

IID



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IDEATION  
INCUBATION  
DEMONSTRATIONS

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solutions technology introduction dept.

IID



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DEMONSTRATIONS  
INCUBATION  
IDEATION

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solutions technology introduction dept.

jose de francisco – 18mar10



**Day and Date:** Thursday, March 18, 2010

**6:30 PM to 7:00 PM:** Networking, cookies, coffee and tea

**7:00 PM - 7:45 PM:** Irv Shapiro, IfByPhone

**7:45 PM - 8:30 PM:** Jose de Francisco Lopez, Alcatel-Lucent

**8:30 PM - 9:00 PM:** Informal discussions and Lab Tour

**Location:** 201 E. Loop Road, Wheaton 60187

**Sponsors:** IIT School of Applied Technology and IEEE partners

<http://voip.itm.iit.edu/events.php>

about St. Patrick's Day...



[http://www.jaunted.com/files/3/chicago\\_river\\_2008.jpg](http://www.jaunted.com/files/3/chicago_river_2008.jpg)



[http://4.bp.blogspot.com/\\_SxPJc7mTO8s/R9u-2WGhYUI/AAAAAAAAAoo/WzINtEV5T1o/s400/chicago-river.jpg](http://4.bp.blogspot.com/_SxPJc7mTO8s/R9u-2WGhYUI/AAAAAAAAAoo/WzINtEV5T1o/s400/chicago-river.jpg)

about Alcatel-Lucent...

The screenshot shows the Alcatel-Lucent USA website homepage. At the top, there is a navigation bar with the Alcatel-Lucent logo, a search bar, and links for Home, Contact Us, Sign In/Register (MyAccess), and Worldwide [Change]. Below this is a secondary navigation menu with tabs for Solutions, Products, Services, Innovation, Support, and About Us. The main content area features a large banner for the "International CTIA Wireless 2010" event, with the text "Come see Alcatel-Lucent at International CTIA Wireless 2010 Booth #2506". The banner includes a video player showing a hand holding a mobile phone with a glowing red and purple energy wave. Below the banner, there are sections for "Find Solutions by Your Business Need" and "Find Solutions by Segment". The "Find Solutions by Your Business Need" section lists: Generate additional revenues & create new business models, Transform cost structure, Expand network capacity, Manage business change, and Be Green, eco-sustainability. The "Find Solutions by Segment" section lists: Service Providers, Cable Operators, and Enterprise. To the right of these sections is a "Quick Links" area with a "WHAT IS APPLICATION ENABLEMENT?" banner and a "LEARN MORE" button. The footer contains copyright information: "Copyright © 2006-2010 Alcatel-Lucent. All rights reserved. | Terms of Use | Privacy | Site Map | RSS".

Alcatel-Lucent USA

Worldwide [Change]

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Solutions Products Services Innovation Support About Us

Home | Worldwide

United States

SHARE

Come see Alcatel-Lucent at  
**International CTIA Wireless 2010**  
Booth #2506

Mar 9 2010 10:00 AM EST

Find Solutions by Your Business Need [Expand All](#)

- Generate additional revenues & create new business models
- Transform cost structure
- Expand network capacity
- Manage business change
- Be Green, eco-sustainability

Find Solutions by Segment

- Service Providers
- Cable Operators
- Enterprise

Quick Links

WHAT IS APPLICATION ENABLEMENT?  
[LEARN MORE](#)

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- trusted partner of service providers, enterprises, governments
- leader in fixed, mobile and converged broadband networking, IP technologies, applications and services
- unrivalled technical and scientific expertise of Bell Labs
  
- incorporated in France with headquarters in Paris
- operations in more than 130 countries
- Euro 15.2 billion in 2009
- R&D investment of Euro 2.4 billion
- portfolio of more than 27,500 active patents



solutions technology introduction dept.

about my team...



