



AGNITY's ACONYX Mobile & Multimedia Applications suite enables wireless carriers to attract new subscribers, as well as drive the usage of next generation mobile network minutes and top line revenue.



Once treated as separate domains, Mobile and Multimedia are now intertwined more closely than ever with the advent of next generation, high speed, low latency networks enabling delivery of multimedia services over the mobile. In fact, many popular social networking sites have more mobile visitors than from PCs.

Mobile & Multimedia applications with premium content are seen as a key

expansion market in the wireless and video arena, driving increased usages of mobile high-speed networks. AGNITY's ACONYX Mobile & Multimedia suite includes a family of applications designed to provide subscribers with the services needed for today's "always connected" lifestyle.

These applications are built on AGNITY's robust carrier-grade ACONYX

CAS with standard APIs and interfaces. The applications are platform independent and can be deployed across multiple network architectures and multiple open service delivery platforms. Mobile & Multimedia applications for businesses and large enterprises as well as general consumers, introduce new ways to enhance the communications experience.

ACONYX Mobile & Multimedia Applications suite

SPIDYR Phone ACONYX Unified Communications	ACONYX Video Conferencing ACONYX Video Surveillance	ACONYX Multimedia RBT ACONYX CallComplete
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ACONYX Mobile & Multimedia™

ACONYX SPIDYR™ Phone

Voice & 3G mobile video calling, multi-point conferencing, presence, video mail and mobile IM

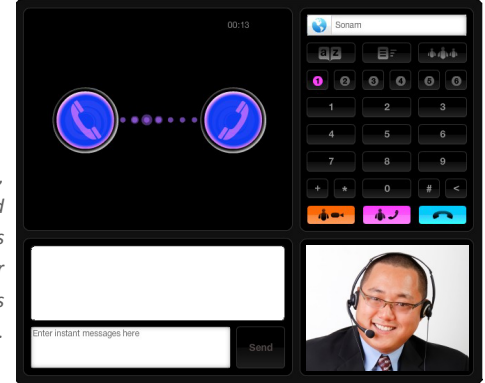
ACONYX SPIDYR Phone is a fully web-based and browser independent solution based on the latest flash and VoIP technologies.

Developed on a proven, carrier-grade platform, ACONYX SPIDYR Phone improves on earlier versions by incorporating advanced applications and features like voice and 3G mobile video calling, multi-point conferencing, presence, video mail and mobile IM capability, while delivering the same high availability and scalability to support millions of subscribers.

Solution Highlights

- Fully web-based and browser-independent
- Zero installation, zero configuration by the user
- No manual installation by end user
- No NAT traversal, and firewall configuration
- Deployable with feature servers in carrier's network or standalone
- Customizable UI branding
- Audio and Video calling
- Incoming call Forwarding
- Incoming and Outgoing call history
- PSTN Integration
- Personalized Address Book
- Presence and IM support
- Multiparty Audio and Video Conferencing
- Advertisements serving
- Protocols/codecs supported: HTTP, SIP, RTP, RTMP, RTSP, G.711, G.729, H.263, H.264, MPEG4, Nellymoser, Speex, AMR, AAC, iLBC, SIMPLE
- Audio/ Video quality testing tools
- SNMP-based Management Support
- CDR Generation, Statistics and Reporting

With SPIDYR Phone SDK, carriers can build and deploy various services within a single interface or simple discrete services based on market demand.



SPIDYR Phone Multi-Point Web Conferencing

Beats competing Flash-to-SIP products, with features such as Flash to 3G video calling, multi-party voice and video conferencing, video mail, call divert, call forwarding and upcoming Network Address Book and interoperability with other IM Gateways.

SPIDYR Phone Universal IM and Presence Capabilities

Can be configured to support IM/Mobile IM with or without presence capabilities. Logged in users can be notified of the status of other users through presence enablement. Provides presence interoperability between existing IM gateways - MSN, Skype and GTalk.

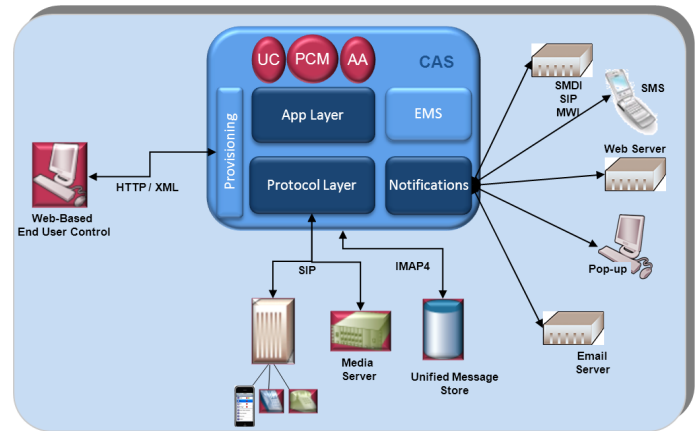
SPIDYR Phone Mobile Video Mail Application

Can be configured to receive voice and video mails when users not logged in. Notifications for these are received via email or on a client page.

