

The IMS / NGN Forum

Announcing Plugfest 7

June 1-5, 2009

Overview

" Mobile operators are poised to reap a \$300 billion windfall by deploying IMS services, according to a study, "IMS Core Networks: A Dynamic Service-Based Architecture," announced ABI Research. "This means faster testing and deployment of services, which will be critical to their success," the study says.

The IMS (IP Multimedia Subsystem) and the NGN (Next-Generation Networks) Forums are dedicated to interoperability and certification of M-Play, multimedia services and applications for wireless, wireline and cable broadband over IP networks.

IMS PlugfestTM is a landmark testing event designed to foster the interoperability of consumers and enterprise M-PlayTM services for voice, video, Internet and mobility across multiple wireline, wireless, and cable broadband networks.

The June 1 Plugfest is the fifth in a series of IMS Forum[®] and NGN ForumTM test events scheduled throughout 2009. The program will bring together dozens of leading service providers and vendors together, working with the IMS Forum to develop test plans, a long-term roadmap and industry-recognized certification for IMS applications and services interoperability.

More than just a testing event, Plugfests raises general awareness of the technology's potential through media and analyst outreach programs. In addition to tangible technology and product development benefits, participants are given the opportunity to take part in unique marketing initiatives, event sponsorships and promotion of IMS technology and deployment.

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IMS Plugfest: The Details

IMS Plugfest is committed to bringing together the widest array of IMS technology leaders. Both IMS Forum members and non-members are invited to participate. Leading vendors, service providers, analysts and media groups have already committed to the event.

Date/Location

Test dates: June 1-5, 2009
Media and Marketing Day: Thursday, June 4th
Location: IMS Forum University of New Hampshire InterOperability Lab Durham, New Hampshire

Online Registration

Online registration is available at www.imsforum.org. Registration is open to members and non-members of the IMS Forum. The registration includes a questionnaire about the equipment each company will bring to the lab.

Participation Agreement (Confidentiality & Liability Waiver)

The IMS Forum supports the confidentiality of individual test results and requires all participants to complete the Plugfest Participation Agreement. A copy of the agreement is available on the IMS Forum website at www.imsforum.org

IMS Plugfest Test Facilities

The IMS Forum InterOperability Lab is a world-renown, vendor-neutral testing center associated with the University of New Hampshire. Testing is conducted in a top-tier 32,000 sqft facility that houses a wide array of testing equipment. Additional equipment is being installed to support IMS Plugfest 2009. For more information on the test facilities please visit www.iol.unh.edu.

Participant Test Equipment

Equipment must be shipped to the IOL Lab prior to the event. Participants have the option of storing their equipment at the lab for use at future Plugfest events.

IMS Plugfest: Technical Overview

IMS Plugfests are designed to develop and test the interoperability of IMS components with real-world applications and services. The IMS Forum has developed a multi-step roadmap to support the program's strategic vision. This roadmap calls for building an industry-wide consensus on how IMS standards apply to revenue-generating services. The technical focus of each IMS Plugfest will evolve as insights are gained, resulting in enhancements to the test plan and the test environment. While individual results are confidential, the collective insights will help establish guidelines and reference architectures, best practices and test scenarios to support IMS development.

Joining the Test and Interoperability Study Group

The Study Group is open to all vendors participating in the IMS Plugfest series. Participants may also invite their service provider partners to contribute, subject to IMS Forum approval. Participation benefits include access to leading vendors, service providers and analysts; securing valuable insights on IMS technology and market conditions; and positioning to influence the technology's evolution.

Joining the Diameter and Managed Services Study Group

The Diameter Study Group is open to all service providers and vendors. To register please email dchair@imsforum.org.

IMS Plugfest Baseline

The IMS Forum Test and Interoperability Study Group is responsible for creating Plugfest test plans. The group is open to all Plugfest participants and works with leading service and application providers to create a comprehensive resource plan and related test scenarios. The group also oversees the Plugfest roadmap, which provides a high level view of future Plugfest events consistent with the IMS Forum objective of providing an industry-wide validation and certification processes for IMS applications and services as applicable to the "Services and Applications Layer" of the IMS architecture.

Each IMS application and service is tested against the following four test areas:

- I.** Reference Test Environment
- II.** Enhanced interoperability
- III.** Performance
- IV.** Security

The IMS Forum will organize a series of Plugfest events building the reference test plan.

IMS Plugfest Value Proposition: Benefits and Savings

Product and Service Testing

Vendors and service providers can leverage the IMS Plugfest series to test a range of services and applications in a world-class, vendor-neutral facility via a program overseen by the IMS Forum. The IMS Plugfest series also provides participants with an opportunity to work toward an IMS Forum certificate that identifies their product or service as having achieved the highest level of interoperability.

