



# ENUM and t-commerce

**How to Integrate Usability,  
Mobility and Revenue Today**

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# Vision

## ▪ ENUM

- Used to store information regards URI address
- Run inside e164.arpa. domain
- Can store any previous standard defined information
- Can be used to store any E2E URI
- E2E # E2U

## ▪ T-commerce

- Driver for revenue in Digital TV System
- Massive audience in 15s – In Brazil 100MI
- Can be used better than e-commerce
- t-commerce do not allow 90' bubble
- Business model can be changed by
- We need to be connected

# What's that?

- ENUM

```
$ORIGIN 3.8.0.0.6.9.2.3.6.1.4.4.e164.arpa.
```

```
NAPTR 10 100 "u" "E2U+sip" "!^.*$!sip:user_number@sippxy.com!".
```

```
NAPTR 10 101 "u" "E2U+mms" "!^.*$!h264:mms@carrier.com!" .
```

```
NAPTR 10 102 "u" "E2U+xyz" "!^.*$!stb:STB_N@carrier.com!" .
```

<http://www.ietf.org/rfc/rfc3761.txt>

- Mobile Digital TV System



# Mobile Digital TV System

## ▪ Market

- People believe will be different to watch TV using cell phone screen
- People believe will be hard to buy something using cell phone screen
- They wont buy a Smart Phone to watch Digital Audio and Video

## ▪ Maturity

- Interactive and Data Return channel are there!
- Brazilian DTV system are very close yet!
- We need more R&D consortiums
- We can use EU models and applications

## Conclusion

- **Mobile Marketing in Brazil**
  - Cell Phone isn't Mobile data yet
  - Will be very powerfull
  - We need to add more value
  - You can give something different to 100MI of users
  - They are connected 24x7 a week
- **Digital TV System**
  - Its new and can be anything
  - We need to increase our maturity for ICT
  - Think in technology but don't forget the revenue
  - Mobile vendors can win a big marketing
  - Marketing research can be very powerfull tool for increase revenue

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## Questions & Answers

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# EXECUTIVE SUMMARY

- **Business:** a leading network IPv6 developer vendor and marketing broadband wireless backhaul and access solutions for enterprise and carrier
- **History:** Founded in 2003 with HQ in Sao Paulo, Brazil. Proven team; 9 people in 3 countries with a strong track record of commercial success
- **Products:** VoSIX and SINC IPv6 systems to attend VoIPv6 and IPsec capability
- **Differentiation:** The Industry Leader in LATAM offering the best combination of capacity, range and reliability.
- **Market Leader:** several “firsts” in Brazilian and LATAM IPv6 scenario including first with complete IPv6 training and deployments in Brazil
- **Sales Results:** Established systems deployed in 4 companies with Global IPv6 Reach — 50+ Partner Organizations;
- **Revenue Growth:** CAGR >23%
- **Financing History:** Investment from BR Venture Partners
- **Next Steps:** Create a – OPPN Open Partner Program Network to connect vendors, carriers and developers interested in to attend the +500 largest companies fro Brazil with new products and services IPv6-ready



**IPv6 do Brasil**  
A Próxima Geração da Internet