



OMA Introduction

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- » OMA History and Review
- » OMA Deliverables
- » OMA and Games Services
- » OMA Impact in China

OMA History and Review

OMA History and Review



» VISION

- » No matter what device I have
- » No matter what service I want
- » No matter what carrier or network I am using
- » I can communicate, access and exchange information

» 380 Global Members developing open, market driven interoperable specifications for global adoption - representation from across the widening mobile value chain

» Created in June 2002 by leading mobile operators, device and network suppliers, information technology companies, content and service providers

» 42 Formal Cooperation Agreements around the globe

- » OMA avoids fragmentation and duplication through cooperation

» 39 Enablers published and over 100 active work items

OMA Deliverables

- » **Principal Forum for support of interoperable data services across multiple domains**
 - » creating specifications driving adoption of multimedia services

- » **Published specifications only part of OMA story**
 - » members observe market trends
 - » contribute use cases to identify market requirements
 - » OMA facilitates market through member-driven specifications

- » **Interoperability test programme**
 - » enables developers'/implementers' product testing
 - » verifies specification interoperability, communicates value to market
 - » test specs, TestFests (22 to date), 1300+ implementations tested, test reports
 - » facilitates certification outside OMA

- » **Convergence**
 - » not just mobile: applicable to fixed AND mobile networks
 - » In 2005 OMA expanded its mandate to include : “...*other present and future wireline and wireless network standards supporting the Internet Protocol family*”
 - » enables enhanced seamless and integrated services

- » **Over 20 Candidate and Approved Enablers Published in the Last 18 Months**
 - » **Candidate Enabler Releases**
 - » OMA Push to talk over cellular V2_0
 - » OMA Secure Removable Media V1_0
 - » OMA SIMPLE Instant Messaging V1_0
 - » OMA URI Schemes V1_0
 - » OMA XML Document Management V2_0
 - » OMA Mobile Broadcast V1_0
 - » OMA Download V2_0
 - » **Approved Enabler Releases**
 - » OMA Email Notification V1_0
 - » OMA vObject V1_0
 - » OMA Charging V1_0
 - » OMA Client Side Content Screening Framework V1_0
 - » OMA SUPL Secure User Plane Location V1_0
 - » OMA Online Certificate Status Protocol Mobile Profile V1_0
 - » OMA Standard Transcoding Interface V1_0
 - » OMA Smart Card Web Server V1_0
 - » OMA Presence SIMPLE V1_0

OMA and Games Services

OMA and the Games Community



- » June 2006, OMA joined with Mobile Gaming Initiative to define and support an open gaming specification for premium-quality native games for mobile phones
 - » OMA's ongoing commitment to interoperability made the organization a solid venue around which these players could coalesce.
- » Platform fragmentation had created barriers to fully realizing the potential of mobile gaming.
- » OMA's Game Services Working Group has broadened industry participation among world's leading mobile operators, device and network suppliers, information technology companies, application developers and content providers.
- » OMA GS efforts create an environment for reduced platform fragmentation, lowered development costs, and ultimately offered a richer gaming experience for the consumer.



OMA Impact in China

OMA and China



- » **First Test Fest held in China in October 2004**
 - » Just under 3 percent of OMA member companies were from China at that time.

- » **Multiple TestFest, Plenaries and other events in China since then**
 - » Beijing Interoperability Summit 2006 - First in Asia
 - » OMA plenary in 2006
 - » Current plenary meeting at China World Center
 - » TestFest this June in Beijing

- » **Significant increase in Chinese company participation year over year**
 - » Chinese participation has double since OMA was founded -- over 30 member companies.
 - » Chinese company Huawei serves on the OMA Board.
 - » OMA GS Working Group leadership from Chinese Companies
 - » Jacky Chou from Sunplus mMobile, Chair
 - » Vital Wang from ZTE Corporation - Vice Chair

- » **OMA maintains an ongoing commitment to support the Chinese market**

- » **OMA commitment remains strong across Asia as well as China**

Summary



- » OMA is primary forum to enable interoperable games services on a global scale
- » Nearly 400 member companies represent the broadest spectrum of companies creating specifications at the data services level
- » OMA supports the convergence of fixed and mobile services, which can benefit the wide adoption of games services
- » OMA's commitment to China is established and tested over time
- » Chinese company participation and contribution continues to increase