

PORTABLE CALLER ID (PCID)

Designed for both mobile and landline operators, Portable Caller ID (PCID) from Integrated Telecom Solutions (ITS) is a missed call notification service for fixed networks. PCID allows information about missed landline calls to be sent to the subscriber's mobile handset. This supports sending missed call information from multiple landline numbers to the registered mobile handset. PCID offers an attractive solution for more convenience, productivity, and economy for on-the-go professionals who have multiple landlines and mobile telephones. PCID may also be combined with ITS' Wireless Caller Name for a superior differentiation.

FEATURES

Maintains Incoming Missed Call History

PCID records each missed landline call, when the subscriber is not available to answer the landline phone, in the subscriber's incoming call history database and allows up to 100 entries per subscriber. This missed call event is then delivered to the subscriber's registered mobile handset immediately or at desired pre-configured time intervals.

The information provided to the subscriber includes:

- Caller-ID information
- Landline number where missed call occurred
- Date & time of call
- Unavailable text or restricted text
- Caller name (optional)
- Number of call attempts
- Call forwarding indicator, if the call was forwarded to the PCID subscriber



Rapid Subscriber Notification

PCID recognizes when the subscriber is not reachable during a landline terminating call and sends a SMS notification to the subscriber's registered mobile phone.

PCID has the ability to send SMS messages directly to the handset, bypassing Short Message Service Centers (SMSC), facilitating rapid response times without increasing the traffic load on existing SMSC. Alternately, PCID may be configured to send the alert SMS through the SMSC.

Multiple SMS Message Display Options

PCID messages may be configured based on subscriber needs or operator preferences. Single missed call notifications are immediately delivered. Multiple notifications may be contained in a single SMS message if the subscriber's mobile handset is unavailable or if the subscriber has chosen the bundled delivery option.



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Restricted, Redirected, and Unavailable Number

PCID provides support for restricted, redirected and unavailable numbers providing the text for each in the subscriber's preferred language.

BENEFITS

- Offers convenience and customized service by monitoring missed calls from authorized telephone numbers
- Allows subscribers to remotely conduct business without the threat of losing potential customers due to missed calls on their landline phone
- Attracts enterprise customers by providing a new and popular service in a market where fixed line competes with mobile



- Increases revenue for service providers of enhanced services with a monthly subscription fee
- Increases revenue for service providers by providing more minutes of use and inter-connect charges on their own network, regardless if the subscriber uses a landline or mobile to return call
- Increases revenue for service providers for the SMS missed call alerts delivered to the registered mobile handset

- Increases revenue for landline operators on all unmetered lines
- Tailored to fit seamlessly into the landline operator's network with no special on-site equipment needed
- Subscribers may use the automatic call back feature in the alert SMS to quickly call back the calling party number related to the missed call event without dialing the digits.

STANDARDS COMPLIANCE

- GSM 09.02
- AIN 0.1
- ETSI Core INAP/CS1
- UMTS 29.002
- TIA/EIA ANSI-41



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