WebRTC

CONFERENCE & EXHIBITION PARIS 2013
THE FIRST REAL-WORLD DEPLOYMENTS

upperside conferences

SIP FORUM

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TUESDAY 10 DECEMBER 2013 | TECHNICAL TUTORIAL

09.00 WELCOME, REGISTRATION AND COFFEE

PRESENTED BY

Dan Burnett | TROPO/VOXEO
Tsahi Levent-Levi | Director, Foundations Product Management, PSM | AMDOCS

10:00-12:00 OVERVIEW OF WebRTC

- **An introduction session to WebRTC**
- **What is WebRTC?**
- **The components that make up WebRTC**
- **Overview of WebRTC APIs, with sample code**
- **Update of the standardization of WebRTC at the IETF and W3C**

14:00-16:00 THE WebRTC ECOSYSTEM

- **The WebRTC differentiation**
- **The ecosystem forming around WebRTC**
- **Interesting WebRTC use cases and business models**

16:00-16:30 Q&A

16.30 END OF THE TUTORIAL

WebRTC has emerged as a potentially disruptive communication technology. The ongoing work being done by the **IETF & W3C** brings millions of web application developers and application users into the world of **real-time IP communications**.

Indeed, WebRTC enables web applications to leverage **web browsers to make real-time voice and video** connections to other WebRTC devices or traditional VoIP and video devices through mediation elements that can interface WebRTC with the existing infrastructure.

However, voice services have always been tricky to implement and deploy. Participants of the conference will stress some key items like identity, quality of service of the media and regulation issues.

They will also discuss the critical points related to the interworking between WebRTC and the "**PSTN**" world (call-control protocol, encryption of the media, codecs, browser wake-up).

THE 4G/LTE PROMISES

Of interest to **4G network** operators, WebRTC can extend the reach of their services to more end points. Of equal interest, the mobile device application developer will find WebRTC as a means of bridging their app across mobiles and web browsers. Introduction of WebRTC capabilities to smartphones opens up great opportunities for new applications and services, but to get there, a number of technical challenges need to be overcome.

OTT'S AND ENTERPRISES

OTT VoIP players don't have to wait for standards and can implement new features quickly as they don't rely on any but the most basic functions of the underlying network. This is why they have been disrupting the telco space for several years now.

Question: has WebRTC, as a new standard, the potential of disrupting OTT VoIP players and become **a real boom for telcos**? OTT's representants will explain their strategy in this area and exchange with other service providers.
Finally, many large enterprises consider WebRTC as a potential cost saving for their remote workers (be there home, mobile or other). However,

existing enterprise telephony infrastructures do not use or conform to many of the advanced standards being presented by the current implementations of WebRTC in the browser. ICE, STUN and SRTP are among many problems faced while integrating. Along with this, enterprise networks have existing security and compliance infrastructures that WebRTC solutions must be aware of:

- Does WebRTC constitute a threat or an opportunity for telco business models?
- What are OTT VoIP players strategies?
- How WebRTC can change enterprise communications?
- Can WebRTC be considered as a plain telephony service?
- What about scalability, security, confidentiality?
- How can WebRTC and SIP-based solutions work together?

During the WebRTC Conference, to be held in Paris-Roissy, from 10 to 12 December, 2013, experts will address all technical and standardization issues that still need to be solved, based on the first real-world deployments.
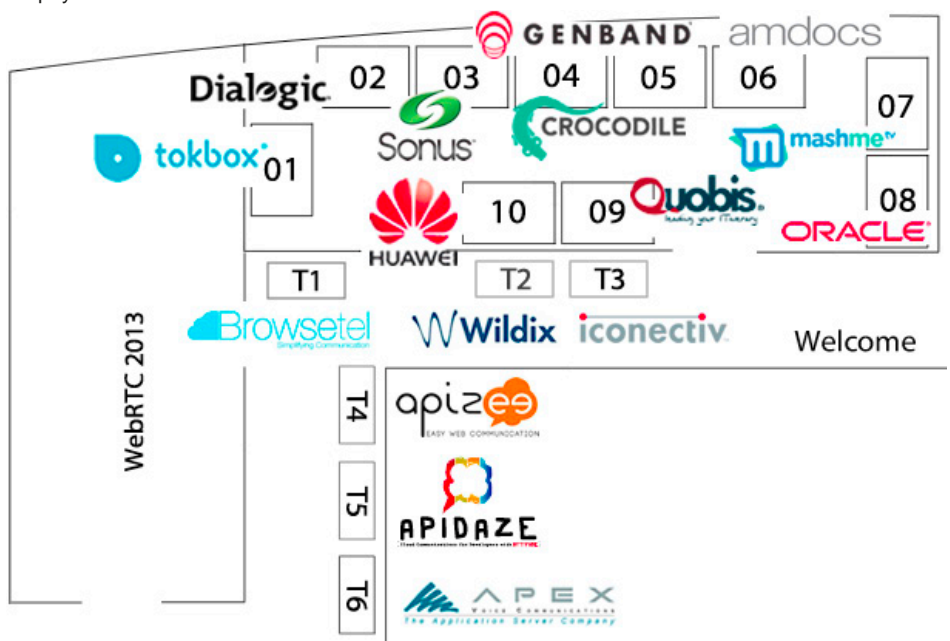
STARTUP SPEED DATING SESSION

