

PERSONALIZED RING BACK TONE (PRBT) PERSONALIZED RING BACK VIDEO (PRBV)

New recurring monthly revenues

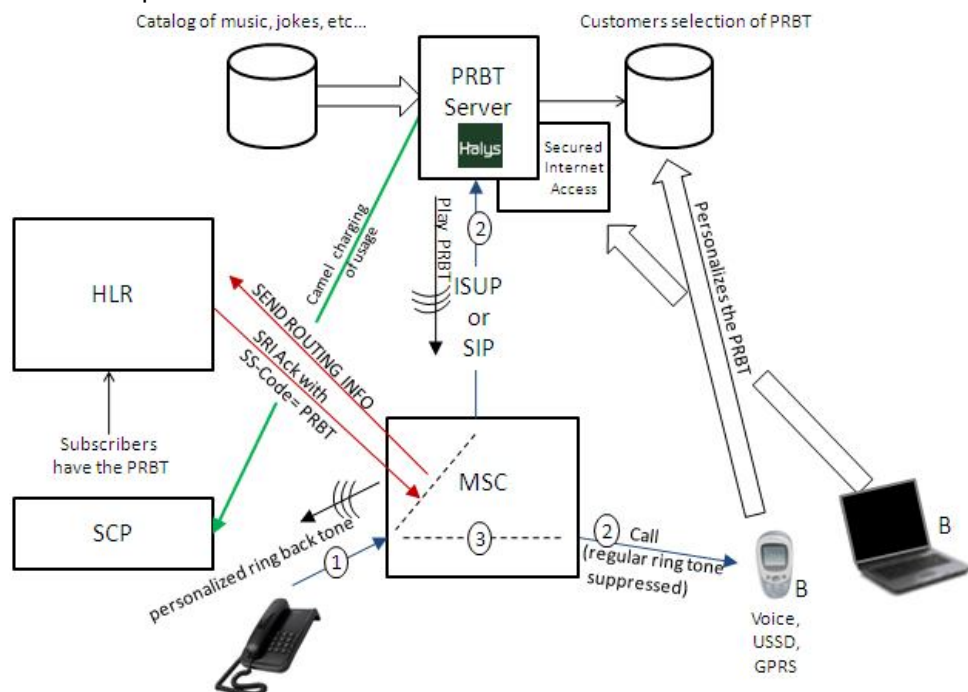
- ◆ Different from the traditional ring back tone, the subscribers can personalize a Ring Back Tone with music, their own announcement, etc...

Small or Medium size networks: how it works.

- ◆ The call diverted by the MSC is routed to the HALYS PRBT server which plays back the PRBT selected by the called party, until B connects.

Large networks (HALYS "INTELLIGENT PERIPHERAL" CAMEL solution)

- ◆ The HALYS PRBT is an IN "Intelligent Peripheral" associated to the SCP. It plays the PRBT of the called party (CAMEL PLAY ANNOUNCEMENT by the SCP).
- ◆ The outgoing call is triggered by the SCP, (CAMEL Phase 4), using "Initial Call Attempt".
- ◆ "Assist Request" mode between the Intelligent Peripheral and the SCP in order to have the RBTs controlled by the IN script.
- ◆ Requires RBT script in the IN.



Flexible Ring Tone selection offer:

- ◆ Using the IVR, users can listen to and browse through the choices of ring tones
- ◆ USSD interactive menu
- ◆ With a browser

Charging:

- ◆ Real-time charging of pre-paid customers every month. Charging ticket generated for post-paid customers
- ◆ Real-time charging of any change of the ring tone selected.

Monthly reports

- ◆ Usage of the various ring tones (copyright statement)
- ◆ Number of charges / user

Alerting

- ◆ When credit is too low to renew automatically the ring tone selection, users are alerted by SMS.

3G RING BACK VIDEO

- ◆ A personalized video sequence is played back to the calling party if the system recognized a VIDEO CALL.

PRBT
PRBV

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