



oma
Open Mobile Alliance

**Innovation and the 2G to 3G Migration – The Need for Standards in
a Global Industry Driven by Market Demands**

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3G Strategic Leadership Seminar

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Contents

- Overview of Open Mobile Alliance
- OMA Standards development & Innovation
- OMA and Interoperability
- Summary

OMA Vision

“No matter what device I have,
No matter what **service** I want,
No matter what **carrier** or **network** I'm using,
I can **communicate, access** and
exchange information.”

MC4

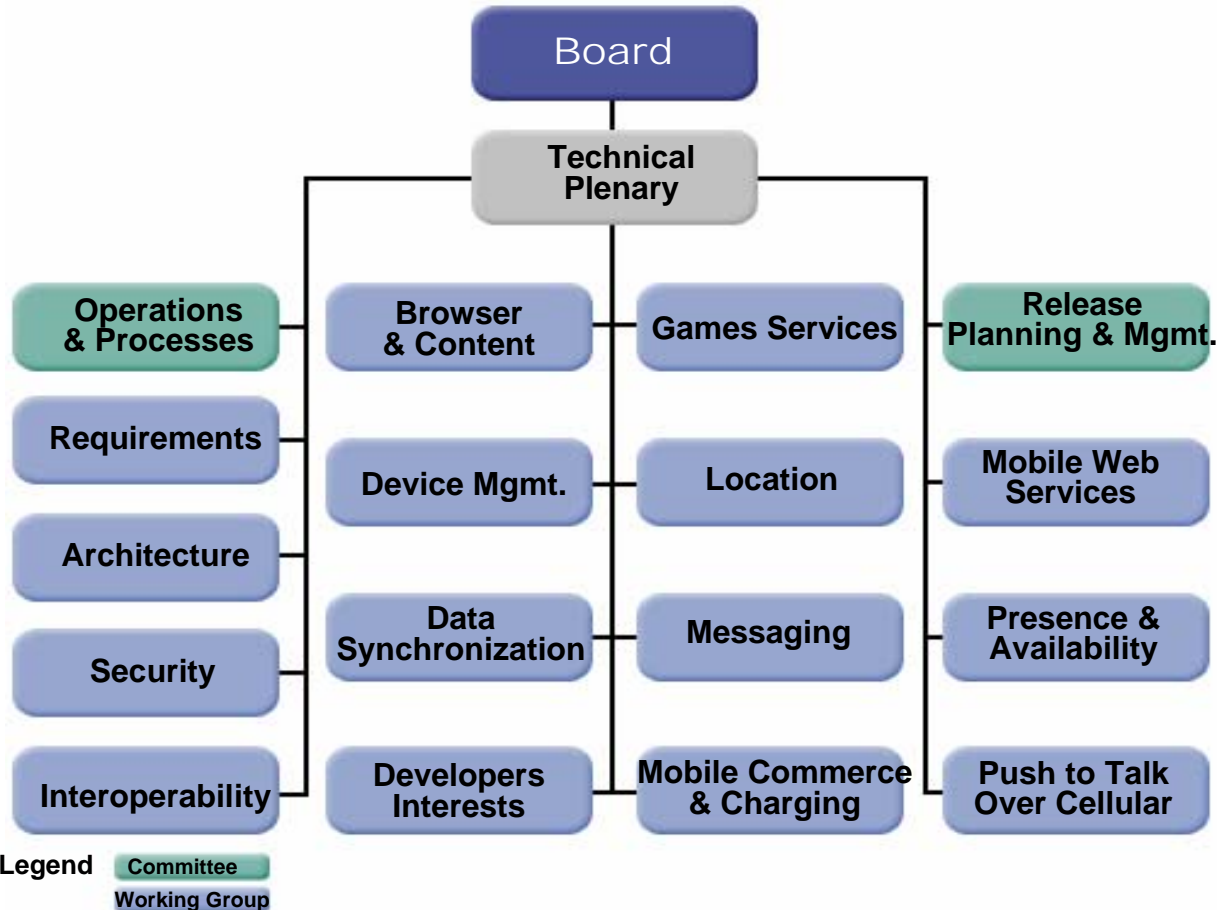
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Mark Cataldo, 7/11/2005

The Open Mobile Alliance (OMA)

- Open Mobile Alliance is an international organization, developing open, market driven interoperable specifications for global adoption
- Created in July 2002 by leading leading mobile operators, device and network suppliers, information technology companies, content and service providers – the entire mobile value chain
- Created by combining many existing smaller industry organizations to work under the OMA umbrella
- Cooperating with various other mobile and fixed line organizations, the OMA is expanding its role to include more dynamic interaction with IT and Consumer Electronic industries
- The over 400 OMA member companies represent a global organization with members from all regions, which complement the various parts of the end-to-end value chain of companies with an interest in the mobile industry

