



# **Introduction to OMA**

**IBC**

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- Overview of Open Mobile Alliance
- OMA Working Groups and Industry Relevance
- OMA Deliverables and Value

# OMA Vision

“No matter what device I have,  
No matter what service I want,  
No matter what carrier or network I’m using,  
I can communicate, access and  
exchange information.”

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# The Open Mobile Alliance (OMA)

- Open Mobile Alliance is an international organization developing open, market driven interoperable specifications for global adoption
- Created in June 2002 by leading mobile operators, device and network suppliers, information technology companies, content and service providers – the entire mobile value chain
- Created by combining many existing smaller industry organizations to work under the OMA umbrella
- Close to 400 OMA member companies represent a global organization with members from all regions

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# OMA Principles

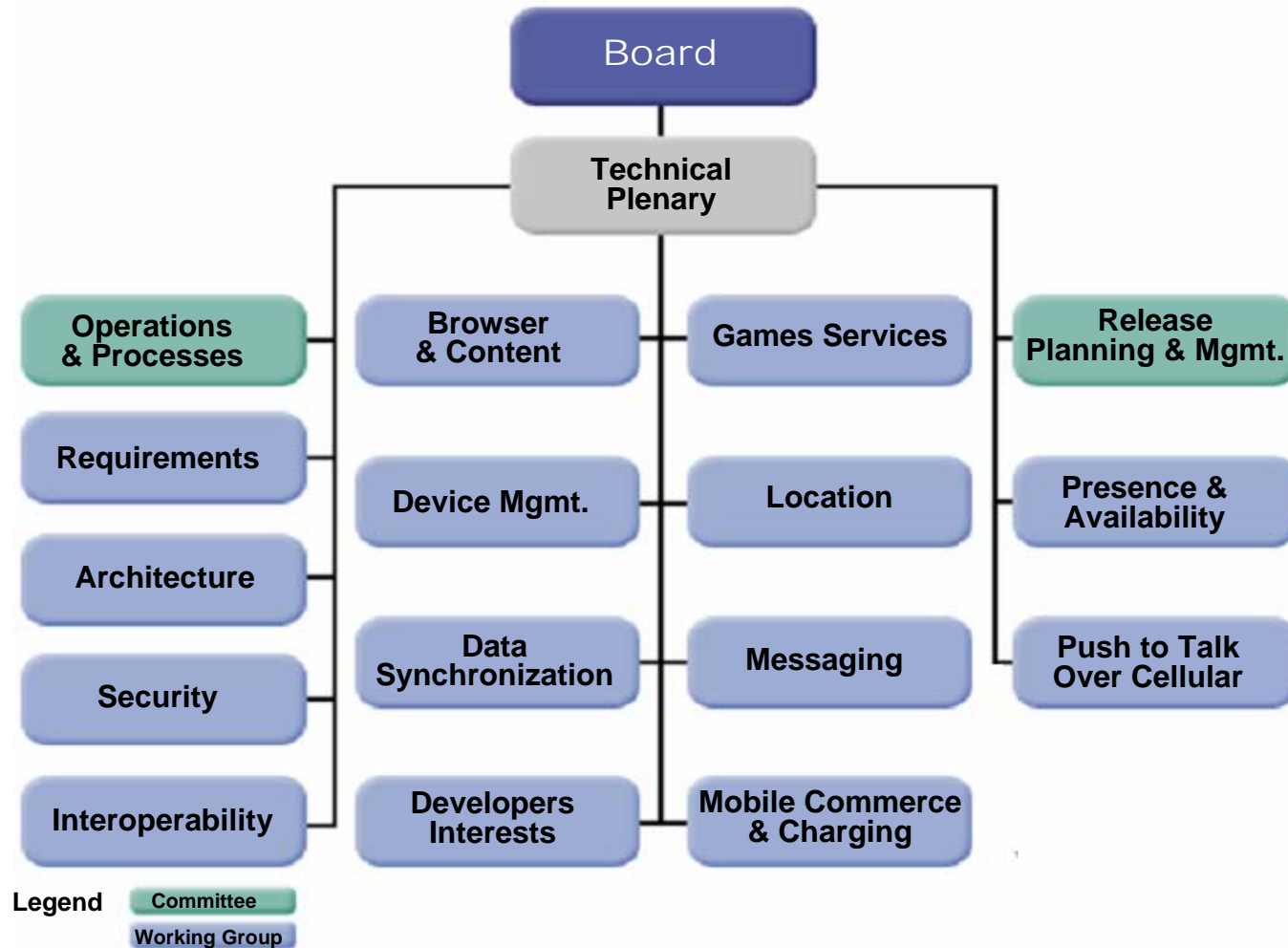
- OMA develops specifications and encourages interoperability at the application level
  - Mobile Broadcast Service, Digital Rights Management, Mobile Location Services, Games Service
- Scope of OMA specifications reaches beyond the mobile market
  - Applicable to IP based networks both fixed and mobile
  - Consumer Electronics devices
  - Traditional PC and telephone environments
- OMA avoids duplication, divergence and fragmentation
  - OMA has an extensive network of liaison relationships

