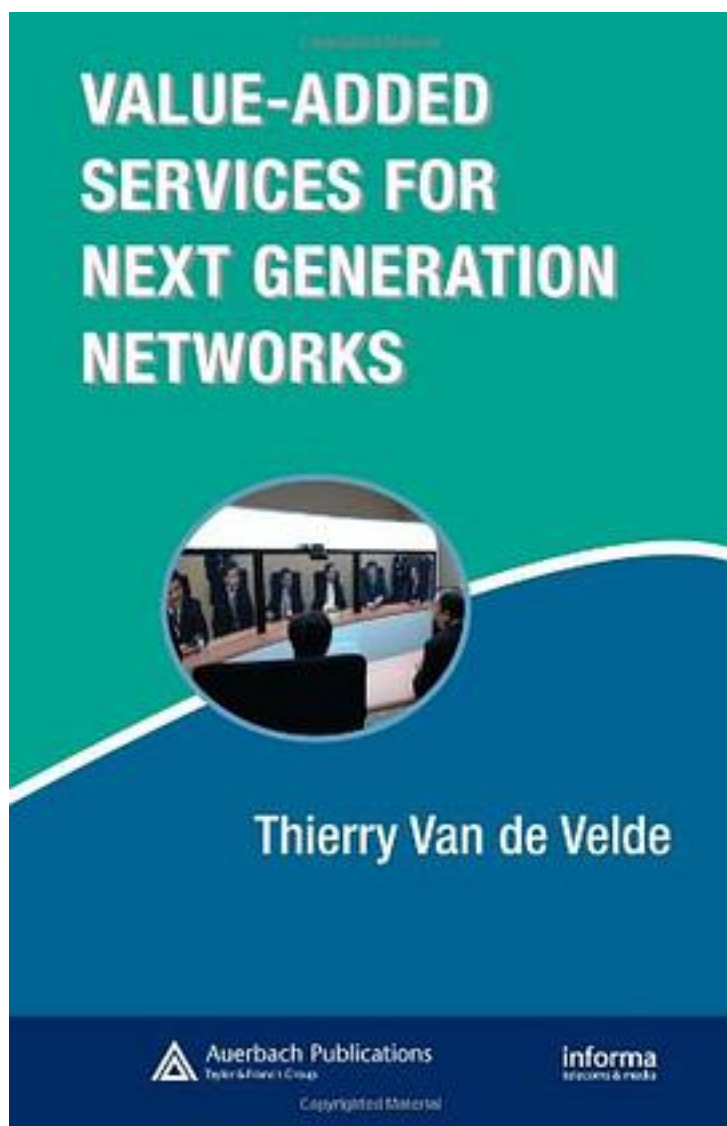


# Value Added Services for Next Generation Networks



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"Value Added Services for Next Generation Networks" provides a SWOT analysis of PSTN/GSM operators and new entrants that are facing such threats as internet communities, unlicensed spectrum, and low ARPU markets. This book summarizes the NGN standardization bodies and addresses the role of rating, promotions, and campaigns in stimulating revenue, evaluating the effectiveness of usage-based charges. Showing how the NGN can be interconnected to the existing infrastructure, it describes the architectural requirements in a modern VAS platform and presents twenty original VAS for the NGN. It also examines the role of personal contact lists and instant multimedia messaging in the end user experience.

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