The Start-Up speed dating session will include presentations and demos of products and services.

The audience will evaluate and rate the companies based on a number of criteria. 'Best of Show' award will be given to the company achieving the highest score. A panel of judges will select between finalists in case more than one company shares the highest score.

Evaluation criteria:
Innovation
Business Model
Ease of Use

Companies selected
callstats.io, Apidaze, Quobis, Crocodile, Dialogic, **Wildix, MashMeTV and Browsetel**

WEBRTC 2013: THE FIRST REAL-WORLD DEPLOYMENTS

07.45 WELCOME, REGISTRATION AND COFFEE

CHAIRMAN

Amir Zmora | VP Alliances & Partnerships | AUDIOCODES

OPENING ADDRESS

08.30 Overall WebRTC Market Status & Forecasts

There are 3 broad groups looking at exploiting WebRTC – enterprise communications, telecom service providers, and general "consumer web" developers. At the moment, enterprise seems to be in the lead
for real-world adoption; but will that situation continue? Will telcos start to exploit it for their own uses?

Dean Bubley | DISRUPTIVE ANALYSIS

WEBRTC: THE TELCO APPROACH

09.00 France Telecom WebRTC Solution

Showing how the web can be leveraged to provide communication services, based on a full web architecture, and including int er service provider interoperability.

Stephane Cazeaux | ORANGE LABS

09.20 Building a One-Number Solution using WebRTC

Describing how a competitive One-Number solution can be realized using WebRTC as a component. An operator needs to define the services he wants to launch and on which devices, and these two factors will impact the time to market.

Bodil Josefsson | Business Development Manager | ERICSSON AB

09.40 Telecom Italia WebRTC Approach

- Exploiting WebRTC to create «branded» services for both business and consumer markets, also leveraging on the integration with existing communication platforms (SIP/IMS, PSTN/PLMN interoperability, QoS control).
- Developing WebRTC advanced applications based on «centralized service features».
- Exposing advanced web communication Application Programming Interfaces (APIs) both internally and to third party application/service developers.

Fabrizio Caffaratti | TELECOM ITALIA

10.00 COFFEE BREAK

10.30 How to Monetize an IMS Network with WebRTC

Operator's opportunities and challenges in web era
How to monetize an IMS network with WebRTC
The collaboration of IMS and WebRTC
Key points: Communication as a Service, QoS, Security

Bob Ding | Senior Software Architect | HUAWEI TECHNOLOGIES

10.50 WebRTC Services and Open Issues like Inter-domain Interoperability and Identity Management

Presenting preliminary results of different experimentations on WebRTC service delivery mechanisms namely IMS and Web service delivery approaches. Such experimentations also exploits some WebRTC open issues including Identity Management, Inter-domain sessions and Data Channel features.

Paulo Chainho | Senior Consultant | PORTUGAL TELECOM

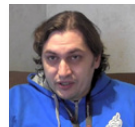### 11.10 Building an Ecosystem to Support WebRTC Growth

Service providers and enterprises looking to use WebRTC have a variety of choices for implementing the technology:
- Use open source tools to build-it-yourself
- Utilize commercial infrastructure to ease the development burden
- Enable various WebRTC-as-a-service offerings to avoid development all together
Explaining these various options and contrasting them.

Chris King | Senior Director, Product Marketing | ORACLE

11.30 Jitsi Videobridge and WebRTC

Presenting a new, efficient, way of implementing multi-party video conferences with WebRTC. Many existing deployments have gone down the road of full mesh connections or transcoding MCUs. Both of these approaches suffer from significant scalability limitations. Presenting a third approach that resolves these issues and unlocks scalable hangout-like services to any web developer.

