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BBWF: Italtel scoops IEC InfoVision award for "new product concept"

Underlines supplier's ambitions in the NGN services space

by Ken Wieland

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Italtel, primarily associated with softswitches and systems integration, is making inroads into the NGN services market. Its first major NGN services initiative, The Service Box (TSB), a software platform, received an InfoVision award today from the IEC, the organizers of the BBWF event, in the "new product concept" category.

"We don't see this as just an add-on to our portfolio," says Giorgio Bertolina, Italtel's recently appointed CEO. "This could become a core part of our offering."

TSB, which can work with any device (fixed or mobile), allows operators to offer advanced communications services to consumer and enterprise



customers over a softswitch-based NGN architecture.

"If I wanted, say, to only receive calls at a certain time from my wife, TSB would enable operators to give customers that kind of service," says Antonino D'Angelo, Italtel's CTO, and who was directly involved in developing TSB. "It also allows a communications link to be set up automatically without the need for anyone to initiate the call, which could be useful for audio conferencing and video conferencing."

Italtel is pitching TSB as a tool for service enablement, but it has also come up with its own ideas about how it can be used. Telecom Italia Mobile is using TSB to offer its "Second Life" service (a concept thought of by Italtel), which allows mobile users to assume a virtual identity (through the use of avatars) and make calls and send texts without disclosing their mobile number.

"I see the biggest opportunity for TSB coming from the enterprise and public sector," adds Bertolina, "where there is not only a strong desire for more cost-efficient use of communications [using IP technology] but also to increase productivity."

Italtel was not only the only winner in the "new product concept" category. Alcatel-Lucent also received recognition for its 7705 service aggregation router (SAR), which forms part of the META platform that Alcatel-Lucent unveiled yesterday (see [AlcaLu goes META about mobile backhaul](#)).

The winners of the IEC Infovision awards in other categories also reflected the growing momentum behind carrier Ethernet. Nokia Siemens Networks won an award in the Network Core Innovation and Advances

category for its PBB-TE Carrier Ethernet Switches Product Family, while Meriton Networks received recognition for its Carrier Ethernet Transport (CET) approach. Its 7200 Optical Switching Platform (OSP) won the IEC InfoVision Award for Metro Network Technologies and Services.

For a full list of the IEC InfoVision awards winners for BBWF 2007, go to http://www.webitpr.com/release_detail.asp?ReleaseID=6831.

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