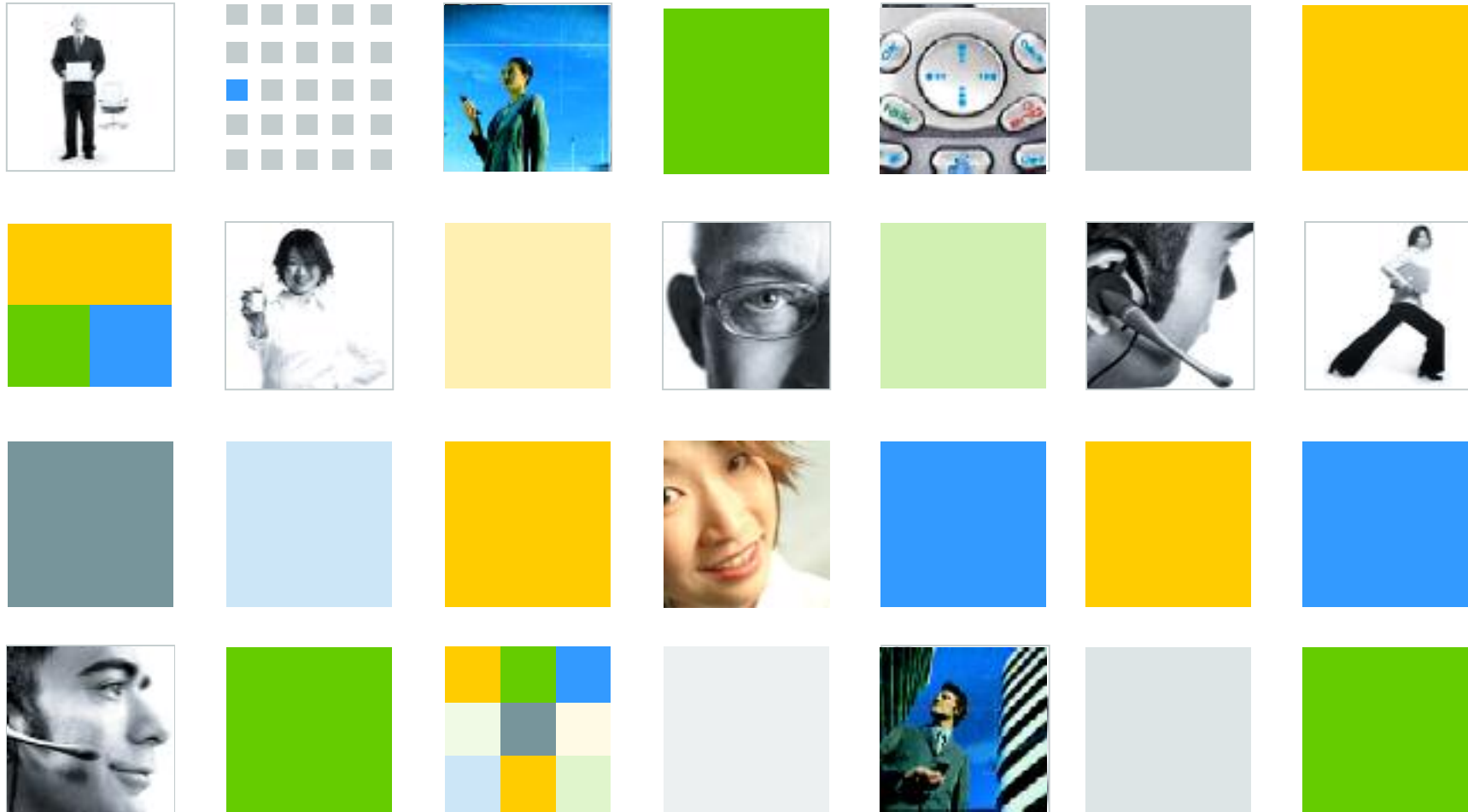
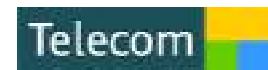


