



International Multimedia Telecommunications Consortium



*Mitch Lewis, VP,
Dilithium Networks*

Inside the IMTC Marketing Activity Group



Consumers are *changing ...*

- ◆ They are changing the way they consume *Media*
- ◆ They are changing the way they consume *Information*
- ◆ They are changing the way they *communicate with each other*



The Market is *changing*...

- ◆ **Technology adoption cycle is getting shorter**
- ◆ **Value chain is changing rapidly with new players entering the market**
- ◆ **Regulators are intervening and affecting market development**
- ◆ **Strengthening Buyers' power increases the chance of multi-vendor platforms**



It is affecting *Your Business*

- ◆ **Time to market is becoming key to success**
- ◆ **Open standards are a requirement, not a suggestion**
- ◆ **Interoperability between competitors is a must**



Value To Member Companies

- ◆ **Shorten timeframe to future success in multimedia market**
- ◆ **Faster time-to-market with products that properly interoperate with other vendors' equipment**
- ◆ **Increase market exposure within the multimedia market segment**
- ◆ **Gain critical insights into the subtle technical and business directions of our industry**

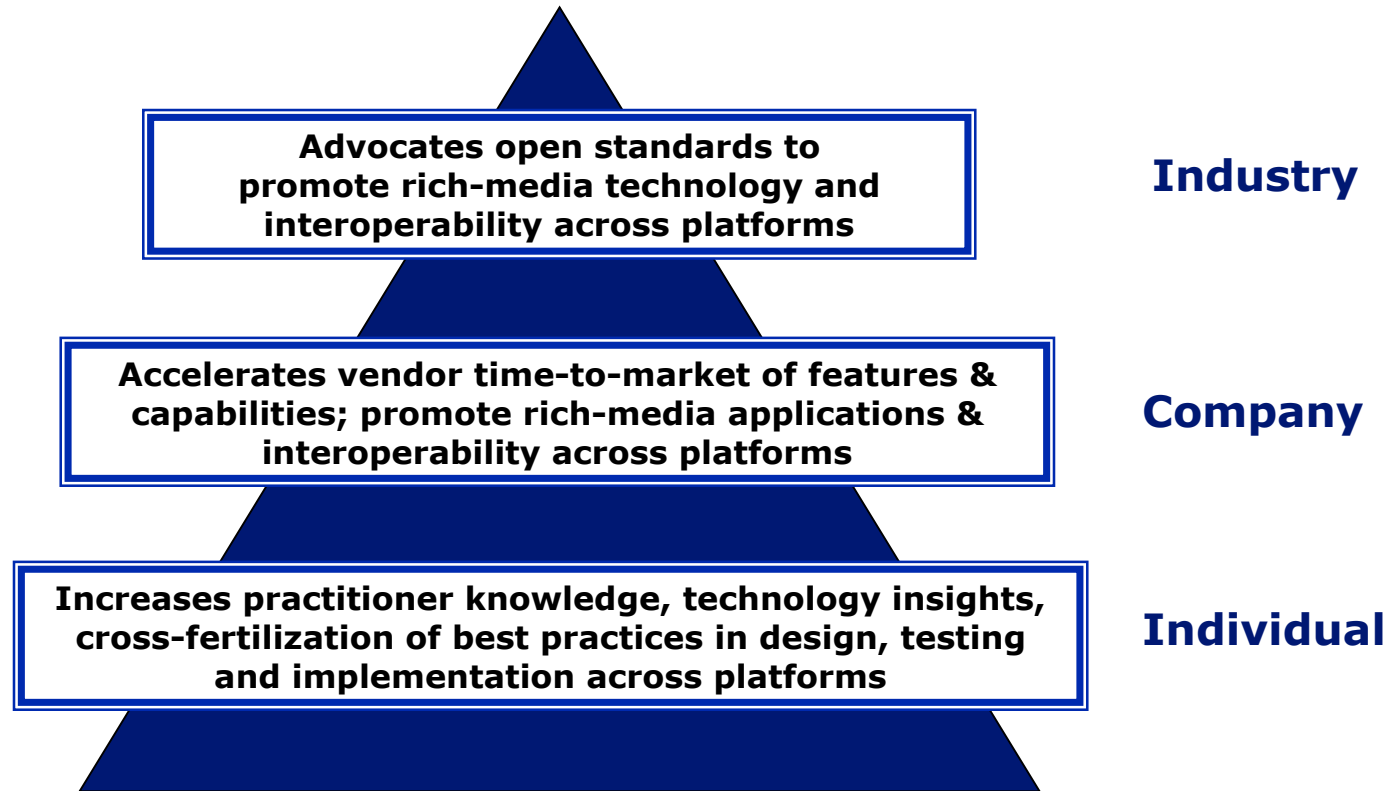
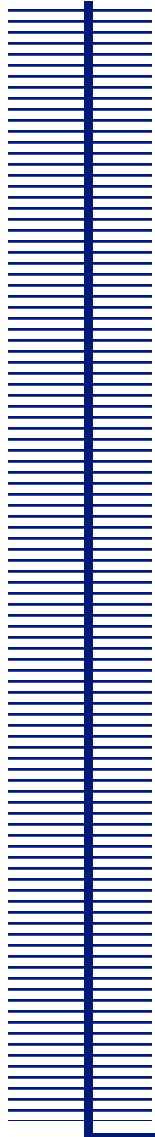