.. and the way we use emerging communication technologies

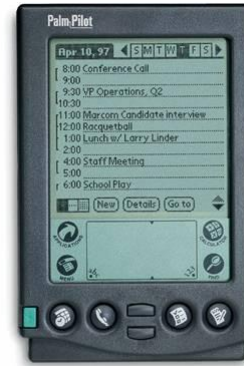


dogfooding project



- nimble, diverse multi-disciplinary team
  - mobile broadband
  - small cell
  - application enablement
  - multimedia
- emerging trends scouting
- ideation and concept research
- dogfooding
- proof of concept and demonstrations support

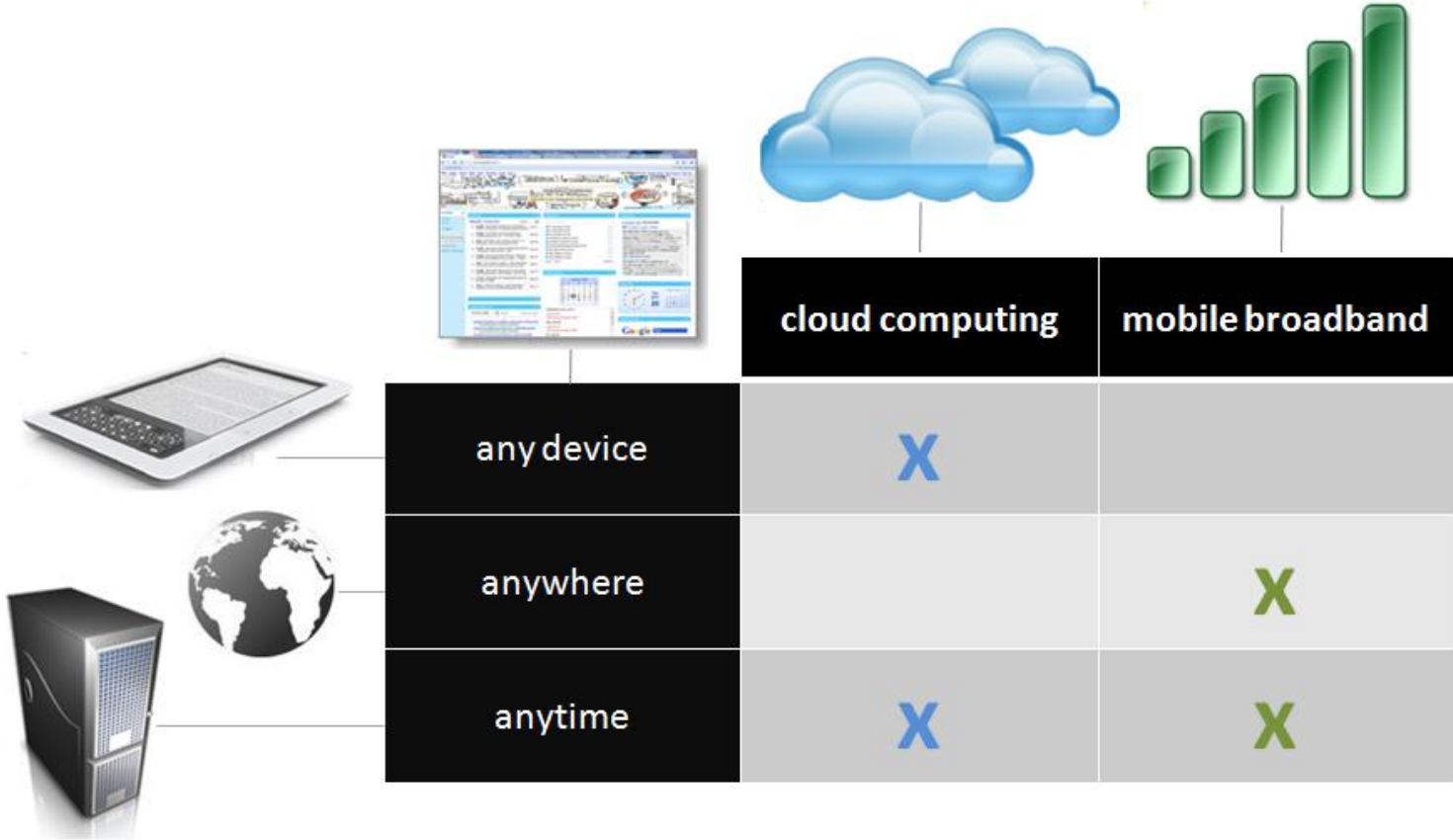
# about being mobile







# redefining mobility...



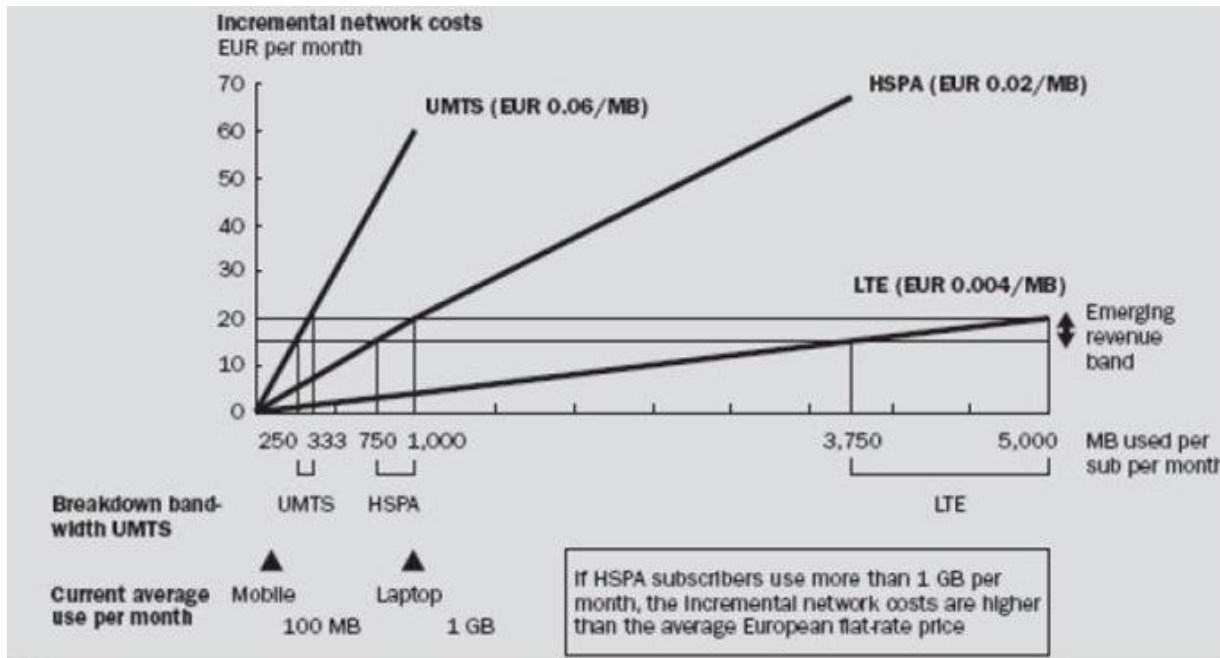
ubiquitous access to net computing



- higher server utilization
- shared resources (multi-tenancy)
- pay as you use billing model
- **lower cost, moving capex to opex**



- sub \$400 lightweight computing devices
- economies of scale
- longer lifecycle, higher security
- **lower equipment and maintenance cost**



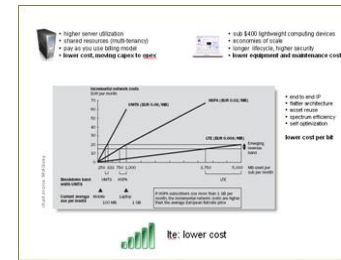
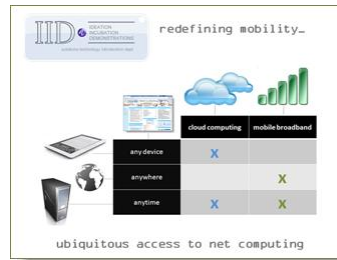
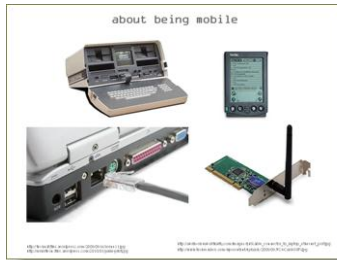
- end to end IP
- flatter architecture
- asset reuse
- spectrum efficiency
- self optimization

**lower cost per bit**

chart source: McKinsey



**lte: lower cost**



- the mobile experience
- redefining mobility in the XXI century
  - mobile broadband:
    - ubiquitous
    - responsive
  - cloud computing:
    - elastic
    - technical / business model scalability
- the ecosystem: devices, apps, networks, services... biz models
- democratizing mobile broadband in an era of open innovation

The ng Connect Program

http://www.ngconnect.org/

**ng connect program**

ABOUT US CONTACT US MEMBER LOGIN

HOME THE NEXT GENERATION THE ECOSYSTEM THE MEMBERS NEWS AND DOCUMENTS THE BLOG

The next generation of high-bandwidth services arrives a lot faster when you pool the strengths and resources of global leaders and innovators in infrastructure, devices, applications and content.

