

Topics from the Cell Broadcast Forum Plenary Meeting on 28-29th May in Milan, Italy

The fourth plenary meeting of the Cell Broadcast Forum was held in Milan and was hosted by Spazio ZeroUno. Some forty attendees spent two days discussing Cell Broadcast, its possibilities and its future. Various presentations were given and working group sessions were organised. Some topics from the meeting are listed below.

Summer CB-service trial at SFR-Cegetel

SFR will offer a CB-trial service to subscribers and roamers in the centre and southwest of France. CB-messages -free of charge- will be sent out containing information on the World Cup Soccer, Reuters' headlines and content aimed at youngsters. To the subscriber the services are transparent; they will either receive a CB-message or an SMS-MT, depending on the handset type. With the Cell Broadcast messages hundreds of thousands of subscribers are reached instantaneously and will provoke SMS and IVR-responses. Also the SFR-representative – recently appointed chairman of the CB Forum's Service Working Group – has initiated a CB-application beauty contest: the most appealing Cell Broadcast application of all may be hosted on the SFR-network as a reward.

"IS THE PROBLEM NOT THE ATTRACTIVENESS OF CONTENT INSTEAD OF THE PROBLEM WITH THE HANDSETS?"

Enhanced Messaging (EMS5) over CB already present in one of today's handsets

Both Magic4 and Swapcom mentioned that in the EMS5 standard, EMS push over a Cell Broadcast channel is incorporated. The Sagem X-5 was presented as the first EMS5 handset in the European market. With the possibility of transmitting ringtones, small animations and logos via Cell Broadcast towards handsets, the role of CB for permission marketing will increase. Enterprises can now send their corporate logos and ringtones into the air, without the subscriber needing to first set-up a session. By simply listening to a CB-channel with Enterprise Information, EMS-content can serve as a "teaser", "trailer" or "brand-establisher", and will end up in handsets of subscribers that have selected this channel.



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Report from the Dutch Ministry of Traffic and Water Management (Emergency Broadcast)

A representative from the Dutch Ministry elaborated on a public-private cooperation in which the possibilities of Cell Broadcast for Emergency Alerts and Traffic Information will be tested. In June CB-messages will be sent with Emergency warnings as add-on to the regular system of citywide sirens. In wireless alerting both paging and SMS have been tested previously, but proven unsuitable because of lack of geo-localisation and real-time messaging. Cell Broadcast overcomes this issue. In the next phase, the potential of Cell Broadcast as bearer for Traffic Information will be examined. A model is envisioned where more global information on the traffic situation (major accidents and bad weather conditions) will be offered for free, leaving room for commercial parties to deliver more detailed traffic information.



Spazio ZeroUno: host of this CB Forum and involved in GSM-R applications

Italian technical consultancy company Spazio ZeroUno demonstrated the possibilities for the role that Cell Broadcast technology will play as bearer for Differential GPS signals towards European High Velocity Trains. GSM-Rail networks are in place with major European Railway companies and will continue to become part of all of European Railway companies. Next to voice, these networks offer the possibility for data services. By using the Cell Broadcast channel in GSM-R there is a possibility to transmit

(geo-localised and time dependant) error-correction data towards a High Speed trains in a certain area (i.e. D-GPS), this will allow for very accurate positioning of the trains

Cell Broadcast boosts ARPU by utilising the display of the handset

Celltick Technologies presented a model in which the display of the handset will be used in a more efficient and effective manner. By streaming messages –free of charge- to the display of the idle handset, a potential number of customers for Value Added Services will be reached that otherwise would never have thought of “clicking through” or requesting a service. In the idle state of the display a message will pop up. The message informs the customer, but also provokes “click through” behaviour and hence “subscribing” to a service.

Activities around Cell Broadcast in North America

After the FCC published its 911 legislation in 1999 the US is building a new emergency service where people in an endangered area can be informed adequately of what has happened and what action is required. Cell Broadcast is well suited to inform the public via their mobile phones. The September 11 disaster has shown the GSM network can be used to save lives. The CB forum is organising an ad-hoc forum meeting in the US to raise the attention to the advantages of CB in 911 situations.



Reports from the Working Groups

Standards & Influencing

The Handset Requirements document regarding the Cell Broadcast function has been reviewed and made final. It is the intention of the CB Forum to start compliancy testing of the various available handsets against these requirements. The results will be made available on the website, after having presented the results to the handset manufacturer. Furthermore a liaison between the UMTS Forum and the CB Forum will be established. The CB Forum will play a supportive role in standardisation issues regarding RNC specifications concerning the Service Area Broadcast Protocol.

**"STANDARDISATION OF CB IN THE HANDSET MENU OF THE DIFFERENT MANUFACTURERS
WILL SUPPORT LAUNCHING OF THE SERVICE"**

Public Relations

The CB Forum has announced a liaison with the Mobile Marketing Association (MMA). Members of both bodies will be present and play a role in each other's associations. The PR-group will put more effort in getting handset manufacturers and network suppliers involved in the CB Forum.

Services:

A market analysis will be done to investigate the reasons that make a service successful and which benchmarks should be met. The services working group will describe various services, which will be made available in full to CB Forum members only.

All presentations that were given during the last meeting can be viewed on the CB Forum's website:
<http://www.cellbroadcastforum.org>.



Why become a member of the CB Forum?

During Forum meetings you are able to meet industry contacts, and learn what is going on. Competitive advantage can be attained through early knowledge. Joining forces in Working Groups gives you access to detailed marketing information.

The CB Forum is able to influence CB standards of handsets as well as CB standards on the network side. Some handset vendors are already using the Handset Requirements document that was published by the CB Forum.