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**MULTIMEDIA COMMUNICATIONS FORUM AT FALL VON EXPLORES REALITIES OF UNIFIED COMMUNICATIONS AND CONTENT DELIVERY**

AT&T, Cisco, Polycom, RADVISION, RealNetworks and others capture manufacturer, service provider, content creator and user perspectives

SAN RAMON, Calif. – Oct. 3, 2007 – The International Multimedia Telecommunications Consortium (IMTC) announced today that worldwide telecommunication leaders will explore the challenges and opportunities of unified communications and content delivery Oct. 29 in Boston. The IMTC Forum, “Content Delivery in a Converging World: Realities and Perspective,” in cooperation with Pulvermedia’s Fall VON, is open to non-members as well as IMTC members.

The wide availability of broadband Internet service and the rise of service-oriented architecture create new market opportunities for equipment manufacturers, service providers and content creators.

“Multi-platform content delivery re-frames the communications landscape for all stakeholders, challenging traditional business models, technologies and even end user experiences,” said Anatoli Levine, president of IMTC and a RADVISION senior director. “IMTC members define and lead the multimedia telecommunications industry, providing one of the most vibrant expert communities to examine unified communications issues with members and other industry participants.”

Forum speakers and panelists will identify requirements for successful delivery of large-scale, multimedia content-based services. Sessions focus on content distribution strategies, signaling and interactive response issues, user quality of experience, uniform representation of the content in terms of media and associated metadata, and the management of digital rights. The program will also discuss how content delivery affects end users’ media consumption habits and usage rights.

Leading companies will address market segment perspectives on these opportunities and challenges:

- AT&T and Avaya will present service providers’ perspective;
- Cisco Systems, Juniper Networks, Polycom and RADVISION will present equipment manufacturers’ perspective;
- Vantrix will present content providers’ perspective;

- Mobile Entertainment Forum, RealNetworks and FWD will address the end users' perspective.

The IMTC is a non-profit consortium of industry leaders that promotes and facilitates the development of interoperable telecommunications products and services based on open international standards.

For more information or to register for IMTC Forum/Fall VON Pre-conference, visit <http://www.imtc.org/events/>.

#### **About the International Multimedia Telecommunications Consortium (IMTC)**

The IMTC is an industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards. Hosting interoperability testing events and demonstrations throughout the world, including SIP, IMS, 3G-324M, 3GPP-PSS, H.323, and other Voice over IP technologies, the consortium offers membership to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. The IMTC is based in San Ramon, Calif. *The IMTC is making Rich Media happen Anywhere, Anytime.* Additional information is available at <http://www.imtc.org> and in the IMTC blog at <http://imtcblog.blogspot.com/>

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