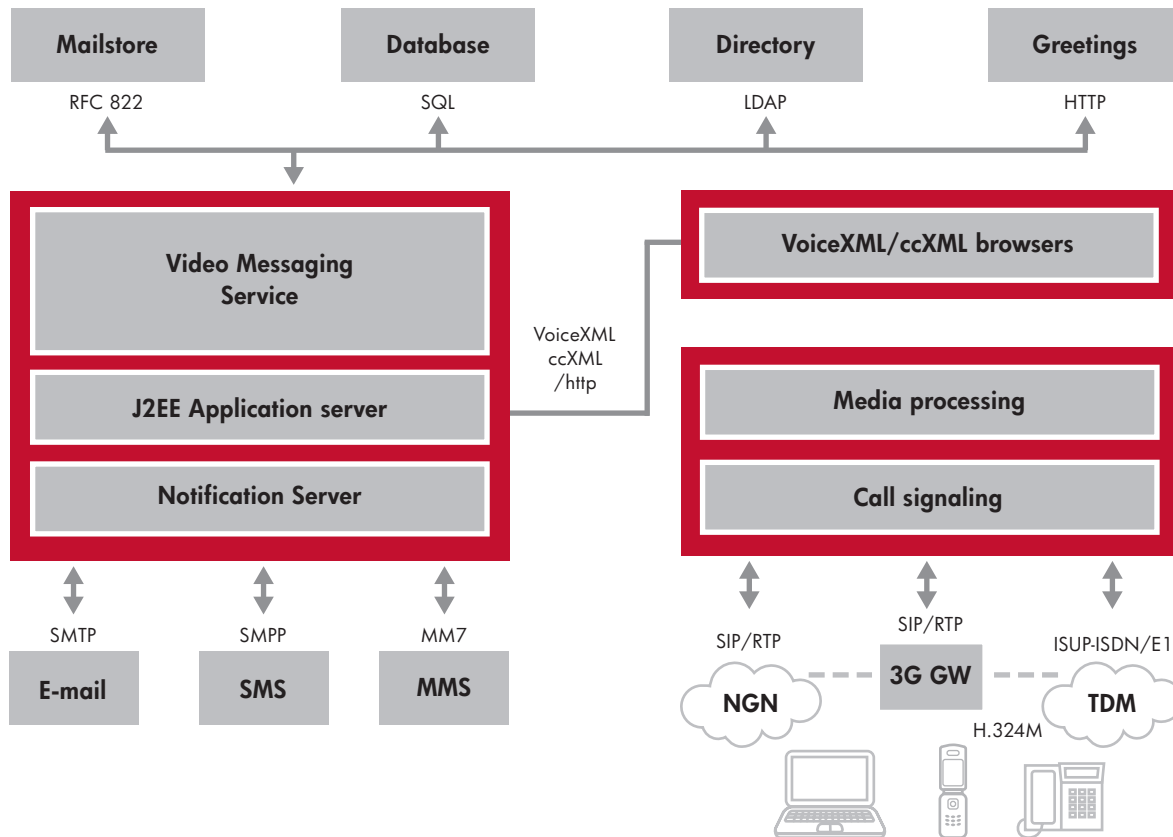
Increase cross-selling revenues

- Promote 3G video telephony with content services
- Support many services, brands, and looks and feels
- Gain a detailed understanding of consumers' responses to content

Leverage existing investments

- Enable voicemail and MMS integration
- Bridge 2G and 3G networks

Figure 1: HP OpenCall Video Messaging architectural diagram



Retain subscribers—and increase revenue

The HP OpenCall Video Messaging solution enables your mobile-operator business to extend the video calling experience in numerous ways, ranging from customizable and personalized subscriber greetings to video ring-back.

The visual quality of menus and message displays, associated with layout customization and personalization, help you increase subscriber loyalty and reduce churn. The highly modular architecture and service management interfaces further allow you and your content partners to respond quickly to changes in subscriber interests, introduce new content for greetings, offer avatars for prompts and give your subscribers higher-value video experiences.

This subscriber experience is made possible by close collaboration between HP and VoxSurf, an HP software partner. The HP OpenCall Video Messaging solution leverages VoxSurf's expertise in mobile multi-media and messaging and the capabilities of the HP OpenCall Media Platform product.



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HP Services

To enable you to rapidly offer this solution and start generating revenue, HP provides a complete set of delivery services. These services cover all aspects of the definition and deployment of an HP OpenCall Video Messaging solution at your site. The services are customized based on your needs.

The delivery services include:

- Project specification
- Solution configuration
- Production platform setup with N+1 High Availability architecture
- Software installation, activation (i.e. connection in your network) and integration tests on this platform
- Support of acceptance tests performed by your organization
- Training (VoxSurf and HP OpenCall software components)
- Platform pilot
- Solution documentation

Across the globe, enterprise customers rely on HP Services to design, deploy, operate, and support the IT systems that run their businesses. HP Services capabilities cover consulting and integration, outsourcing, and support services. With more than 69,000 services professionals operating in 170 countries, acknowledged technology leadership, and a heritage of innovation in services, HP Services can point to an extensive track record of helping customers improve their ability to support their changing business needs.

For more information, visit www.hp.com/go/services

Technical specifications

System requirements

Hardware	HP ProLiant DL385 servers HP MSA 1000 storage HP 72GB 10K U320 Pluggable Hard Drive
Software	HP OpenCall Media Platform software VoxSurf VxOne application server VoxSurf VxOne Videomail 2.1

Supported platforms, servers, applications

Operating system support	Red Hat Enterprise Linux
Video Gateway	Dilithium or RadVision
Database	MySQL
J2EE environment	Macromedia Jrun 4.0
Mailstore (Optional)	Courier IMAP

Ordering information

For ordering information for the HP OpenCall Video Messaging solution, contact your HP sales representative.



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