



Mobile2IP Solution

Offers your end users the ability to simply connect their laptop to any IP network. This connectivity allows them to make and receive mobile calls with Voice over IP (VoIP), using their own MSISDN.

Current Situation

VoIP providers can offer users international calls via IP/Wi-Fi access that is available in most locations. Mobile operators are seeking to avoid churn to alternative technologies and service providers, and the subsequent loss of revenue, by offering their own attractive convergent mobile-to-IP roaming service.

Starhome's Solution

The Starhome® Mobile2IP™ solution provides GSM-to-IP and IP-to-GSM mobile services. The solution allows users of different devices to route incoming calls to their IP Soft Phone, GSM phone, or both, according to the location they are in (IP/GSM) and their preferences. For example, a user can be in a "hotspot" and choose to receive a call on either her laptop or through her mobile device (via her mobile number).

Mobile2IP allows mobile operators to prevent the leakage of subscribers who are looking for VoIP alternatives to national and international phone costs. Mobile operators provide end users with the ability to simply connect their laptop to any IP networks. The end users can make and receive mobile calls over VoIP using ONE number, via their own Mobile Station Integrated Services Digital Network (MSISDN).

Benefits of Starhome's Solution

- Offers subscribers attractive, low-cost roaming calls via the home network client
- Ensures the user is always available on his mobile
- Provides ONE number
 - Strengthens customer relationships and operator brand identity via the use of the same mobile number (MSISDN/CLI)
- Captures new technology/market segment
- Provides seamless flexibility to customers, allowing them to choose which device they wish to receive calls or generate them
- Reinforces operator's brand and logo on users' laptops
- Provides a true hybrid solution between legacy GSM and NGN/IMS networks

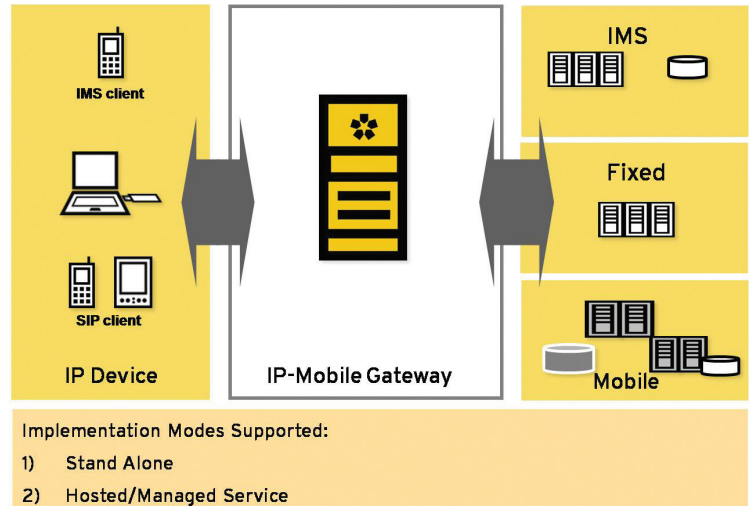
Mobile2IP Solution

Key Features

- Voice, SMS, MMS and video
- Chat/instant messaging
- Seamless call transfer between IP client and mobile
 - Upon call set-up or during call
- Supplementary services
- Collaboration package
- Integration with Outlook & SIM contacts



The diagram below illustrates the service's flow:



End User's Soft Phone

A SIP client installed on a laptop provides the end user with mobile phone capabilities. The operator's "branded soft phone" controls all GSM services to the end user: voice & SMS, and call management policies (for example, call transfer, call forwarding, authentication, etc.).

IP-Mobile Gateway

Starhome's IP-Mobile Gateway provides all network interface capabilities. The IP-Mobile Gateway enables all communication interfaces between the Soft Phone and the home network core elements, such as call set-up, SIM authentication, real-time billing, etc.

The IP-Mobile Gateway consists of three main elements:

- The SIP/IMS Gateway provides SIP signaling management
- The Signaling Gateway provides MAP, IN, CAMEL and ISUP legacy signaling interfaces
- Media Gateway provides RTP VoIP control

Starhome

Starhome® is a global leader in providing innovative, market-driven roaming solutions. Since its establishment in 1999, the company has grown and matured into an industry-recognized authority on roaming solutions. Leveraging its accumulated roaming knowledge to zero in on market needs, Starhome provides operators with innovative and lucrative management tools, making it the driving force behind roaming profitability. We have developed a comprehensive range of products and services that work in synergy to target market opportunities, spanning the full spectrum of roaming industry needs. Our industry-intelligent solutions strengthen your competitive edge in the constantly changing mobile market. Starhome's product portfolio serves each major aspect of roaming:

Retail products stimulate and increase roaming traffic and usability. For **Wholesale** requirements we offer powerful solutions to enable you to meet your business targets and IOT discount agreements. Our **Network Operations** offering includes solutions to optimize network efficiency, improve quality of service, and reduce cost of ownership.

Our service portfolio includes real-time, integrative roaming management and innovation tools -- working in collaboration with our product portfolio - that provide analysis, forecasts, simulations and recommendations, along with a current worldwide visualization of your roaming business. System tools provide real-time access to the information you need to maximize your business goals and strategies.