

Multimedia Conferencing Solution by HP and Intel

Make the Most out of Video Services for Consumers and Professionals

Video services: a Market yet to be Conquered

With today's ever growing-social and professional networks, there is a need to get and stay in touch with people despite of a geographical distance. Moreover, the necessity to reduce travel creates a growing interest for remote interaction. Therefore, consumers and business professionals alike would benefit from sharing live and off-line content, through one-to-one multimedia conversations or within groups. Since individual equipment is very diverse and rather expensive, the experience of such a service would need to be delivered to a heterogeneous device environment, with the service working seamlessly with any device, be it 2G, 3G or broadband like 2G mobile phones, smart phones, SIP phones, and Mobile Internet Devices (MIDs).

Successful video solutions must offer realistic interacting conditions and be easy to operate, both at the service providers and the end-users levels.

For telecom operators, such a service would boost the uptake of 3G video services, which have yet to realize their full potential due to the conjunction of several factors such as the time for end-users to adapt to newer technologies, too costly a right of access, cultural differences in ways of interacting, and inadequate man-machine interface (MMI) which impact the average revenue per user (ARPU).

However, for such a service to be successful, the solution needs to meet end users expectations of quality of interaction (good audio and video quality, with no interruption), and using the solution must be simple and enjoyable (good usability).

As for service providers, this solution needs to be easy to install on existing infrastructure, easy to manage, and easy to evolve with next generation IP Multimedia Subsystem (IMS) infrastructure.

Video Solutions by HP and Intel

The goal of HP's Communications & Media Solutions (CMS) team is to create innovative solutions for service providers and network equipment providers in areas such as: Customer Intelligence and Billing (CIB), Next Generation Operations Support Systems (NGOSS), Digital Media, and Service Delivery Infrastructure & Applications (SDI&A) parted in three topics: Rich Communication, Service Delivery Framework, and Personalization.

At Intel, on the servers' layer, Intel® Xeon® processors 5500 series (based on Nehalem micro architecture) greatly enhances live videos processing performance, due to both faster access to memory and greater processing capacity. In the figure below, the new processor enables faster media processing, in HP OpenCall Media Resource Function (MRF).

At the device layer, Intel Atom™ processors power the Intel Mobile Internet Device (MID) that has been used to demonstrate the solution. Its 32 bits Intel Architecture allows usual PC applications also running on the MID.

Multimedia Conferencing Solution (MCS)

This solution is an out-of-the-box, software-based processing platform that is part of OpenCall Instant Communication suite, based on open standards and using general-purpose IT servers and a variety of end-user devices.

Within the CMS Solutions Portfolio, **Video Communication and Sharing (VCS)** has been created with the SDI&A Rich Communication area. This solution has recently been renamed Multimedia Communication Solution to emphasize the fact that 2G phones can still operate this solution and get audio content during conferences.

Benefits for end-users

The solution offers high-quality audio and video rendering adjusted to devices: quality is optimized to fit with network and device video capabilities. There is no need for dedicated client software or for intensive end-user training. Moreover, participants of a call don't need to subscribe to be called.

The solution is comes with a web portal for account management but personal information can also be managed via the mobile user interface. During the conference, the solution offers an Interactive Voice and Video Response (IVVR), dual-tone multi-frequency (DTMF) interactions, and customizable menus to control the layout and sharing, invite/drop participants, mute or record.

This IMS-ready solution is future proof, scalable and multi-tenants, allowing for easy development of agile video services.

Benefits for Service Providers


This solution is scalable and multi-tenants, bringing flexibility in deployment for both consumers and professionals end-users.

MCS provides fast and secure deployment with fully integrated software based on proven HP telecom technologies and products as well as Carrier Grade platforms powered by Intel processing power. It is future proof with its IMS-ready architecture also deployable in "pre-IMS" environment, and thanks to integrated provisioning, OSS and BSS, operational costs are reduced. Moreover, this solution is easy to localize and customize with operator's branding, look and feel.

With MCS, it's easy and fast to develop agile services and deploy new business models rapidly reusing the same environment, thanks to additional applications integrated through public Java APIs and integration of conferencing into web and web 2.0 services.

HP & Intel Key hardware components

HP Blade System c7000 Enclosure



The BladeSystem c7000 enclosure provides all the power, cooling, and I/O infrastructure needed to support modular server, interconnect, and storage components today and throughout the next several years. The enclosure is 10U high and holds up to 32 servers or 16 storage blades plus optional redundant network and storage interconnect modules.



The HP Intel Solution Centers provide complete telecom infrastructures for demonstrating the Communications Media and Entertainment Solution Portfolio to HP customers and partners. The centers are located in the three regions: Grenoble, France for EMEA; Richardson, Texas, USA for Americas, and Shanghai, China for APJ. These unrivalled technical facilities offer our customers and partners, the unique opportunity to evaluate new services in real-world environments, test new technologies and select the solutions most likely to succeed.

Technology for better business outcomes

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For more information, visit <http://www.hpintelco.net>

Multimedia Conferencing Solution, July 2009.

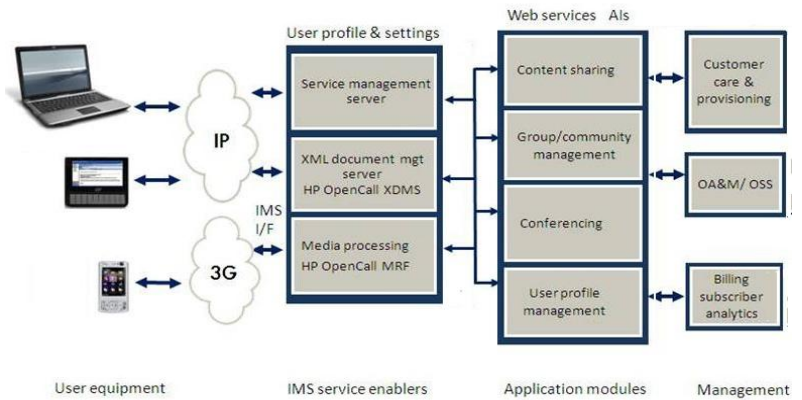


Fig.: Multimedia Conferencing Solution layered architecture. For mission critical service availability, these components can be redundant.


HP Intel Communications, Media and Entertainment (CME) Solution Center's team and facilities

Among other activities, the CMS Experience Center (CMS XC) offers resources for live or remote demonstrations. The Multimedia Conferencing Solution is available for demonstration and has been integrated with instant messaging and standard scheduling applications such as Microsoft Outlook: scheduling a video conference is made possible. It can also be integrated with HP Service Delivery Platform to extend access to this service.

We also have chosen to demonstrate MCS on an Intel Mobile Internet Device (MID) powered by Intel Atom™ processor, to highlight the diversity of devices from which end-users could connect, share live images and off-line content.

In addition to demonstrations, the CME Solution Center also allows for an easy way of trialing new solutions and services, through secure proofs-of-concepts: with fast set up and flexibility, we adapt our hardware settings to your constraints and environment to help you reduce the risk and shorten your-time-to-market.

Intel® Xeon® processors



The Intel Xeon processor 5500 series are built with 45nm new Nehalem micro architecture with up to eight cores in a two-processor configuration. This new micro architecture delivers more performance in the same platforms and at the same power consumption, giving customers the flexibility to match performance, power and cost requirements with your unique requirements and delivering advantages beyond just pure performance.

