

## Integrated Triple-Play Solution

IPlay3 is a consortium that merges the market-leading technologies from NetCentrex, Envivio, and Highdeal into one flexible and cost-effective Triple-Play solution.

IPlay3 offers an integrated Voice over IP, IP-TV, IP-VOD, and Billing solution that leverages any type of broadband IP infrastructure (ETTx/FTTx, xDSL, cable, WiFi).

IPlay3 enables Service Providers deploying a Residential broadband IP infrastructure to offer value-added voice and video services on top of a high-speed Internet offering.

## IPlay3 Consortium Members



# iPlay<sup>3</sup>



NetCentrex delivers next-generation networking solutions and network-based applications for Voice over IP (VOIP), PSTN, and mobile networks. The solutions enable service providers to build converged networks and to offer network-based multi-media services for the residential and enterprise markets. Solutions include multi-protocol residential IP applications, a media server platform, an application development and execution platform, and applications for VoIP-VPNs and IPcentrex services. With NetCentrex, service providers can build next-generation networks and drive network demand through innovative new services. With individual deployments that exceed 500,000 subscribers, NetCentrex is a true carrier-class VoIP solution.

## envivio.

Envivio is a leading provider of complete MPEG-4 and H.264 solutions, including the world's first full resolution, real-time MPEG-4 encoding system. Envivio has established itself as the most experienced creator of high-quality MPEG-4 and H.264 solutions that enable broadcasters, network operators, and content developers to build new revenue streams and to deliver a residential advanced digital television service to MPEG-4 capable PCs and set-top boxes.



Highdeal is the leading provider of innovative pricing, high-performance rating and settlement solutions for emerging on-line and mobile applications and services. Highdeal enables companies offering these services to create and implement successful pricing strategies in dynamic market environments. With over 70 implementations in more than 15 countries, companies around the world rely on Highdeal for their pricing and rating needs.



## Benefits

### Service Provider Benefits

- One-stop shopping
- Time-to-market solution
- New revenue streams
- Energized broadband service uptake
- Deliver all customer multi-media IP wants/needs
- Reduced subscriber churn
- Increased ARPU
- Reduced CAPEX/OPEX
- Optimized bandwidth utilization
- Content security

### Subscriber Benefits

- Single bill
- Interactive services
- User access portal
- HDTV

## IPlay3 Components

IPlay3 delivers a single fully integrated solution to provide value-added voice and video services on top of a high-speed Internet offering.

### IP Telephony

Our IP Telephony delivers a standards-based (SIP/MGCP/H.323) carrier-grade, scalable platform with complete Class 5 and innovative voice-video interactive features.

pricing, rating, billing, settlement, and profit simulation and analysis.

### Subscriber Services

Our Subscriber Services provides a portal framework through which the end user accesses the various services.

### IP Video

Our IP Video delivers both live IP-TV and video-on-demand (IP-VOD) in a complete, high-performance video platform based on the leading-edge Main Profile H.264 standard.

### Internet Access/Data

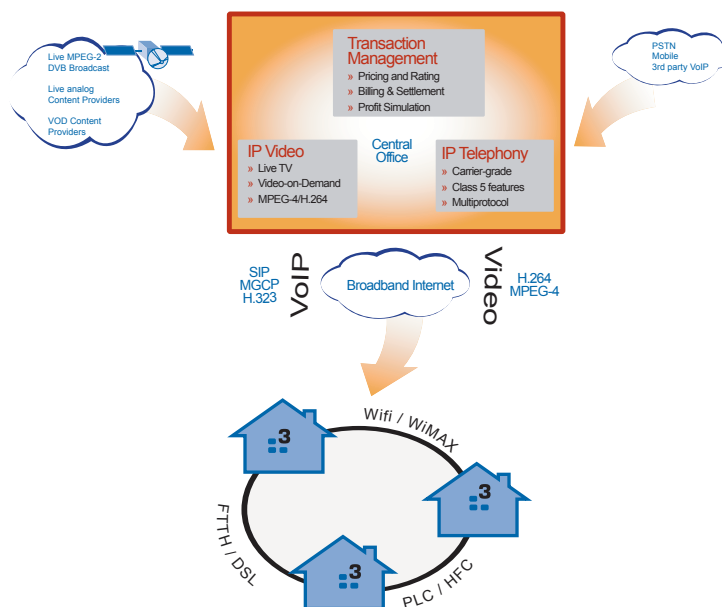
Our triple play solution adapts to any existing or planned high speed internet offering by integration through our common GUI to the voice, video and billing components.

### Transaction Management

Our Transaction management provides a flexible, triple-play enabled, multi-tier platform, including

## IPlay3 Architecture

Voice, Video, Data: 3 Services — 1 Bill™



For additional information, please visit our website at: [www.iplay3.com](http://www.iplay3.com), e-mail us at [info@iplay3.com](mailto:info@iplay3.com), or call +1.408.521.7421 • +1.650.875.3024

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