



OMA Shaping the Future

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OMA, Chairman of the Board

Open Mobile Alliance

- In June 2002, the mobile industry set up a new, global organization called the Open Mobile Alliance (OMA)
- The Open Mobile Architecture initiative and the WAP Forum formed the foundation for the Open Mobile Alliance
- The following organizations have integrated into OMA:
 - Location Interoperability Forum (LIF)
 - SyncML Initiative
 - Multimedia Messaging Interoperability Process (MMS-IOP)
 - Wireless Village
 - Mobile Gaming Interoperability Forum (MGIF)
 - Mobile Wireless Internet Forum (MWIF)
- Other industry forums focusing on interoperability and open standards are welcome to join



The Value of OMA



- The OMA is designed to be a center for mobile service specification work, stimulating and contributing to the creation of interoperable services
- Ultimately, interoperable service enablers implemented by multiple vendors can result in:
 - Interoperability between infrastructure, devices and services
 - Enriched user experience across service providers
 - Compelling new mobile services
 - Healthy competition between suppliers, operators and developers
 - Faster time to market

“No matter what device or operating system you have, no matter what service you have, no matter what carrier you use, you can communicate, access and exchange information.”

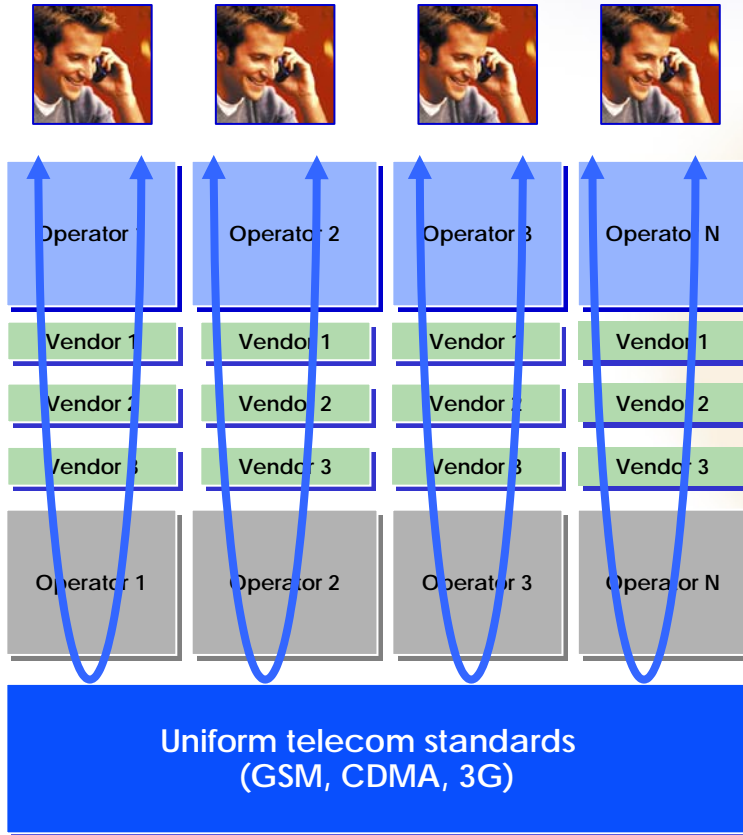
Impacts of OMA

- Specifications will ensure the proliferation of mobile data services
 - Services across network generations (2G, 2,5G, 3G...)
 - Facilitation of a seamless user experience for accessing services between fixed and mobile networks and devices
 - Enabling interoperability between the mobile and the fixed Internet
 - Growth in different areas of the wireless industry, such as messaging, browsing and downloading will be stimulated