Value to Member Companies

- ◆ **Visibility to cutting edge multimedia technologies and marketing challenges**
- ◆ **Alliance and partnership opportunities**
- ◆ **Influencing standards and actual implementation of key technologies**



The IMTC Value Chain

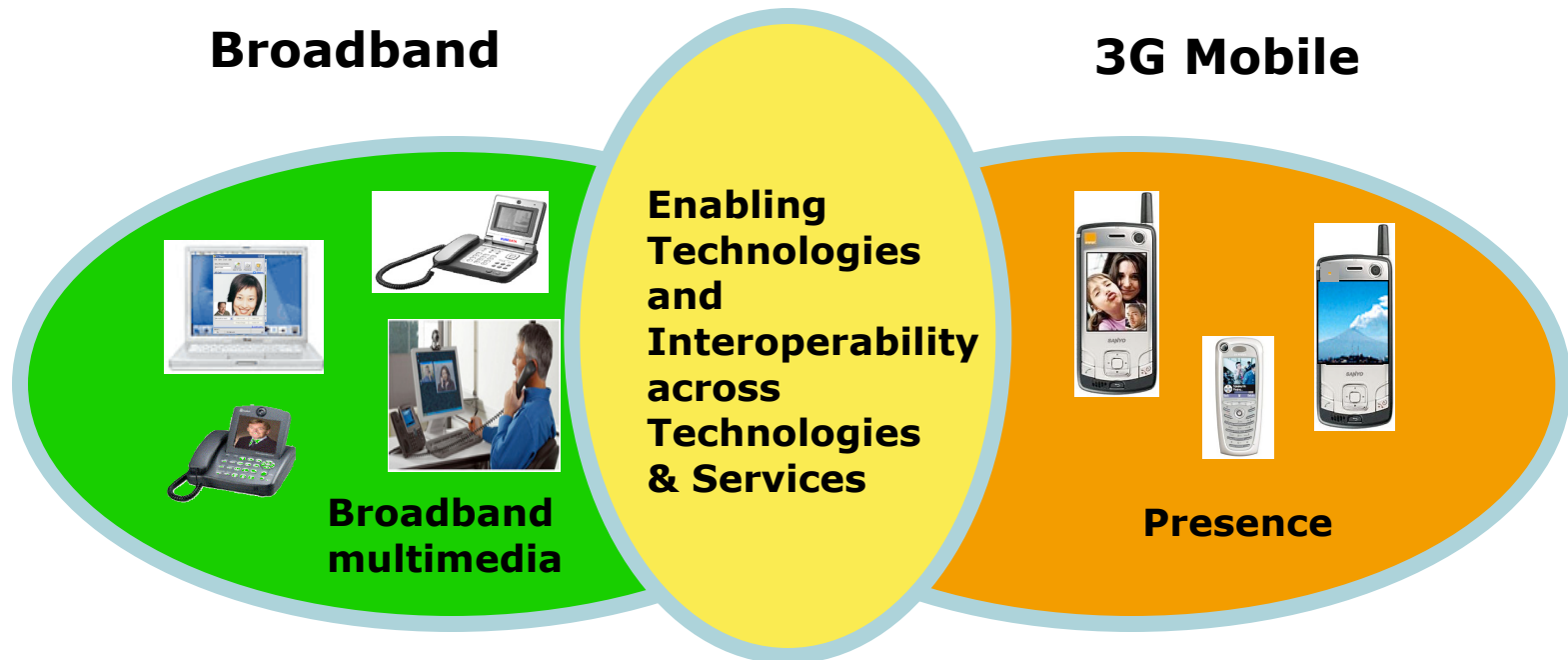


MTC Member Value Chain

**Increase
Quality of Customer
Experience**

Broadband

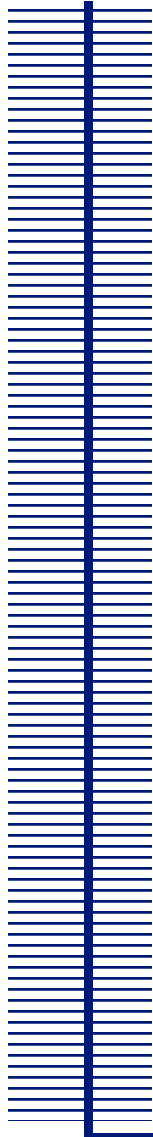
3G Mobile



Mobility and Multimedia = Rich Experience



Marketing Activity Group *Drivers*

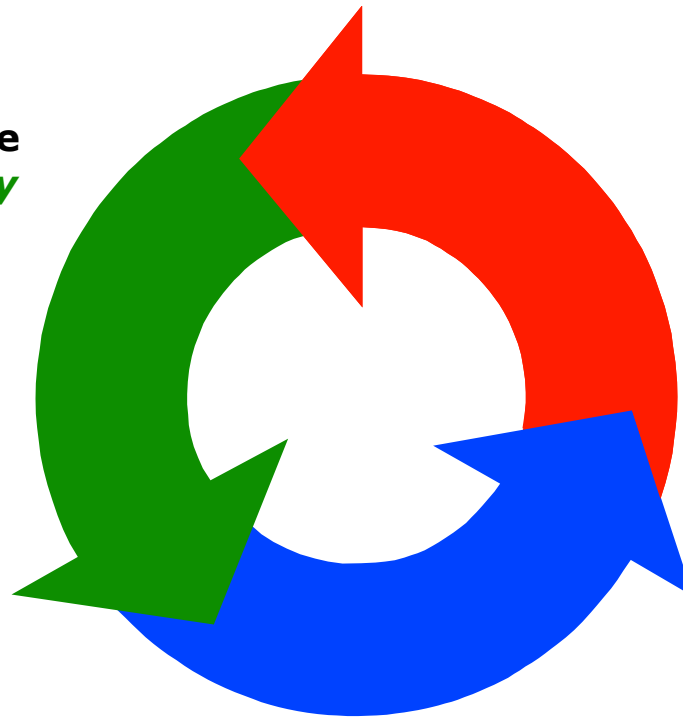


Increase *Visibility*

Our visibility in the Telecoms market – from standards bodies to the Analysts & Media

Increase *Relevance*

The perceived importance of IMTC to Operators, Suppliers and Customers



Increase *Membership*

Insure continued growth in member companies and active participation by members



Marketing Activity Group Search

The IMTC Marketing Activity Group is shaping and leading the IMTC marketing strategy and market presence. We are looking for 3 new contributors.

Applicant Criteria:

- ◆ Actively participate in weekly conference calls**
- ◆ Willingness to accept ownership, management and execution of key IMTC marketing activities**
- ◆ Marketing Professional**
- ◆ IMTC Member company**



Why you should join the IMTC MAG

- ◆ **Forge the strategy of one of the leading technology groups in the world**
- ◆ **Collaborate with industry marketing leaders on branding, joint ventures, and market wide initiatives.**
- ◆ **Work with companies from different market segments – operators, vendors, system integrators, etc.**
- ◆ **Experience marketing a Not for Profit with its unique set of characteristics**



The IMTC membership includes





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