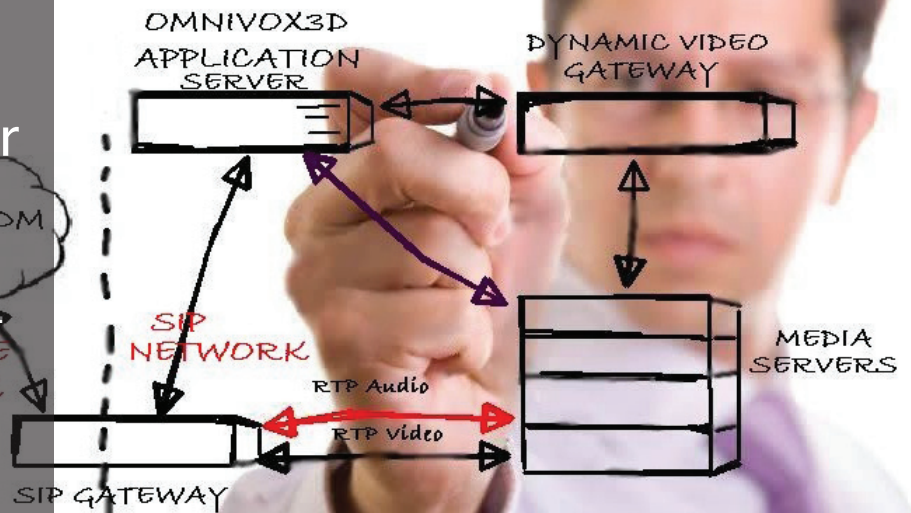


OmniVox3D Application Server

Deliver multiple voice, video and data services on a single platform supporting SIP/IMS, 3G/Mobile, TDM/SS7 and converged networks.

3G MOBILE NETWORK



The convergence of voice, video, and data is causing sweeping changes across the telecommunications industry and bringing with it opportunities for new innovative services. To remain technologically viable and seize these opportunities as they arise, Network Operators and Value Added Service Providers (VASPs), more than ever before, require their Service Delivery Platforms (SDPs) and (SIP) Application Servers to enable them to move faster than the competition in the deployment of compelling new enhanced services.

However, with these opportunities also come increased demands, including greater flexibility, seamless scalability, effective modularity, and platforms based on open standards. Additionally, remaining both competitive and profitable in this dynamic environment will require Network Operators and VASPs to embrace innovation, while controlling costs and avoiding solutions that lock them in.

The critical task of service delivery is the primary responsibility of the (SIP) Application Server, which resides at the core of service deployment. Interfacing to media servers, media gateways, softswitches and other network elements, the new generation of Application Servers enable Network Operators and VASPs to bring new value-added services to market faster and more cost-effectively, while managing costs through simplified services innovation and deployment.

OmniVox3D® SIP Application Server

The OmniVox3D SIP Application Server gives Network Operators and VASPs the power to Design, Develop and Deliver compelling value-added voice, video and data enhanced services. With its robust service execution engine and service creation environment, modular design, and options for high-availability, OmniVox3D seamlessly integrates into 3G, SIP/IMS, TDM/SS7, AIN/IN or converged networks, as the core element of the APEX Service Delivery Platform (APEX SDP™).

Configured as a standalone server or distributed across multiple platforms, OmniVox3D's open architecture and support for industry standards, including Diameter for AAA, 3G-324M gateways for video and MRCP for speech, allow it to easily interface with, or control third-party IMS and SIP Network components, such as media servers, media gateways, softswitches, session border controllers and SIP proxy servers.

Key Technological Advantages

- Design and develop voice, video and data services in a matter of hours with OmniView®.
- Develop applications once and simultaneously deploy on multiple network types (i.e. IMS & SS7).
- Generate dynamic visual content on-the-fly for Video IVR/IVVR.
- Operate as a SIP Proxy, SIP User Agent or SIP B2BUA (Back-to-Back User Agent).
- Access internal media server and media gateway functionalities with OmniVoXML®.
- Enable presence-aware services through the SIP Proxy & (SIMPLE) Presence Server.
- Manage services and platforms from anywhere with the browser-based OAM&P Consol.

OmniVox3D Application Server

OmniView Service Creation / OAM&P

A key differentiator of OmniVox3D is its OmniView Service Creation Environment and OAM&P (Operation, Administration, Maintenance & Provisioning) Console for designing, developing, and managing services. Through its browser-based graphical user interface, OmniView provides for complete control of all the applications and the platform. OmniView enables developers to increase productivity by using built-in Command Icons, along with their own external programming logic and custom web services in C-Sharp, Basic and Java.

Applications which can take months to create using a primitive Java Container, or other programming language, can be designed and developed in a matter of hours by using OmniView.

SIP Session Manager (SIP/M)

OmniVox3D's SIP Session Manager is a SIP B2BUA that serves as a front-end interface for incoming SIP dialogs/calls. SIP/M interfaces to media servers using MSML/MOML, MSCML or VXML, bridges SIP call signaling to a destination user agent or gateway (for prepaid and call center applications), interfaces to third-party softswitches and session border controllers, and can control the length of destination calls, play warning messages, and perform "follow-on" calls. Additionally, SIP/M can scale to extremely high-density solutions by load balancing across multiple machines and locations.

Dynamic Video Generator (DVG)

OmniVox3D's Dynamic Video Generator creates video (visual) content dynamically, on-the-fly, analogous to concatenation of voice files in IVR. DVG builds Video IVR prompts from templates coded in HTML using a combination of text, GIF, JPEG and PNG images, as well Scalable Vector Graphics, and makes streaming video available via HTTP. The ability to build dynamic video prompts can be used for applications ranging from account balance prompt display to interactive gaming and streaming internet content on 3G video phones.

APEX Service Delivery Platform

The APEX Service Delivery Platform is a mature, field-proven and future-proof platform that is highly scalable and cost-effective. Its distributed architecture and redundancy options ensure the reliability and high-availability required by Network Operators and VASPs, while its integrated OmniVox3D Application Server and OmniView Service Creation Environment/OAM&P Console offers rapid application design, development, delivery and management needed to stay ahead of the competition.



Service-Ready Solutions

The APEX SDP offers a variety of instantly deployable Service-Ready Solutions (SRS), including both Next Generation ("mashups") and traditional services. These Voice and Video (V/V) Solutions include:

- V/V Customer Care
- Audio/Video Color RBT
- Voice Activated Dialing
- Audio/Video Conferencing
- Prepaid Calling/Re-Charge
- Outbound Telemarketing
- Automated Collect Calling
- Video IVR
- Network IVR
- V/V Mail
- V/V SMS
- Click-to-Call
- Fax-to-Email
- USSD Callback
- ... and a host of other compelling applications.

For over 20 years, more than 250 Network Operators and Value Added Service Providers across 95 countries have relied on APEX to meet the needs of their mission-critical and revenue-generating enhanced services.



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