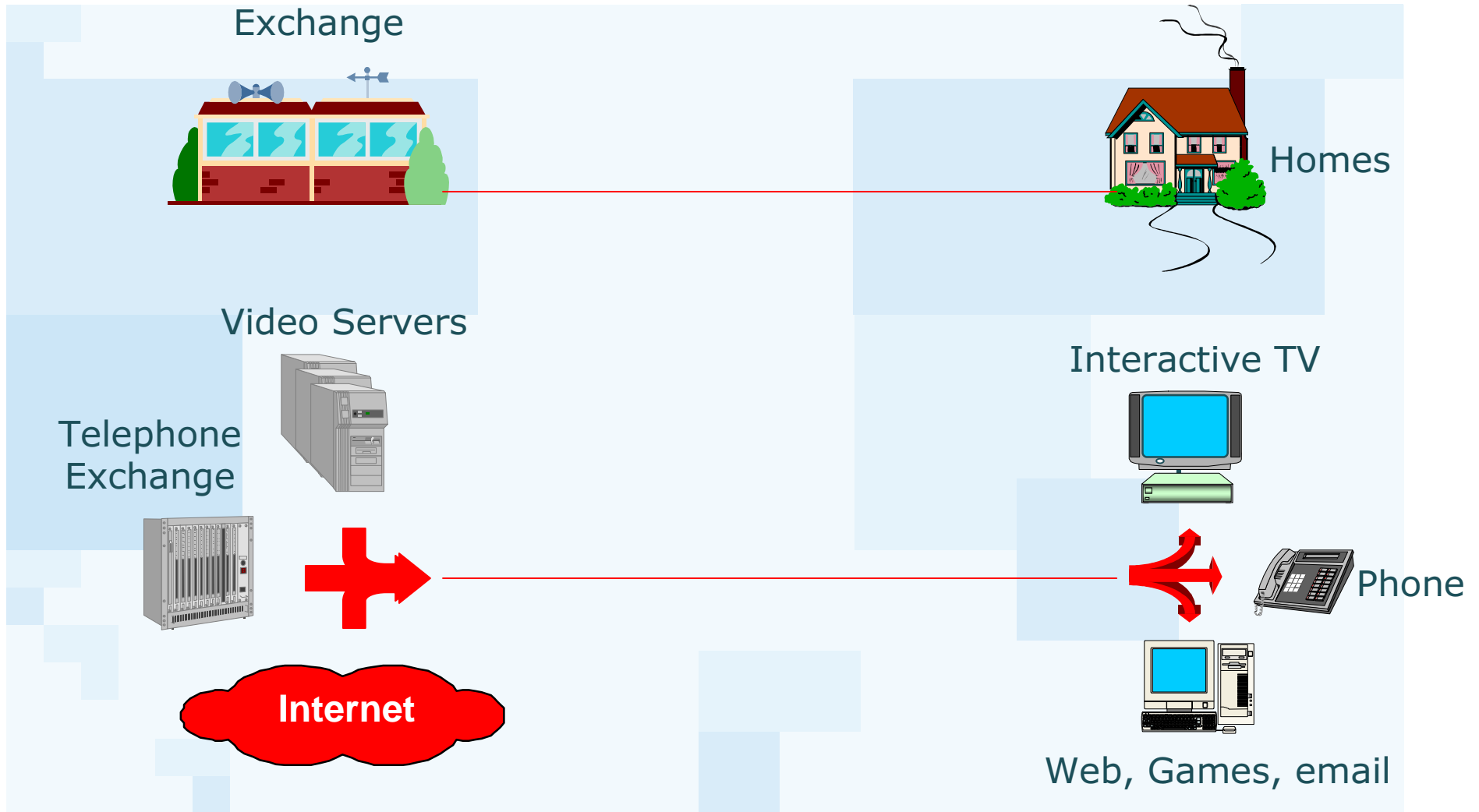
Customers and Multi-Service Access



Russell Locke
Product Development
Telecom NZ



Multi-Service Access

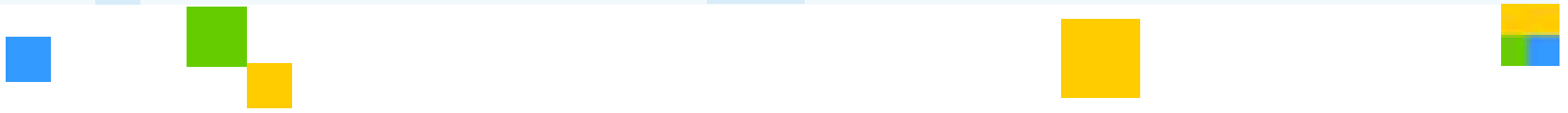




In the Home



Entertainment

- TV - DVR (Digital Video Recorders/Personal Video Recorders)
 - Stop, Rewind
 - Record from a TV Guide, from mobile phone
 - Video on Demand
 - Choose any video from an almost unlimited selection
 - Pay to use for 24hrs
 - No returning
 - Never out
 - Gaming
 - Interactive
 - Purchase and game rental services
- 

In The Home

Communications

- Multiple Phones
 - extension numbers
 - multiple mail boxes
- Video telephony
- Small Screen on phone
- PC based
- TV and Set-top
- Supports
 - Remote Learning
 - Health
- Increase functionality up to Cell Phone
 - Txt Message
 - Directories
 - Games
 - Ringtones

In the Home

Other Services

- Security
 - Alarm Monitoring
 - Surveillance
 - Patient Care and Monitoring
- Information Services
 - Personalised News
 - Education services
 - Communities of Interest
- Metering of Power, Water, Gas



In the Home



Home Worker

- Connect to business networks at high speed
 - Work phone extension
 - Video conferencing, high quality
 - Work sharing




 - Results in less time on the road
 - Less congestion in cities
 - Supports Lifestyles and Small Communities
- 



In the Home



Ordering and adding new services

- All of these services are available when you need them.
 - A menu can be accessed from a phone, TV, PC or Mobile phone to modify existing services or activate new ones.
 - The Multi-Service network takes care of the transport of services and adapts to take a new mix of services and pack them properly
 - A device on the customer site adapts to the change also, to unpack the services and deliver them to the right device or person.
- 
- 
- 





Into Businesses



The same technology allows small businesses to work from an office, home or remotely.

- A phone number can be picked up wherever a business person signs on