**That's the idea driving the ng Connect Program.**

**FOCUS: LTE Connected Car**

GO

**CTIA Emerging Technology Awards 2010**  
Vote Now For Best Online Pick

**CTIA E-Tech Awards: Vote for ng Connect!**

Log in with your e-mail address and click "Mark as Favorite"!

[Celebmap](#)

[LTE Connected Car](#)  
(Mobile Applications - Health/Public Safety/Transportation)

[LTE Connected Car](#)  
(Mobile OS, Features and Lifestyle Products)

**The Next Generation**  
Here's what consumers are demanding—and will be demanding in the next five years. What are the barriers to success, and how do we remove them?

**The Ecosystem**  
The ng Connect Program ecosystem covers everything from primary research to collaborative sales and marketing.

**The Members**  
Our members span a wide range of industries and markets, with the common goal of working together to deliver the services of tomorrow.

**News and Documents**  
Keep informed about the ng Connect Program.

**ATLANTIC**

**ng Connect Program Blog**  
Our tool for sharing with the world the news and views from our rapidly growing, next generation network initiative.

**A look at Alcatel-Lucent and ng Connect from MWC 2010**  
March 1, 2010

**Lights, Camera, Car!**  
February 2, 2010

**ng Connect Program Debuts in China at GSMA Mobile Asia Congress – Hong Kong Nov 17-18**  
December 3, 2009

**LTE Connected Car Launches in NYC**



**LTE  
Connected  
Car**

Your car will be connected.



**ng connect  
program**

Alcatel-Lucent Application ... x

http://www2.alcatel-lucent.com/application\_enablement/

Worldwide [Change] | English - Français

Home | Contact Us | Sign In/Register (MyAccess)

Solutions Products Services Innovation Support About Us

Home > Application Enablement

SHARE

## Developer Platform and Program

How can I take Application Enablement to the next level?

LEARN MORE

- How can I take Application Enablement to the next level?
- What is application enablement?
- How can application enablement enhance the end-user experience?
- What is the network architecture to support Application Enablement?

ng Connect Program Puts Connectivity in the Fast Lane with the LTE Connected Car Concept Vehicle

RSS

Enrich the end-user experience

Differentiate through open innovation

Discover the power of transformation

### Enabling a Trusted Web Experience

Application enablement is an industry vision and network approach that combines the trusted capabilities of network operators and the speed and innovation of the web to provide end users and enterprises what they demand: a richer and more trusted web experience and beyond.

**WHITE PAPERS**

Assessing Cloud Computing Challenges and opportunities for network providers

**PODCASTS, WEBINARS AND VIDEOS**

Launch of the Application Exposure Suite and the Open API Service

### Application Enablement

Visit our dedicated YouTube channel for the latest on AE

**Application Exposure Suite**

Turn network assets into revenue.



- next generation of high bandwidth services
- ecosystem development
- true XXI century mobility with LTE
- trusted resources and capabilities of network operators
- open api service
- mashups leveraging smart pipes and high bandwidth
- context and device awareness
- rapid application development and service rollout

- 1 Engaging media-rich hosted application
- 2 Highly targeted and dynamic advertising

- 3 Fast and interactive behavior thanks to improved network delivery and performance



- Always-on and On demand
- Ease of content discovery
- Location relevant
- Immediacy and interactivity
- Personalized
- Contextual notifications and relevant advertising

Contextual and dynamic ad insertion

Click (tap) to instant VoD and content switching



- 4 Scheduled network delivery and personalization



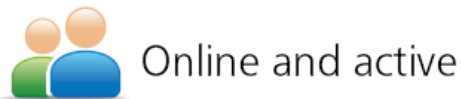
Podcast settings  
Set Playlist

- 4 Personalization

Persona-based settings

Social networking settings

Widgets: showing updates involving 2.0 services such as YouTube, Twitter, Delicious, Flickr, Facebook, Blogger