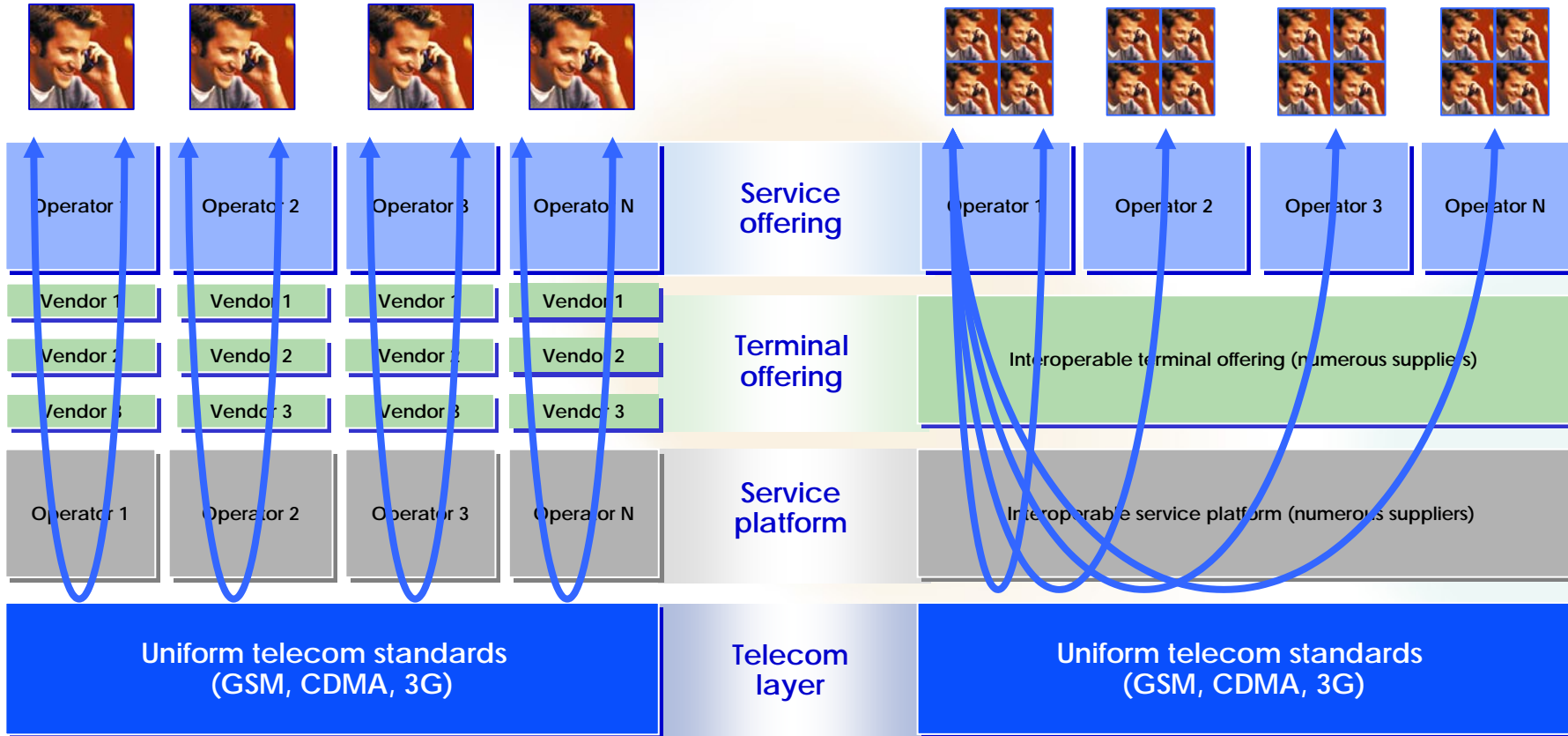
OMA vision creates opportunity, and minimizes risk