IMS Forum Plugfest ROI (Quantifiable Savings)

The IMS Forum's Plugfest business case shows savings of more than \$120K for a company using our Plugfest events as opposed to organizing private interoperability testing. These savings are on top of the benefits listed below. For more details and a copy of the IMS Forum Business Case, please contact us.

Additional Benefits

A private test event requires a lengthy process to develop agreements, test protocols and test plans. There are usually additional travel costs as well as the need for dedicated resources. The IMS Forum Plugfest provides an efficient and effective alternative through an agreed test plan along with a number of participants at a single location. The IMS Plugfest ROI approach allows participants to:

- Save product and service development time
- Reduce time-to-market
- Build brand and marketing opportunities
- Validate services and products
- Gain access to leading IMS service providers and vendors
- Increase standing within the investment community and with the media
- Benefit from reduced testing fees

Testing Participation Fees

Please check the IMS/NGN Forum site for prices

Payment Information

- Payment or valid PO must be submitted to the IMS Forum prior to testing
- Credit card payment is available on-line at www.imsforum.org
- For bank transfers send an email to admin@imsforum.org and request invoice and banking information

IMS Plugfest: Event Promotion

The IMS Forum is launching intensive media, marketing and analyst outreach programs designed to promote the Plugfest series, sponsors and participants. The programs will consist of a range of marketing initiatives, including print and online advertising, webinars, and media conference briefings, leveraging the Forum's in-house resources as well as those of its media and marketing partners. The Forum's marketing and media departments will also assist companies in promoting their individual Plugfest participation. This effort will resonate through ongoing research projects and media outreach that concentrates on the importance of interoperability between cutting-edge IMS applications and services.

Media Outreach

Dozens of leading print and online media outlets will be engaged, include leading technology and business publications.

A post-event media conference will be conducted shortly after the completion of testing to brief journalists on the initial conclusions and insights gained from the event.

The third IMS Plugfest will be filmed.

Analyst Outreach

The IMS Forum is working with leading technology, industry and financial analysts in an ongoing effort to promote IMS Plugfest and provide insights on interoperability issues. Consultancies targeted for briefings include Current Analysis, Frost & Sullivan, Gartner Group, Heavy Reading, Yankee Group and Smith Barney, among others.

IMS Plugfest: Marketing & Sponsorship Opportunities

Marketing Sponsorship Program

IMS Plugfest offers numerous marketing and sponsorship opportunities through standard and custom programs that provide partners with marketing and branding opportunities extending well past the end of the testing event. Standardized sponsorship programs are the most cost efficient way to gain substantial branding and marketing benefits. Standardized programs begin at \$5K and Platinum Sponsorship begin at \$10K.

General benefits include to participating in standardized programs include:

- Enhancing brand image
- Raising investor support and interest
- Cementing IMS industry leadership
- Securing controlled access to leading vendors and service providers
- Developing customized marketing messages
- Building research collateral and market insights
- Partnering with the IMS Forum on post-Plugfest events and media outreach

Customized Sponsorship Programs

The IMS Forum offers a range of customized sponsorship and marketing programs that can be tailored to fit the particular needs and strategic aims of sponsors and partners. These programs include:

- Co-sponsoring Plugfest and/or IMS related research
- Developing post-Plugfest events directed at targeted audiences
- Accessing IMS Forum speaking opportunities
- Leveraging media and analyst support programs
- Accessing IMS Forum newsletter and website outreach channels

IMS Forum Plugfest: Registration and Contacts

<p>Michael Khalilian IMS Forum, Chairman & President info@imsforum.org 970-262-6100</p>	<p>Manuel Vexler IMS Plugfest, Roadmap and Certification techchair@imsforum.org 970-262-6100</p>
<p>Bruno Deslandes Diameter WG Vice-Chair dchair@imsforum.org</p>	

About the IMS Forum

The IMS Forum® is a global telecommunications industry association devoted to interoperable IP Multimedia Subsystem (IMS) and Next Generation Network (NGN) service delivery architecture and solutions. IMS Forum's mission is to accelerate the interoperability of IMS and NGN services and to enable enterprise and residential consumers to benefit fully from the delivery of multimedia mobile and fixed services over broadband cable, wireless, wireline, and fiber networks. The IMS Forum is the creator and organizer of the IMS PlugfestTM and NGN PlugfestTM, the industry's only events focused on verification and certification of IMS and NGN service interoperability through the IMS CertifiedTM and NGN CertifiedTM programs.

Through organized plugfests, technical working groups, and other activities, forum members are able to develop cost-effective technical frameworks for converged IP services over wireline, cable, 3G, 4G, LTE, Wi-Fi, WiMAX, and femtocell broadband networks. For additional information or to join the IMS Forum, NGN Forum, the IMS Plugfest, and/or the NGN Plugfest, please visit www.IMSForum.org.

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