- Applications and data can also follow easily
- Business Communities allow easy, secure trading of goods and sharing of information

Larger Businesses gain access to shared information and storage.

- Provide employees with remote working capability
 - Expand easily into worldwide markets
- 
- 

Continuum of Services

	Homes	Small and Medium business	Corporates
Services	<ul style="list-style-type: none"> • Digital Video Recording • Video on Demand • Interactive Gaming • Multiple phones • Video Telephony • Txt Messaging • Security Services • Personalised Information • Metering of Services • Remote Working 	<ul style="list-style-type: none"> • Hosted email,voice mail • Hosted Applications • Eftpos • Trading communities • Office Mobility • Hosted Security • Managed Private Voice Services 	<ul style="list-style-type: none"> • Remote Working • Network Storage • Hosted Security • Hosted Applications • Interoffice connections • Managed Private Voice Services
Value	<ul style="list-style-type: none"> • Improving Quality of entertainment • Improving Communication between people • Providing Links for Health and Education • Community Participation • Lifestyle options 	<ul style="list-style-type: none"> • Reduced Capital Cost • Easy to expand or shrink in line with business • Lifestyle options • Market expansion through communities and ecommerce 	<ul style="list-style-type: none"> • Easy access to new services • Easy to expand or shrink in line with business • Lifestyle for workers • Security of backed up applications



Multi-Service



These new services are exciting and deliver desired value to end customers.

The difficulty today is in delivering multiples of services to make them easy and economical to deploy.

NGN will deliver this by managing and separating different types of traffic.

This will then provide the means to easily use a multitude of new services such as those discussed and many that we haven't discovered yet

