



TMIATalk

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Catch the Action at TMIA's Fall Conference

Details for TMIA's Fall Conference continue to fall into place. This year's fall event will be held in Toronto, from the evening of Monday, September 22nd through Wednesday, the 24th, at the Renaissance Toronto Hotel Downtown. This unique venue, located at One Blue Jay Way, is the world's only four diamond hotel located in a major league sports venue: the hotel forms part of the Toronto Blue Jays' outfield.

Conversations at the event promise to extend beyond messaging (and will likely be quite heated), as the Yankees will be in town for a three-game series during our conference. Will Co-Chair **Don Katz** have something to cheer about with his Yankees in town? Or, will the hometown team of TMIA treasurer **Tisha Rattos** and her colleagues at Bell Canada prevail?

Red Sox fans might want to arrive before the conference begins, as the 2007 world champions will be in town for a three-game series, from Friday to Sunday. The hotel will honor our group rate of \$175C from Friday, September 19th until Sunday, September 28th, so anyone interested in exploring Toronto or catching a game should take advantage of this great rate by booking a room before August 22nd. Visit www.tmia.org for more information, hotel, and conference registration.



Speaker submissions have closed and Tom expects to share a detailed agenda early in July. As prior attendees can attest, the agenda will offer a variety of both wireline and wireless topics, panel discussions, and more.

Be sure to read the article on page 2 about the Innovation Hour program, which will debut in Toronto and enable eight vendor companies to showcase their latest innovations. See page 3 for a list of our generous Toronto sponsors.

NXTcomm08: What was Hot besides the Temperature

Many TMIA members exhibited at or attended NXTcomm08 in Las Vegas. TMIA's executive director, Tom Harper, was there and disputes the expression, "it's not the heat, it is the humidity." At over 105° F each day with no humidity, Tom "found it too darn hot." What else was hot at NXTcomm08?

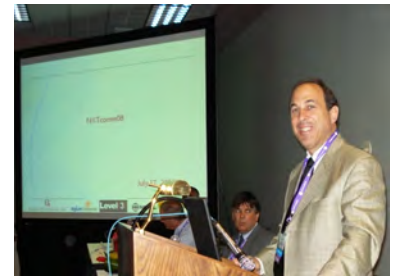
Infrastructure was key

Tom reports an emphasis on networks and architecture this year. Topics included how to make networks faster, increase bandwidth, and coordinate delivery of all bundle aspects. While hearing about cutting-edge new applications can be much more exciting than



optimizing networks and architecture, these topics play an increasingly important role as triple play delivery, whether over coax, fiber or twisted pair, demands more speed and bandwidth.

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Delivering IPTV to consumers

Content in Las Vegas also stressed consumer IPTV delivery. Many vendors seem to be working on linking telecom to the IPTV screen. For example, click to call using the TV remote was one service featured at NXTcomm. The next 12 to 18 months promise to offer more TV screen messaging capabilities.

Keynote speakers

This year's keynote speakers represented wireless, wireline and cable service providers:

- **Dennis Huber** of Embarq talked about the eGo phone as a foundation for future revenue generating services. Unlike VoIP phones, the eGo phone leverages the broadband services used by PCs and brings them to an intelligent phone in the PSTN. Services such as visual voicemail and a text messaging directory can now be easily deployed on a wireline phone.
- **Randall Stephenson**, CEO of AT&T made some great points about how the prevalence of mobile smart devices will drive telecom global growth.
- **Dr. Richard Green**, CEO of Cable Labs noted that there are no longer cable service providers and telecom service providers. Both now offer a full range of services, with consumers benefiting from the competition.

Tom Harper participated in a panel

Many thanks to **Neal Shact** from TMIA member company CommuniTech Services for his role in inviting Tom to join Neal on the Unified Communications (UC) panel. In addition to Tom and Neal, other panelists included **Fred McConnel** of Mitel, Tucker

Maroney of Level3, and **Danny Windham** of Digium. The full room indicated a continued interest in the topic and as such, Tom promises that the Fall Conference will bring more on UC and its evolution. Tom reported a few key takeaways from this panel:

- A better understanding of how enterprise vendors and their supporting consultants define UC today. Beyond integrating real-time and non-real-time communications, it also integrates communication with business processes.
- The definition continues to evolve and will change over time. We are early in the adoption curve and tremendous opportunities exist for service providers to participate.

Tom's NXTcomm08 reflections

"As always, a show highlight for me is catching up with the great people from TMIA and seeing firsthand some of their fascinating solutions. Development certainly has changed since my days at Bell Canada: Timetables no longer use years when considering time to develop or change an application. Additionally, compromises are not necessary when working to overcome the hurdles of proprietary solutions.... I saw several messaging applications, such as visual voicemail and location-based messaging, which were much more elegant and user friendly than anything we developed in the 1990s and these have been developed in weeks rather than years! With IP as the underlying technology, I see more and more exciting messaging products being developed in the next few years and can't wait to be surprised by all of them."

Introducing Innovation Hour in Toronto

At the Fall Conference, TMIA will debut Innovation Hour. Created by TMIA's Board of Directors, the program will provide an opportunity for vendor member companies to share a new product or market innovation with the group. To be eligible for consideration, the innovation must not yet be on the market or have been introduced after February 1, 2008. Visit the Fall Conference section of www.tmia.org to learn about the submission and selection process. All vendor companies may submit up to two entries for consideration. During August, registered service provider attendees will vote to select the products about which they wish to learn more during Innovation Hour.

The Fall Conference agenda will include up to two hours for this special pilot program, during which eight different companies will present messaging innovations. Presenters will have six minutes to share their product innovation with the audience, using video, slides, and perhaps even a demonstration, after which attendees will have four minutes to pose questions to the presenter.

Interested in submitting? Go to www.tmia.org to learn more and enter your submission for consideration before the August 1st deadline.

Mark your Calendars: Winter 2009

The TMIA Board of Directors recently selected Savannah, GA as the location of TMIA's 2009 Conference and Exhibition. Scheduled for the week of March 2, 2009, the annual winter event promises to offer the latest technologies for both wireless and wireline messaging. Watch for more information in coming months.



Historic Savannah

Join VMA in Prague

Our European counterpart, VMA, will hold its annual conference from October 20 to 22, 2008. Chairman Klaus-Dieter Liedtke and President Bertrand Gatellier recently announced that the event will be held in the historic city of Prague, Czech Republic. Visit www.theVMA.com for more details closer to the event.

Did you know?

- Toronto ranks as the fourth largest city in North America (after New York, Los Angeles and Chicago).
- Toronto has the only real castle in North America (Casa Loma).
- The CN tower—right next to the site of TMIA's Fall Conference—ranks as the highest building in the world (533 meters or 1,815 feet) and houses the highest revolving restaurant in the world.



Many Thanks to our Toronto Sponsors

Sincere thanks to our valued sponsors, without whom the Fall Conference could not be a true success.

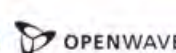
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Event Sponsors



Welcome New Member LegiTime Technologies

TMIA welcomes Eric Strauss and his team from LegiTime Technologies. Based in Westport CT, LegiTime is a mobile security and management software company addressing mobile convergence and its unique user requirements. The company's first product, LegiText, reduces clutter in the mobile inbox and transforms the mobile device into a more effective business tool. It allows Smartphone users to prioritize and manage their incoming messages, create on-the-fly messaging groups, and improve the utility of SMS for business. For more information about LegiTime, go to www.legitimetechnologies.com. We look forward to meeting some of Eric's team in Toronto.