ACONYX Unified Communications™

Voicemail, Videomail, common inbox, rules based call redirection, and auto attendant

ACONYX Unified Communications allows enterprises and individuals to integrate all forms of contact attempts whether voice, fax or e-mail with the end user into one common stream simplifying the way the user should understand the nature and chronology of these contact. The solution also present a seamless experience to the external calling party giving a feeling of being to reach somebody while maximizing the chances of making the conversation happen.



Solution Highlights

Basic Voicemail

- Pin-based secure access to the message box
- Greetings for busy, no-answer, standard, customer and extended-absence
- Message record, play and navigation
- Single message box with multiple phone lines
- Multiple Language framework
- Message broadcast

Videomail

- Personalized videomail greeting
- Video Mail record, play and navigation
- Unified Message box for Text, Voice and Video
- Audio-only listening for non-video handsets
- Toggling option between Videomail and audiomail prior to message deposit
- Web access to Unified Message Box
- Missed Call Notification for video calls
- Integration with the PCM Application

Visual Voicemail

- All Basic Voicemail features +
- Web-based subscriber self-administration
- Web-based Voice mailbox Access
- Notification via Email (with or w/o attachment)

Unified Messaging

- All Basic and Visual Voicemail features +
- Fax (G.711 pass-through and T.38)
- Store incoming faxes in tiff format
- Forward faxes as email messages
- Unified Message box (voicemail, fax, email with separate icons on web-mail)
- Support for notifications via pager/cell via SMTP, SMS/SMPP

Personal Communication Manager (PCM)

- Any of the above (Basic, Visual or Unified Messaging) package +

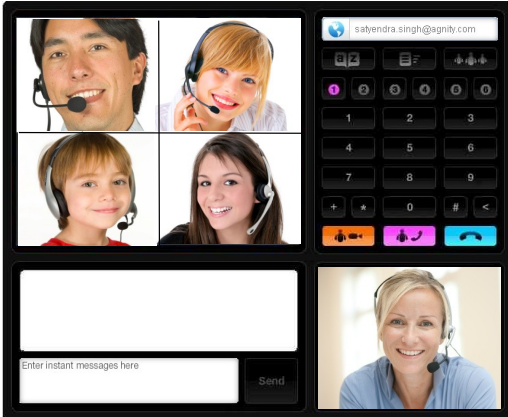
- Find Me / Follow Me
- Rule based call redirection
- Sequential or parallel ringing
- Origin based Call screening
- Internet call manager with Real-time call handling options

Auto Attendant

- Any of the above (Basic/Visual voicemail, Unified Messaging or PCM) package +
- Greetings management - customized, office hour, off-hour, holidays, etc.
- Auto attendant Menu Tree creation
- Dial direct-extensions of subscribers from main menu options
- Choose specific groups from Main menu
- Directory search functions
- Revert back to Auto Attendant Menu
- Options to leave messages/transfer to operator

ACONYX Video Conferencing

Flexible SIP based video conferencing solution for enterprises



ACONYX Video Conferencing is a SIP based video communications solution designed keeping the requirements of an enterprise customer in mind. Standard SIP clients for the video conferencing application would be supported on IP Phones, Smart Phones, Desktop SIP Clients and Web phones.

The solution has been developed as a pure SIP based application using SIP towards network and MSML towards the media server. It also supports audio-only conferencing.



Customer features and controls

- Review existing and past conferences, delete future conferences or reschedule them (showing a simple calendar interface)
- A Converged HTTP/SIP servlet to monitor conference
- View the number and names of participants in a call
- Ability to text chat during the conference
- Drop a participant from the web
- Mute/Hide a participant or group of participants in the conference from the web
- Destroy entire conference

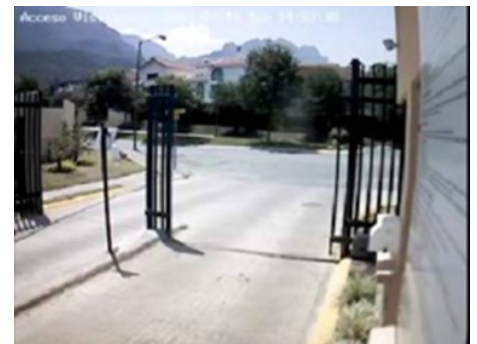
Solution Highlights

- A SIP Servlet Application compliant with JSR 289
- Conferences (scheduled and adhoc) can be created by designated Admin users
- Adhoc conferences may be attempted if easy; adhoc conferences are extension of multiway calling
- For scheduled conferences, standard interface of creating a dial-in number and a conference pin followed.
- If participants join before the admin, they wait and hear music. If a video conference is chosen, then participants see standard graphic and music
- Participant ANI or userID is noted and saved by the application
- Standard SDP negotiation used to determine the client capability for codecs and video resolution