Openness Fuels Growth

Current situation



Target situation

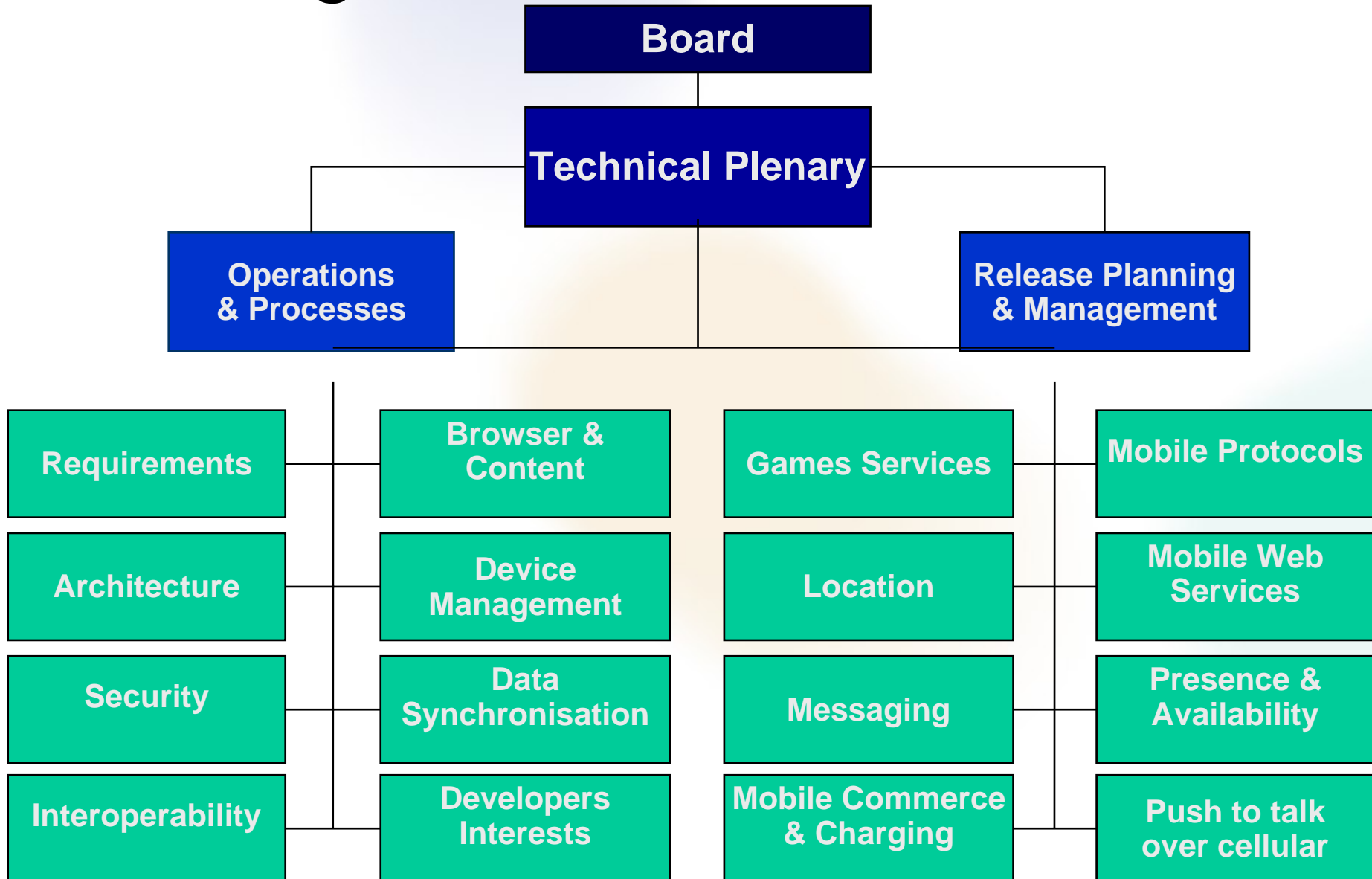


OMA Today



- Over 340 member companies in OMA today
 - 60% increase since inception
- Consolidation of 6 Industry Fora
- Creation of 16 Technical Plenary Working Groups and 2 Committees
- Generated 46 Work Items
- Produced 16 new enablers available for product implementation
- Facilitated 91 interoperability tests between technology implementations from various vendors, including IMPS, DS, DM and MMS
- Hosted 6 Technical Plenary meetings

