Breathing New Life into Voice Service

Media phones bring a rich Internet experience and opportunities for converged services to the home and business

Envision something a bit smaller than a laptop with a touch-screen and a cordless handset. Now imagine that this same device is "always on," ever ready to deliver the latest news, weather and traffic, help find restaurants or movie listings, alert you when the baby is crying or when someone is at your front door, and play your favorite MP3* songs or YouTube* videos while looking up a new recipe for dinner tonight. It consolidates your family contacts, calendar and to-do list. And when you're not using it, you can use it as a digital photo frame accessing photos from local storage or online photo sharing sites such as Flickr,* Snapfish,* Picasso,* etc. You can even network with your friends and family using social networking sites like Facebook,* MySpace* etc. All these without turning on your PC or squinting at the small screen on your cell phone.

Media phones bring together a variety of rich Internet applications, traditional telephony service and local personal management tools in a unique, easy and fun-to-use device.

Figure 1. Service Models

A device small enough to sit comfortably on the kitchen counter, or on top of a desk or bed-side table. It is as passive as a traditional phone, emitting no heat and no noise. However, it is much more than your traditional phone. It provides convenient, one-touch access to entertainment, information, directory services, home monitoring and more while keeping your family and household organized. In addition to delivering the wireline voice quality you're accustomed to, it actually makes you feel good again about using your home phone with quick access to contacts and visual voicemail.

At Intel, we call this device the "media phone." Think of it as a "command center" for the home, providing easy access to the most popular and frequently used applications that are currently scattered among several different devices. And you can package it all in a way that's fun and easy to use – so easy that even your parents and grandparents will enjoy.

Media phones represent an opportunity for service providers and OEMs to deliver converged services to consumers. Intel is facilitating speedy development of media phones through its Intel® Atom™ processor media phone reference design. OEMs can use this blueprint to accelerate delivery of flexible solutions. Service providers can choose a commercially available Intel® architecture-based media phone to bring their rich new services to market quickly.

"The Intel® Atom™ processor provides the performance headroom to add or customize services, quickly adapt to the changing market conditions and target new segments such as Hospitality."

OpenPeak, Inc.

Figure 2. The OpenPeak OpenFrame* media phone for the home

Figure 3. OpenPeak ProFrame* enterprise media phone

Remaking the Telephony Game

Like the cell phone and PC before it, the media phone has the potential to radically change the entire telephony experience. It's another screen for the home, complementing – not replacing – the TV, cell phone and the PC. With always-on presence in the middle of the kitchen counter, it serves an audience hungry for digital interaction and endless information. Touch-screen convenience makes it easy to operate.

In this environment, the 6 to 9-inch display provides a perfect vehicle for delivering new value-added services and revenue-generating advertising. Services and advertising that can even be localized, not just by state or region, but by town, or even neighborhood. For example, by integrating geographic information from wireless service, media phones can deliver such location-specific applications as community-rated directory assistance and "find-my-family." Such subscriber-specific packages will enable providers to distinguish themselves among a sea of competitors – value added indeed.

Potential Media Phone Market Size

Existing broadband and VoIP subscribers are the most likely customers for the introduction of media phones – customer segments that are by no means small. By the end of 2007 there were close to 300 million broadband and 80 million VoIP subscribers worldwide, and these groups are expected to grow to over 500 million and 200 million subscribers, respectively, by 2011.[1]

Once media phones enter production and service providers begin offering packages for these devices, consumers are expected to adopt these devices quickly. "In-Stat forecasts that by 2013, over 48 million consumer media phones and nearly 10 million business media phones will ship annually."[2]

The media phone platform can also be configured as a business-oriented unified communications device, supporting VoIP calling services and videoconferencing by attaching a video camera. This device would typically offer advanced productivity features, such as interfacing to e-mail, voicemail and smart phones, to offer business users a more comprehensive communication environment. This easy-to-use system supports a teleconferencing environment that complements increasingly popular VoIP services.

Other potential subscriber markets may be enabled through new use models that can be supported with media phones, including:

- **Hospitality –** Deploy a specialized interface that allows hotel guests to access services like concierge services, restaurant bookings, local attractions, movie listings with trailers, directory services, room service or general information.
- **Video Calls –** Easily attach a camera, headset and microphone.
- **Home Automation –** Control home systems (e.g., sprinklers, thermostat, lights) using wireless connection.
- **Home Security –** Easily attach wireless security cameras to create your own surveillance system.
- **Telecare –** Link patient sensors and monitoring equipment to health response centers.

For more information about "The Intel media phone reference design" visit www.intel.com/go/voip

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