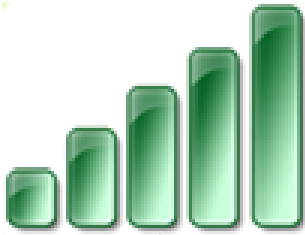
- 5 Social networking and viral marketing

- 6 Timely updates and personalized mashup of popular user-generated content





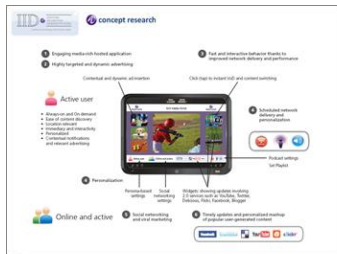




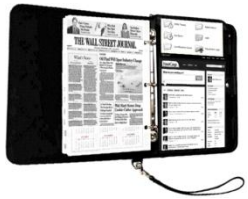
ubiquitous communication  
multi-screen experiences



meet me at CTIA 2010 in Las Vegas



- affordable storage and computing at any cloud, any device
- rich internet applications – multimedia experiences
- cross-platform syndication and multimodal communications
- any screen, a browser based experience
- user friendly / intuitive / immersive / responsive interfaces
- user generated content and also applications
- identity, persona and reputation management
- social graph and network effects



# Helen's LTE pad



5155 Rich Communications Manager

# 09:30 am



# quality of experience: beyond QoS

ease of adoption, shareability and usability

market segment of one

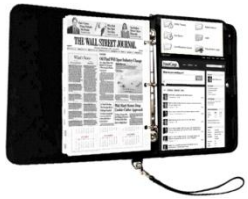
# QoE

social dynamics and roles

measurable quality and depth of engagement

## the human factor





# Helen's LTE pad



## 09:50am

OmniTouch 8660 My Teamwork



The tablet screen is divided into two main sections. The top section, titled "YourCorp", shows a dashboard with various icons for "Applications", "call", "Dashboard Logs", "2006 Taxes", "Auditors", and "Certification Docs". Below this is a search bar and a list of items. The bottom section, titled "Simple Business Model Framework", displays a flowchart with the following components:

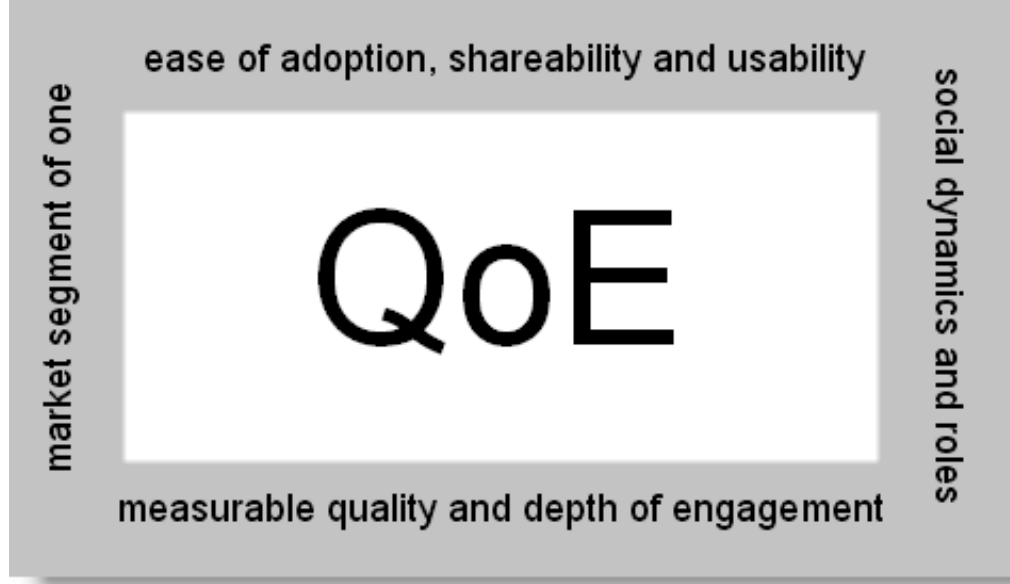
- Partners:** Includes Intel and Gillette.
- Supply Chain:** Includes Capabilities, Value Proposition, and Distribution Channel.
- Costs:** Includes Apple, Cisco, and Wal-Mart.
- Revenues:** Includes Dell, easyJet, and Google.
- Customer Relationship:** Includes Customer Segment.
- Success or Failure?:** A central dashed box.