OMA Organization



Strong Cooperation with Other Forums



- OMA has established cooperation with many external fora, including:
 - 3GPP
 - 3GPP2
 - CDG
 - GSM Association
 - Liberty Alliance
 - Mobey Forum
 - OASIS
 - Parlay
 - PayCircle
 - ETSI – European Telecommunications Standards Institute
 - IFPI – International Federation of Phonographic Industries
 - RIAA – Recording Industry Association of America
 - MPF – Mobile Payment Forum
 - ITU-T – International Telecommunications Union

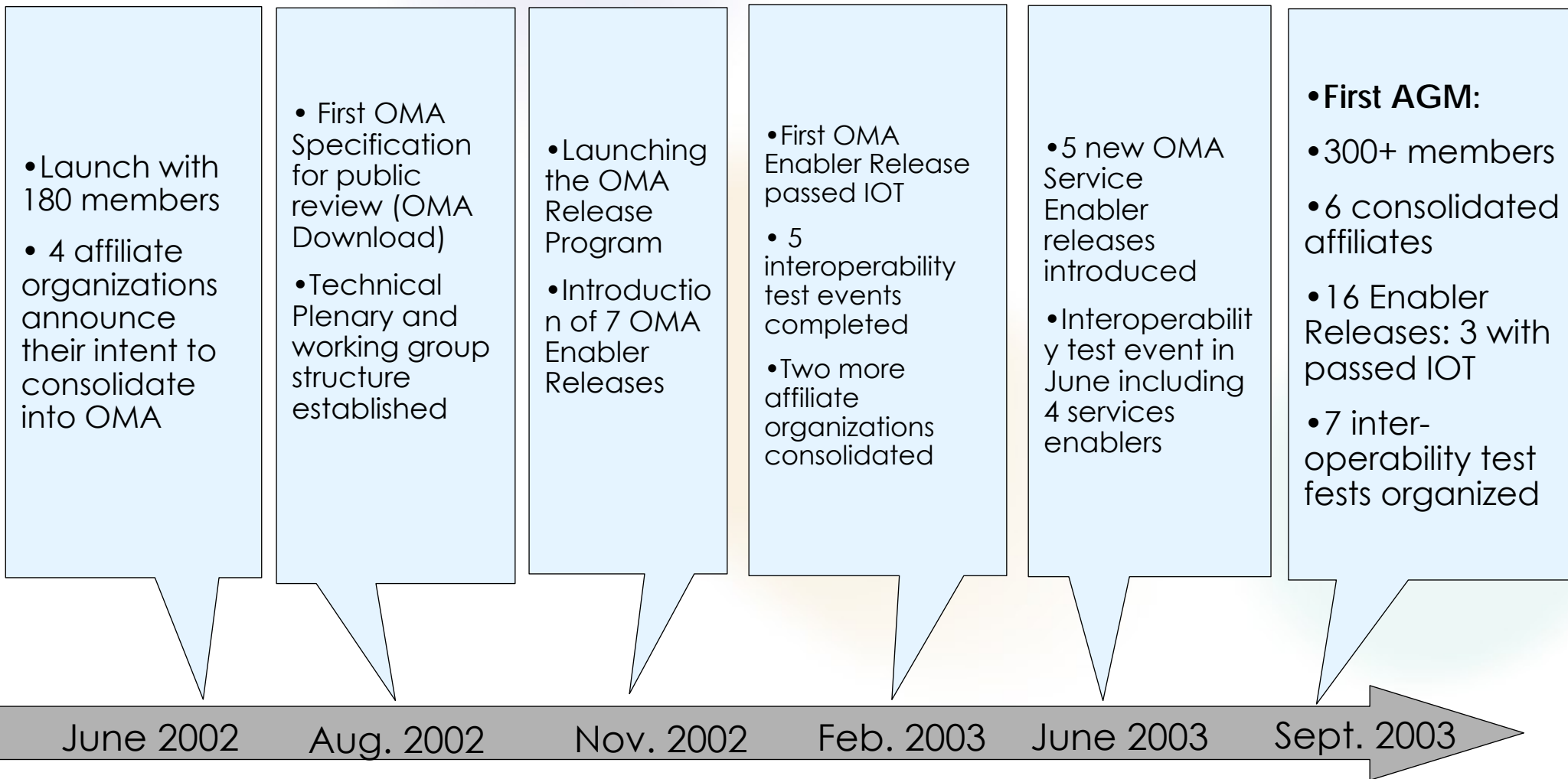
OMA Liaison Process

- The OMA liaison process identifies external organizations with which the OMA Technical plenary has arranged (or is arranging) cooperation agreements and/or cooperation frameworks
 - OMA is not alone in its role of establishing standards for the mobile industry
 - Other organizations perform similar activities to OMA
 - Other organizations would like to influence OMA or receive information regarding OMA activities

OMA Deliverables

- OMA generates specifications based on market-driven requirements and use cases
- OMA Release Programme delivers open specifications packaged into “Enabler Releases”
- OMA testing verifies Enabler Releases in interoperability test events for products built using OMA technical specifications
- OMA deliverables are based on market requirements

OMA is Delivering



OMA Release Program



- OMA working process is a market driven, continuous program designed to deliver three key milestones
 - **Phase 1: Candidate Enabler Release**
 - Approved specification for a single OMA Service Enabler
 - **Phase 2: Approved Enabler Release**
 - To ensure products and services supporting a single OMA Service Enabler work together seamlessly “end to end” across different devices and networks
 - **Phase 3: OMA Interoperability Release**