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# OMA Working Groups and Scope



# Collaboration with other organizations

- OMA currently has cooperation arrangements with 34 different industry organizations and forging new relationships with many others

- 3G Association
- 3GPP
- 3GPP2
- CDG
- Cal Connect
- DVB Project
- ELSPA
- ERTICO
- ETSI
- GSMA
- IETF
- IFPI
- ISO
- ITU-T
- JCP
- Liberty Alliance
- MEF
- MeT
- MITF-TC1
- MMCA
- Mobey Forum
- MPA(A)
- Mobile Payment Forum
- Oasis
- OGC
- Parlay
- RIAA
- SDA
- Tele Management Forum
- Telematics Forum
- TIGA
- W3C
- WiFi
- WS-I

# OMA Design Goals

- OMA specifications are designed to be network agnostic
  - Focus on Service Enablers and interoperability at the application level
  - Hidden complexity for access methods
  - Ultimate goal of seamless service access and usability
- As the mobile ecosystem has evolved to use Internet Protocol, OMA specified services can now be used across different types of networks
  - Fixed, Mobile, cable, xDSL, Broadcast, WLAN, WiMAX etc.
- Full integration of Internet and mobile services
  - Multi mode handsets will enable further blurring of the border between fixed and mobile services
  - New services should take advantage of existing functionality, capabilities and services

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# Standards Development

- OMA delivers open standard specifications, not products
  - Enabling interoperable and differentiable services
- Innovation in mobile industry happening ever more rapidly
  - This is a key factor in the understanding of how mobile and content/broadcast industries must work together
- Early adopters often use proprietary technology
- Broad adoption of new services depends upon standardized implementations
  - Innovation in the Internet boom drove the development of Web Services and open standards
  - The same will happen in the broad adoption of broadcast services
- Standards based solutions provide the framework for the rapid deployment of new products and services

# Demand for Interoperability

- Fast paced innovation and development has built demand for interoperability and interworking
  - Stakes amongst various elements in end-to-end chain
  - Demand for quality, open specifications enabling interoperable and conformant implementations
  - Demand for trusted and unbiased tools and testing frameworks
  - Avoiding duplication, divergence and fragmentation
  - Helping to enable fixed-mobile interoperability
- OMA Interoperability Programme reuses existing testing contributions and results where applicable
  - Fixed telecoms, broadcast and Internet testing experience is valid in the mobile world

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# OMA commitment to Interoperability

- OMA Interoperability
  - Verification of interoperability, stability and quality in multi-vendor, multi-operator and multi-content provider environments
- OMA has a commitment to increase the number of specification implementations tested
  - 1000 product implementations tested to date
  - 50 in 2002
  - Nearly 100 in 2003
  - Over 160 in 2004
  - Nearly 400 in 2005
  - Close to 700 in 2006
- OMA is shortening the time to market with open and tested quality specifications through its IOP program

# OMA Deliverables

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- OMA Release Programme
  - Delivers sets of specifications packaged as “Enabler Releases”
  - Based on market-driven requirements and use cases
- OMA Interoperability Programme
  - OMA TestFests ensure quality of OMA Specifications
  - Enabler Test Specifications (ETS) for use in OMA TestFests or other interoperability testing
  - Bilateral testing facilitation with OMA IOP documents and Trusted Zone services