ACONYX Video Surveillance

Flexible SIP based video surveillance application for web and mobile

ACONYX Video Surveillance is a web and mobile application integrating SIP, Media Streaming and multimedia technologies together. The Surveillance application on a web browser and mobile phone allows SIP based monitoring cameras to be configured and viewed through the application. The solution supports both real-time video viewing and a provision for viewing pre-recorded videos captured by the cameras and uploaded onto a server.



Solution Highlights

- Customize camera buttons
- Real-time camera view
- Ability to call individual cameras
- Ability to conference multiple camera views
- Ability to record a video session allowing rewind and pause
- Ability to configure CAMERA parameters like "turn on/off motion detection" by integrating with CAMERA APIs
- Unified Video Storage with IMAP interface for CAMERAs to upload locally recorded videos based on configured events

ACONYX Mobile & Multimedia™

ACONYX Multimedia Ringback Tone (MM-RBT)

Freedom to choose customized audio and video ringback tones

Multimedia Ringback Tone integrates with content providers to enable customized video ringback tones for VoIP and 3G wireless consumers. Subscribers can purchase video and audio clips through the carriers' web portal and assign those as their customized ringback tones. When a call is made, depending on the call type - video or audio - the assigned video or audio is played to the caller while the called party phone rings.

The Multimedia Ringback Tone service enables carriers to create considerable recurring revenue, while bringing in compelling new service enhancements. Potential revenue streams include subscription and content selection.

Solution Highlights

- Subscriber selected video and audio ringback tones
- Audio/Video selection based on caller's device capabilities
- Advanced rules for customizing ringback tones based on caller-ID, time of the day and presence/availability
- Additional revenue from purchase of content
- Deployment in mobile as well as VOIP networks



ACONYX CallComplete™

Call completion services that maximizes airtime and increase voice and messaging revenues

The Need for Call Management Services



Subscriber call management service opportunities represent 25-30% of network traffic and significant revenue gains for service providers.

With today's always connected lifestyles, everyone experiences some level of frustration when trying to communicate. It may be an incoming call at an inconvenient time, or a call missed while the phone was off or out of coverage, or a repeated attempt to reach someone only to get their voicemail or a busy signal.

ACONYX CallComplete service makes every call an opportunity for the subscriber to feel connected and allows mobile operators and MVNOs to solve each of these problems for their subscribers by enhancing the basic functions of today's phones and networks. CallComplete services are designed to convert each non-billable call attempt into operator revenue which can be immediately realized upon deployment. Proven to stimulate high-impulse usage, the call management services drive call origination, call termination, call duration and messaging usage.

Real Time
Messaging
and Call
Handling

In Call

Gives phone users more choices and more information for taking calls when otherwise occupied

Connect Call Notify

Alerts the caller when a called party is next available for a call

Missed Call

Informs the subscriber of calls lost when the handset is off or out of coverage

About AGNITY, Inc.

AGNITY is a global application solutions and technology services company with the deep knowledge and proven experience required to help businesses, network equipment manufacturers and service providers design, develop and deploy application solutions rapidly and cost-effectively. Founded by industry veterans, AGNITY is a team of trusted advisors to communications service providers and enterprises with best-in-breed strategies and solutions as well as proven R&D skills to help lead our clients' solutions and product development.

AGNITY is headquartered in Fremont, California, with development centers in Noida, India, Kitchener, Ontario, and Richardson, Texas. For more information, visit www.agnity.com.



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AGNITY, Inc. Headquarters
42808 Christy Street Suite 201
Fremont CA 94538 USA
Tel: 510-270-2669
Fax: 510-353-1302
Email: info@agnity.com

AGNITY Inc.
1300 E. Arapaho Road, Suite 201
Richardson TX 75081 USA
Tel: 510-344-6620
Fax: 510-353-1302
Email: info@agnity.com

AGNITY Inc.
105 Eastforest Trail
Kitchener ON N2N3M3 Canada
Tel: 510-344-6621
Fax: 510-353-1302
Email: info@agnity.com

AGNITY India Technologies Pvt. Ltd.
C 42, Sector 58
Noida (Delhi NCR) 201303 India
Tel: +91-120-4628900
Fax: +91-120-2588274
Email: info@agnity.com