 - To ensure thorough device and network interoperability testing is completed across multiple OMA Service Enablers

Enabler Release Program



- OMA Billing Framework 1.1
- OMA Browsing version 2.1
- OMA Client Provisioning version 1.1
- OMA Device Management Version 1.1.2
- OMA DNS version 1.0
- OMA Digital Rights Management version 1.0
- OMA Download version 1.0
- OMA Email Notification version 1.0
- OMA Games Services version 1.0
- OMA IMPS version 1.2
- OMA Multimedia Messaging Service version 1.1
- OMA Multimedia Messaging Service version 1.2
- OMA User Agent Profile version 1.1
- OMA User Agent Profile Version 2.0

Approved Enabler Releases

(Phases 2 & 3)



- OMA Phase 2: Approved Enabler Releases
 - OMA IMPS version 1.1
 - OMA SyncML Common Specification version 1.1.2
 - OMA Data Synchronisation Version 1.1.2
- OMA Phase 3: Interoperability Enabler Releases
 - Interoperability Releases package together multiple Approved Enabler Releases
 - OMA will publish its Interoperability Enabler Releases upon approval

Upcoming Specifications

- New Enablers
 - Mobile web services
 - Push to talk over cellular
- Enabler Evolution
 - Gaming
 - Location
 - Download and Digital Rights Management
 - Browser Evolution (WCSS)
 - MMS
 - Instant Messaging
 - Device Management and Data Synchronization

Summary

- OMA's growing membership reflects the complete mobile value chain
- The OMA Release Program gives a framework and drives testing to reach interoperability goals
- OMA successfully consolidated the technical work of six industry forums, while continuing to make progress with each group's initiatives.
- OMA counters industry fragmentation by building alliances with other organizations and standards bodies
- OMA has an established process allowing the creation of new groups, giving economies of scale and ensuring better cross WG collaboration



www.openmobilealliance.org