Arrows indicate the flow between these components. The Alcatel logo is visible at the bottom of the tablet.



personalization, adaptability  
& user generated anything

usage and business models



network effects  
multimodal communications

predictive analytics, context awareness



**IID** INNOVATION INCUBATION INITIATIVE

about my team...

... and the way we use emerging communication technologies

concept research

**IID** INNOVATION INCUBATION INITIATIVE

redefining mobility...

	cloud computing	mobile broadband
any device	X	
anywhere		X
anytime	X	X

ubiquitous access to net computing

redefining mobility

**ng connect program**

**Alcatel-Lucent**

Developer Platform and Program

open innovation

**IID** INNOVATION INCUBATION INITIATIVE

concept research

- Engaging media-rich hosted application
- Highly targeted and dynamic advertising
- Fast and interactive behavior thanks to improved network delivery and performance
- Contextual and dynamic ad insertion
- Click that to instant VoD and content downloading
- Active user
  - Always-on and On demand
  - Easy 24x7 content delivery
  - Location relevant
  - Personalization
  - Personalized social networking settings
  - Personalized social networking and viral marketing
  - Personalized network delivery and personalization
  - Pushed settings for apps
  - Multiple streaming services including 2D services such as YouTube, iTunes, Pandora, Hulu, Facebook, Blogger
  - Timely updates and personalized mashup of popular user-generated content
- Online and active

**Helen's LTE pad**

concept research

09:50am

OmniTouch 8660 My Teamwork

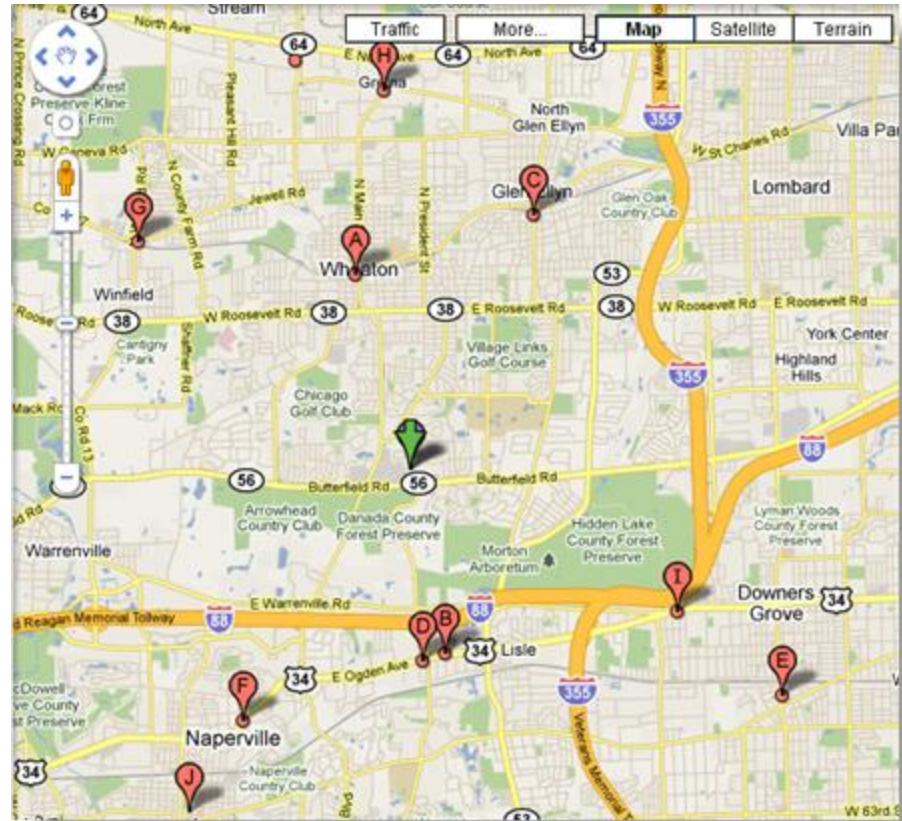
IID

quality of experience





- let's celebrate



- Irish pubs in this area ;-)

# thanks!