OMA Working Groups and Scope



OMA Enabler Release Program

- Market based
- Packaged open specifications
- Ongoing testing

OMA Interoperability Program

- Tests conformance and interoperability
- IOP documents
- Trusted Zone services
- Third party test locations

Analysis, reports, white papers, industry studies

OMA Methodology - 1

- OMA has primarily been working on specifications and interoperability within the mobile services area
 - E.g. OMA Mobile Broadcast Service, Digital Rights Management and OMA Mobile Location Service
- OMA does not limit the scope of its specifications to the mobile market
 - Allowing more general applicability to IP based networks which could be fixed or mobile, Consumer Electronics devices, traditional PC and telephone environments
- OMA intends to have its specifications be agnostic to the network and bearer
 - Allowing use over 2G, 2.5G, 3G etc wireless networks
 - Service capabilities and performance benefit from the higher performance networks,
 - E.g. OMA Mobile Broadcast Service which uses Broadcast/Multicast capabilities of mobile networks in addition to established DVB etc networks

OMA Methodology - 2

- As a principle, OMA aims to re-use existing technologies avoiding duplication, divergence and fragmentation
 - E.g. as defined for fixed internet, helping to provide interoperability between mobile and fixed devices and networks
- OMA has an extensive network of 35 formal liaison relationships with other standards bodies, including those dealing with fixed and broadcast networks
 - E.g. ETSI, IETF, W3C, DVB, ITU-T, RIAA, MPA, CDG and JCP

Collaboration

- OMA has cooperation arrangements with many organizations, and creating closer cooperation with a number of others
 - Cross-participation
 - Documents exchange
 - Information sharing
- | | | |
|------------------|------------------------|-------------------------|
| • 3G Association | • IFPI | • Oasis |
| • 3GPP | • ISO | • OGC |
| • 3GPP2 | • ITU-T | • Parlay |
| • CDG | • JCP | • RIAA |
| • Cal Connect | • Liberty Alliance | • SDA |
| • DVB Project | • MEF | • Tele Management Forum |
| • ELSPA | • MeT | • Telematics Forum |
| • ERTICO | • MITF-TC1 | • TIGA |
| • ETSI | • MMCA | • W3C |
| • GSMA | • Mobey ForumMPA(A) | • WiFi |
| • IETF | • Mobile Payment Forum | • WS-I |

Contents

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Standards Development

- Innovation in the mobile industry is happening faster and faster
- Early adopters often use proprietary technology
- Standards based solutions provide the framework for the rapid deployment of new products and services
- Broad adoption of new services depends upon standardized implementations
 - E.g. Innovation in the Internet boom drove the development of Web Services and open standards
 - A market driven approach to standards creation is the only way to meet the interoperability requirements for deployment across devices, networks and regions.
- OMA benefits from the real world experience of early adopters, and keeps pace with innovation

Evolution Through Innovation

- OMA invites out-of-the-box thinking through Birds of a Feather (BoF) process
 - BoF's provide an informal discussion forum to present and explore new ideas
 - May lead to an OMA Work Item or an informative publication
- Case Example: OMA Mobile Broadcast (BCAST)
 - OMA Work Item created as result of a BoF
 - BCAST Sub-Working Created
 - Work in progress to develop suite of interoperable set of specifications needed to enable the mobile broadcast services – such as Mobile TV, including service guide, service/content protection etc.

Contents

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Demand for Interoperability

- Fast paced innovation and development has built demand for interoperability and interworking
 - Equal stake among various elements in end-to-end chain
 - Demand for quality, open specifications enabling interoperable and conformant implementations
 - Demand for trusted and unbiased tools and testing frameworks
- OMA Interoperability Programme reuses existing testing contributions and results where applicable
 - Testing experience with fixed Internet is applicable in the mobile world
 - Avoiding duplication, divergence and fragmentation
 - Helping to enable fixed-mobile interoperability
 - Offering trusted zone services for bilateral testing

OMA commitment to Interoperability

- OMA Interoperability
 - Verification of interoperability, stability and quality in multi-vendor, multi-operator, multi-content provider environment
- OMA has a commitment to increase the number of specification implementations tested
 - Over 850 product implementations tested to date
 - 50 in 2002
 - Nearly 100 in 2003
 - Over 160 in 2004
 - Nearly 400 in 2005
 - Expect nearly 700 in 2006
- OMA is shortening the time to market with open and tested quality specifications through its IOP program

Contents

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Summary

- OMA's market driven approach and commitment to testing supports evolution of existing products and services and sustains the pace of innovation
- Cooperation among OMA membership reflects real market demand and cross-industry commitment to interoperability around the globe
- The value, impact and necessity of open global standards are more important than ever to support adoption of more innovative products and services
- Russian market can learn from the experience of standards implementations in both the IT industries as well as the mobile industries in other emerging markets.