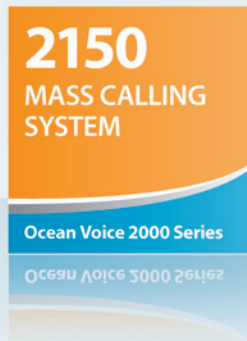


Ocean 2150

Mass Calling System

- ~ Proven, high-performance national solution
- ~ Independently audited to deliver fair competitions / events
- ~ Intuitive web interface enabling broadcasters to set up and manage events
- ~ Support for same-number voice and SMS participation
- ~ Deployment options for both traditional and Next Generation networks (at both local and transit levels)
- ~ High capacity: Up to 5000 transactions per second
- ~ Resilient (>99.999%) and scalable architecture.
- ~ Supports SIP, SS7 and ISDN interfaces for calls



The Ocean 2150 Mass Calling System enables network operators to actively manage the large volumes of bursty traffic generated by live interactive television and radio shows. By handling this traffic, and empowering media executives to control the interaction in their events, the network is protected and full advantage can be made of the revenue potential of this premium-rate traffic.

Telsis has been supplying Mass Calling systems throughout the world for nearly 20 years. The experience gained from working with many operators has enabled Telsis to enhance its solutions to maximise capacity, minimise impact upon the network and increase revenue from this premium service. Telsis' Mass Calling systems have broken many Mass Calling world records, including: handling calls equivalent to half of a country's population in a single prime-time TV show; and the number of calls handled per second in response to live television broadcasts. Telsis' Mass Calling system also achieved the world first of simultaneous, same-number voice and SMS voting on a live television event.

Telsis' Mass Calling system is designed to guarantee fairness for every event participant, and has been independently audited to deliver this. This is achieved through the central Mass Calling Control Point, which ensures impartial selection of winning calls and live counting of votes. Using Telsis' SMS Routing technology means 'message sent' equals 'vote counted'. The Event Management System also empowers organisers to run their events in sync with live broadcasts, meeting the expectation of live callers for good service.

The secure web interface of the Ocean 2150 provides Mass Calling event and system management capabilities to both end users and the network operator. A tiered security model

is used to give different logins appropriate access according to their security level. A client certificate is used to provide an additional layer of security – only browsers with the client certificate installed can reach the login page. Using this interface, all aspects of events can be configured including their scheduled times and the Audio & SMS Text, which is then deployed to the call-handling equipment. Live event vote counts can be viewed in both tabulated and graphical forms. Vote counts and statistics are updated every 2 seconds, providing real-time information to both end users and the network operator.

The Ocean 2150 can support signalling for use in both TDM and Next Generation networks (IMS). This flexibility enables the Ocean 2150 to be used for a variety of different mass calling event formats and network configurations, including those going undergoing migration from TDM to Next Generation networks.

The Ocean 2150 is highly scalable, supporting up to 250 call-handling units for either voice calls (up to 30 000 ports) or SMS messages (up to 5000 SM/s).

As any communications provider would expect from a critical platform, the Ocean 2150 can offer availability greater than 99.999%. It is installed as pairs of servers on the Management System and multiple call-handling units provide further resilience to failure.

Ocean 2150

Specification

System Components

- ~ Management System:
 - Pair of Mass Calling Control Point (MCCP) units
 - Pair of Sponsor Event Management System (SEMS) web server units
 - Pair of Content Management System (CMS) database units
- ~ Ocean Call Handling units
 - ISDN Signalling
 - IP Signalling
 - SS7 Signalling
- ~ SMS Interactive Text Response units
 - SS7 MAP Signalling
 - Sigtran Signalling

System Capacity

- ~ Supports up to 30 000 ports:
 - Scalable from 120 to 30 000 ports (in 120 port modules)
 - 100 agreements
 - 1000 customers
 - Up to 1000 concurrent events
- ~ Supports up to 5000 SMS/s:
 - Scalable from 100 to 5000 SMS/s (in 100SM/s steps)
- ~ Number Range:
 - Up to five digit absorption
 - Manage a single number range of up to 100 000 mass calling numbers

Event Categories

- ~ Competition (i.e. single channel non-interactive event) with 1 telephone number per event
- ~ Televote (i.e. multiple channel non-interactive event) with up to 100 telephone numbers per event
- ~ Interactive (i.e. single channel event with caller DTMF interaction or SMS content) with 1 telephone number per event with up to 100 selection categories
- ~ Right Answer (answer using DTMF interaction or SMS content) with 1 telephone number per event

Winner Selection Criteria

- ~ Nth caller
- ~ Random
- ~ Hot Key
- ~ Time Dependent

Audio

- ~ Audio Loading
 - Windows-compatible 'WAV' files using web interface
- ~ Audio Capacity
 - Event audio limits are specified in terms of the maximum length of a individual announcement and also in terms of the total audio per event. Telsis will set these values according to the network operator's requirements

SMS Text

- ~ SMS Text Loading
 - Text fields completed using web interface
- ~ SMS Text Capacity
 - SMS Text is configured so that the response text (made up of two or more SMS Text fields) is 160 characters or less, in order to be sent in a single SMS message.
 - Configurable SMS Response Sender Details
 - SMS System Name
 - Event phone number
 - Text (user-configurable)
 - Number (user-configurable)

Statistics and Reports

- ~ Real-Time Event Statistics via web interface
 - Graphical display
 - XML feed
 - Vote count refresh every 2 seconds
 - Counts for Voice calls, Text messages and total.
- ~ System Dashboard Statistics via web interface
 - Live calls per second refresh every 2 seconds
 - Peak calls per second (since last reset)
 - Total calls received (since last reset)
 - All metrics give voice call, SMS and total counts
- ~ Post Event Reports
 - Event Details
 - Number of calls in event 'live' period, early calls, late calls, primary winners, secondary winners
 - CLI of first 128 winners
 - Area-code CLI analysis of calls in event 'live' period
 - Reports are kept for 60 days (configurable), unless manually deleted.

Redundancy

- ~ MCCC (Mass Calling Control Platform) pair
 - Active / Standby configuration
 - Managed shutdown and restart
 - Live software updates
- ~ Ocean Call Handling and SMS Interactive Text Response units
 - Multiple units provide redundancy
 - Managed shutdown and restart
 - Live software updates

Operations and Management

- ~ Web interface to the central Management System for:
 - System configuration, management and status analysis
 - Event configuration, management and status analysis
 - Reporting & Logging
 - Alarms management
- ~ Statistics via Platform Manager
- ~ Visual unit alarms status, alarm counts and textual descriptions via Platform Manager

Interface Protocols

- ~ HTTPS (with client certificate) for secure web-based access to the management system for both users and operators
- ~ Ethernet LAN interface for system management, call control and external communications
- ~ Mass Calling Control Protocol over TCP/IP network between MCCC and Ocean Call Handling units
- ~ Voice Calls
 - Euro ISDN Signalling
 - SS7 Signalling
 - SIP Signalling
- ~ SMS
 - SS7 Map Signalling
 - Sigtran Signalling

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