

C5 WORLD FORUM 2007

ITALTEL FILLS THE 'NEW GENERATION NETWORKS' OF TODAY AND TOMORROW WITH SERVICES

- ✓ *Through a continuously growing portfolio of proprietary products, the capacity to manage processes for the integration of third-party technologies and the new interactive services developed for multimedia platforms over IP, Italtel, along with its millions of active end users, accompanies operators and companies in the evolution toward ultra-broadband networks – the so-called NGN2, the new technological frontier presented at the event in Milan.*
- ✓ *In the sector of innovative services linked to high-definition IPTV and the development of interactive services, Italtel has set up a specific centre based in Rome and known as the IPTV System Integration Lab.*

Milan, March 26, 2007 – Italtel, leader in solutions and services for new generation IP networks, is participating in [the C5 World Forum Networks & Technologies](#), the international event on convergence of network communications, sponsored by the International Engineering Consortium (IEC) and set to begin on 26 March at the Convention Centre of Fiera MilanoCity. Several demonstrations regarding the new services developed for the business and consumer segments, such as high-definition IPTV and Unified communication, enhanced with on-demand services for real-time collaboration among people, will take place at Italtel's two stands (3001 and 4001).

"Italtel's solutions are already allowing millions of end users to work and communicate: the users of over 40 operators around the world have chosen our technology. – says [Mauro Righetti](#), Chief Executive Officer of Italtel. "At the C5 World Forum, we will present several of our most innovative solutions of Unified Communication which, through new methods for the management and interaction of devices and applications, will open up new horizons for the use of web 2.0."

In particular, for its [Consumer](#) segment, Italtel will present:

- VoIP Unified Communication services, such as unified messaging, the centralised directory and fixed-mobile convergence services on dual mode user devices.
- Several innovative services of high-definition IPTV on ultra-broadband links, a sector where the company operates as system integrator of solutions based on various platforms. In fact, in occasion of the C5 World Forum, Italtel has collaborated with Telecom Italia in the implementation of an advanced fibre optic network infrastructure linking the stands of the two companies and enabling innovative video communication solutions and the transmission of high definition images. This infrastructure is just one of the many technological demonstrations of the '[NGN2](#)' next-generation network presented by Telecom Italia at the event.

For its [Business](#) segment, Italtel will present the updates on IN-BVS (Integrated Networked Business Voice Solution), the solution for managed services developed with Cisco, as well as the new functions that extend employees collaboration to various devices, like mobile phones and Personal Computers:

- Fixed-mobile convergence intended as the use, within the company, of traditional PBX services on mobile phones as well as *Voice Call Continuity*, which is the possibility to continue a telephone call passing from mobile phone to fixed phone and vice versa, and *Coordinated Provisioning*, a system of managed services for operators.
- The [ECS \(Enterprise Communication Solution\)](#) convergent integration platform, developed by Italtel to satisfy the requirements of integrated management of enterprise communication tools. It is an evolutionary solution that maximises the benefits of TLC integration with the Microsoft environment.
- New functions for the management of *presence* and *identity*, which provide collaboration and virtual office services able to keep track of the end user and supply information in the most appropriate way, depending on the device being used.

A key aspect of the C5 World Forum is the conference section: over 50 sessions with the participation of more than 200 leading companies in the ICT sector to examine the network convergence process and developments in technologies, services and applications.

To what extent do the solutions currently offered by Service Providers satisfy the requirements and expectations of companies? An answer to this question will be provided by the speakers of the plenary panel chaired by [Roberto Zuccolin](#), Head of Marketing and Communication at Italtel, entitled: *"Are Carrier IP Networks Fulfilling the Enterprise Needs and Expectations on the Front of Innovation?"* (Thursday 29 March, 9:00 am).

Italtel has assembled a panel to analyse the degree to which the current and new offers by Service Providers for companies correspond to the actual requirements and expectations of this market segment. Starting off with data from the survey on use of VoIP services by Italian companies, carried out by Bocconi University in collaboration with Italtel and Cisco, in addition to EMEA market data illustrated by [IDC](#) and [Current Analysis](#), the debate will involve participation by renowned representatives of large European companies and service providers, who will contribute with their concrete experiences in the implementation of IP-based solutions.

IPTV, development plans and new business models introduced by this technology will be discussed in the breakout session *"Media and Telecoms: Which solutions and offer bundles make them allies?"*, chaired by [Maurizio Tondi](#), Vice President of IP Communication at Italtel, with the participation of representatives from various companies and operators (Monday 26 March, 1:45 pm).

"Broadband Mobile Internet: how will the Internet of tomorrow evolve?" is the breakout session chaired by [Alessandro Stagni](#), Head of Offer Strategy at Italtel, which, as the title suggests, aims to examine the development of one of today's hottest topics (Tuesday, 27 March, 2:00 pm).

An opportunity to get a glimpse of future networks will be provided by the plenary session entitled "*Future Networks – Built by growing the Core or Aggregating the Edges?*", chaired by Telecom Italia, with the participation of [Claudio Chiarenza](#), General Manager and Chief Strategic Officer of Italtel (Wednesday 28 March, 9:00 am).

About the C5 World Forum

The C5 Network World Forum, Customer-Centric Converged Communication and Content, emerged from the need to move beyond the digital networked economy to focus more intently on the implications of network convergence of communications and its role in shaping personalized content and communications for customers. Previously known as the 21st Century Communications World Forum, the forum premiered in 2005, drawing more than 2,000 registrants eager to discuss the latest advances in the move toward customer-centric information and communications technologies. The 2006 show in London, England, which saw a 75 percent increase in registration over the 2005 forum, analyzed the business and technology requirements for making convergent IP communications a reality in today's world on a carrier scale. The premiere of the C5 Network World Forum will take place in the Fiera Milano Congressi in Milan, Italy, from 26–29 March 2007. Telecom Italia will be the forum's official host sponsor. For more information, visit: www.iec.org/events/2007/c5

The Italtel Group

The Italtel Group designs, develops and implements next generation multiservice integrated network systems, using state-of-the-art products and a system integration capacity that guarantees reliable infrastructures, open to networking and flexible in terms of technology development. These solutions are intended for telecommunications operators (fixed and mobile), Internet Service Providers, large enterprises and the public sector. Italtel turnover in FY 2006 was 546.1 million euro, and the company currently has around 2,400 staff. The body of shareholders of Italtel Group S.p.A., parent company of Italtel S.p.A., is composed as follows: CD&R (48.77%), Telecom Italia (19.37%), Cisco Systems (18.40%), Advent International (8.65%), Brera Capital Partners (2.16%), Cordusio Società Fiduciaria – which holds in trust the shares of employees, managers and directors of the Group as well as the Company's own shares in the Company (2.65%). The CEO of Italtel is Mauro Righetti. Web site: www.italtel.com

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