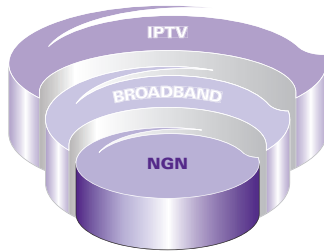




The Cutting Edge is **Implicitly**[™]



Taking messaging to the next level with a new and exciting solution for IP messaging and services

- **Enabling new services:** Merging voice and IP services within an IMS framework
- **Multimedia Services:** Delivering video and screen-based messaging while personalizing services
- **Flexibility and Scalability:** Allowing service providers to serve as few or as many subscribers as needed

Implicitly



THE MESSAGING REVOLUTION

As the paradigm of telecommunication services continues to shift towards a truly converged model, we find that users across all segments are increasingly dependent on their messaging system. We also find, however, that today's messaging systems are very limiting in the retrieval options they make available to users. This may be due to the presence of disparate systems that focus on the simple retrieval of email, voice or fax messages rather than true interaction between the user and the system itself.

1 It's certainly possible to use a PC or a handset to retrieve messages, but this tends to be a form of one-way communication that is very limiting. Ultimately, there is little or no room for personal interaction and quick response. Fortunately, new and alternative forms of messaging dwell within the new paradigm of convergence.

A NEW EXPERIENCE

Moving along the continuum of convergence, it becomes clear that effective communication benefits from a more personal and integrated experience. In one key example from today's world, video games have melded into the collective psyche and are influencing how we communicate and how long we can stay connected. As a result, many people have developed a new affinity for devices and connectivity. This is bringing to the forefront rising demand for communication services that are not only intuitive but also fulfill the need for personal interaction.

In this new paradigm, a user will be able view voice and fax mail as e-mail. They will have their voice, fax or e-mail messages read to them. They will send and receive SMS in a more interactive manner. And they will be able to send and receive video mail instantly. If multiple forms of message-based communication could be integrated, it would enable faster responses and accelerate productivity. Imagine a system that enables the convergence of terminals, services and networks—and gives users an experience that is simpler, more intuitive and highly interactive.

ENABLING NEW REVENUES WITH INTERACTIVE SERVICES

UTStarcom has developed an IP messaging platform that addresses these new market needs while also providing many of today's expected messaging features and functions. Called Implicitly, the new platform can meet user requirements by providing multimedia messaging and device-independent access. Implicitly can meet today's needs with a platform that easily adapts to the needs of tomorrow. This scalable and versatile platform may enable carriers to increase revenues through the ability to offer rich, premium, state-of-the-art messaging features.

SERVICE ENABLERS

- **IP Services:** Because Implicity is IP-based, a full range of IP services are available. This can allow for messaging of all types to merge into a common experience that unites instant messaging, e-mail, voice messaging and text messaging.
- **Voice Services:** Implicity facilitates all traditional voice messaging services. Basic functions include voicemail deposit and retrieval with a full complement of notification options including pager, SMS, outdial, e-mail, voice-to-text and MMS.
- **Application Framework for IMS:** An excellent fit for IMS networks, the platform can be deployed with the full UTStarcom IMS offering or can be deployed in a mixed-vendor environment. Implicity IMS allows integration with billing applications, centralized subscriber data and advanced calling features.

MULTIMEDIA PLATFORM SERVICES

- **Video:** Implicity can allow video messages to be deposited and played back from a variety of devices, enriching the overall communication experience.
- **Enhanced Greetings:** Personalization has wide appeal among a new generation of messaging users. The Implicity platform can allow users to mix greetings with background music or voice clips from celebrities.
- **Screen-based Messaging:** Implicity supports a variety of screen-based services that give users the ability to view, play and send messages from a PC or handset. One example is the increasingly popular voice-to-text capability, which converts a deposited voice message to text for display on the user's device.

SEAMLESS LEGACY PLATFORM MIGRATION

- **Legacy TUI Emulations:** Implicity can emulate the telephone user interface (TUI) of many popular legacy voicemail systems. This allows migration of users to the new system with no perceptible change in operation. In addition, multiple TUI emulations can coexist within a single platform.
- **Mass Migrations:** With Implicity's Mass Migration Tool, subscriber profile attributes such as user name and password can be migrated using bulk provisioning or a batch migration strategy.
- **Full Migrations:** Using the Implicity Full Migration Tool, messages, greetings and name announcements can be migrated to the Implicity platform along with subscriber profiles.

IP CONVERGENCE

Implicity can support convergence in a number of ways. As examples, different types of subscribers can be hosted on a single platform, different types devices may be combined into a single mailbox, and different types of notifications may be applied for various device types.

- **Wireline:** Both legacy PSTN and VoIP customers
- **Wireless:** GSM and CDMA wireless customers
- **Wi-Fi/WiMAX:** NGN VoIP customers that may also be a part of an FMC solution

IP SERVICES ADVANTAGES

- **Flexibility:** The Implicity platform can host a variety of services and multiple virtual platforms. Services can be mixed on a per user basis, and new services can be added without the need for forklift upgrades.
- **Scalability:** Implicity scales up and down extremely well. The platform can grow with the provider by adding additional servers to the existing deployment.
- **Turnkey Solution for IP Services:** The Implicity platform is shipped preconfigured and ready to go. Once onsite, the platform can be connected with minimal integration effort.

THE IMPLICIT VALUE

Traditional voicemail has evolved into IP messaging services—and Implicity has been designed to bridge legacy services into modern converged IP services. Whatever the access technology, Implicity seamlessly combines most types of messages into an intuitive user experience.

While convergence bridges multiple devices, services and disparate networks, IP messaging merges it all together, enabling subscribers to use new devices at home, in the office or on the road. Implicity brings all this together, aggregating messages, converting messages and storing messages securely. Ultimately, this allows service providers to reap two key benefits: low maintenance costs and the ability to deploy new rich services that create additional revenues. The paradigm shift begins with the ability to consolidate disparate systems into a single platform—Implicity from UTStarcom.

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About UTStarcom, Inc.

UTStarcom is a global leader in IP-based, end-to-end networking solutions and international service and support. The company sells its broadband, wireless, and handset solutions to operators in both emerging and established telecommunications markets around the world. UTStarcom enables its customers to rapidly deploy revenue-generating access services using their existing infrastructure, while providing a migration path to cost-efficient, end-to-end IP networks. Founded in 1991 and headquartered in Alameda, California, the company has research and design operations in the United States, China, Korea and India. UTStarcom is a FORTUNE 1000 company. For more information about UTStarcom, visit the company's Web site at www.utstar.com

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