



## **ActiveGroup – Service Description**

### *Enabling one-click Group conferencing*

ActiveGroup service enable business oriented, one-click, automatic and instantaneous generation of ad-hoc or pre-arrange conference-calls.

### **ActiveGroup Participants**

Participants may be invited to the call by selecting a pre-defined group or by easily submitting an ad-hoc list through IVR, SMS, WAP or WEB.

Invitations are automatically sent by the system to all required participants, through SMS or through out-call, according to specific, per-call, customization

To accept the invitation, the participant simply joins (if pre-called) or calls the displayed number and joins the session.

During the call additional participants can be invited, at the organizers, or at other participants will.

### **Group Definition**

Groups can be defined via any medium: IVR, SMS, WAP or WEB. The groups are centrally and securely kept by the system, and can be browsed and updated by the user. Each entry has a textual as well as vocal (and optionally visual) presentation.

Usage of the group for performing a conference a call can be initiated by the user as described above.

Pre-defined group can be set by the operator, such as Family, Colleagues, etc. They can also be populated by Operator's databases where relevant. Technical interfaces exist to standard commercial PIM systems, databases and common operator back-end systems.

### **In call options**

During the call, participants can speak at will, or according to pre-defined orders, or through "right-of-speech" give by the call organizer.

Sub-groups of participants can go into a 2-party or multi-party sub-conference, by simply inviting the other parties to a "private call".

A participant can "whisper" to another participant by sending a private vocal message during the call.

The conference session can be recorded for later reference. Play-back of the recorded session can be later heard by the session manager, or other participants, according to the service configuration.

### **After call options**

Playing back the recorded conference call enables generation of special memos and action items lists, to be sent to participants or other people for notification and reminder.

The user is able to navigate the session, create vocal excerpts, give them headers and send them to destination lists as vocal messages or SMSX or MMS messages, where applicable. The system enables tape-recorder like editing functions, together with ability to “tag” certain relevant pieces of the session.

### **Subscriber Benefits**

**Anytime-Anywhere instant conferencing** —the ability to connect instantly with several people, at a single dial (e.g. dial \*77703 – will start conference call with group number 3), without the hassle of existing methods (limited number of participants, no pre-defined groups, long invitation process, need to put participants on hold), without the need to pre-schedule.

**Pre-defined Groups** – allow the user flexibility and ease-of-user for instant generation of conferences

**Enhanced capabilities**— The in-session options enable users better productivity and utilization of the conference tools, for private sub-conferences, “whisper” features, and session recording.

### **Service Provider Benefits**

**Increased Revenue**—ActiveGroup ease of use extends the air-time generated by business users in the course of their business, during and after the conference.

**Increased Data Revenues** – ActiveGroup invitations generate additional messages and data revenues as a result of pre-session and in-session invitations.

**Complementary Service** — Leverage offering and business tools to business users. Leverage existing PIM infrastructure.

### **Part of the FocalPoint System**

The ActiveVchat application is part of XciTel’s FocalPoint—an open, mobile VAS system, which provides a set of turnkey multimedia services ready for launch, plus a comprehensive Service Creation Environment that makes it easy for operators to create new services and bring them to market in record time.

FocalPoint helps cellular operators extend services and maximize revenues from currently available technologies, and is designed to transparently operate over next generation technologies as they become available.

**About XciTel**

XciTel is a provider of advanced messaging and mobile multimedia applications. XciTel's FocalPoint offers cellular carriers, wireless application providers and content providers, a comprehensive multimedia application and communication system for the creation and deployment of innovative, value-added multimedia messaging services and applications.