Emil Ivov | JITSI

STARTUP SPEED DATING

11.50 Startup Speed Dating Session Part One

The Start-Up speed dating session will include presentations and demos of products and services.

The audience will evaluate and rate the companies based on a number of criteria. 'Best of Show' award will be given to the company achieving the highest score.
A panel of judges will select between finalists in case more than one company shares the highest score.

Evaluation criteria:
Innovation
Business Model
Ease of Use

Morning Session - The following companies will be presenting:

callstats.io
Apidaze
Quobis
Crocodile

12.30 LUNCH

WEBRTC: DO STANDARDS STILL MATTER?

14.00 WebRTC Islands

Describing growth rate of WebRTC in various places. Showing how the thinking behind WebRTC is a different paradigm than that of previous VoIP protocols – it doesn't deal with federation but rather with creation of islands

Tsahi Levent-Levi | BLOGGEEK.ME

14.20 From Standards to Scalable Deployments

State of the art of the standardisation at the IETF: most urgent issues currently under discussion and some of the open points missing identified through discussions with first users.
Describing how the already available recommendations are used in building a scalable communication solution that integrates WebRTC with SIP based VoIP networks.

Berthold Butscher | Founder and CEO | FRAFOS

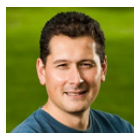## SESSION WEBRTC AND ENTERPRISES

14.40 Enriching Enterprise Services through WebRTC

Showing how WebRTC and web technologies can be used to enrich real-time communication services with additional real- and non-real-time data on top of an operator-based control infrastructure.

Dr.-Inf. Frank Schultze | Senior Scientist | FRAUNHOFER INSTITUTE FOKUS

15.00 Call Center Applications

Showing how the WebRTC channel is linked to their existing customer service centre and showing how the web surfing habits and social media connection (Facebook, Twitter and LinkedIn) of new and existing customers are gathered in real time and displayed to the customer service agent in real time, which in turn is used to help the agent give the customer a better mobile contract offering.

Miguel Ponce De Leon | ArcLabs Research and Innovation Centre | WATERFORD INSTITUTE OF TECHNOLOGY

15.20 WebRTC Opportunities for Enterprise Applications World

Explaining the various digital developments impacting the information system and digital usages in enterprises.
Describing the interest of WebRTC for businesses, like customer relationship, collaboration and unified communications.
Presenting the interest to use WebRTC API.

Michel L'Hostis | CEO | APIZEE

15.40 Can WebRTC Accelerate the E-Commerce Market Segment?

After applying the 3 sensory elements of WebRTC for voice, video and data, the presentation looks at some examples of how a high touch new personal experience may be upon us with this technology.

Dr. Natasha Tamaskar | Vice President, Head of Global Strategic Solutions | GENBAND

16.00 COFFEE BREAK

SESSION WEBRTC QOS

16.30 Performance Monitoring of Media Flows in WebRTC

Discussing performance monitoring of media flows from the perspective of an application developer and a service provider and thereby offering a tool set for observing, understanding, and fixing such issues.

Authors: **Varun Singh** and **Jörg Ott** | AALTO UNIVERSITY

16.50 Challenges and Opportunities in WebRTC QoS

Discussing impact of QoS on various use cases, what to consider when implementing WebRTC in production environments and a status as to where standards are in addressing this need.

Justin Hart | Director, Systems Architecture | SONUS NETWORKS

17.10 Quality over WebRTC

Even though WebRTC codecs are natively enriched with error resiliency this capability is one tool in a toolbox of QoS control and management tools creating an opportunity for those owning the networks.

Amir Zmora | VP Alliances & Partnerships | AUDIOCODES

STARTUP SPEED DATING

17.30 Startup Speed Dating Session Part Two

The Judges:

Dean Bubley | Disruptive Analysis
Chris Koehncke | Genband
Tsahi Levent-Levi | BlogGeek.me
Amir Zmora | AudioCodes

Afternoon Session - The following companies will be presenting:

Dialogic
Wildix
MashMeTV
Browsetel

19.00 WELCOME COCKTAIL

08.00 WELCOME, REGISTRATION AND COFFEE

CHAIRMAN

Dean Bubley | DISRUPTIVE ANALYSIS

SESSION WEBRTC USE CASES AND CHALLENGES

08.30 **3GPP Standardization of IMS for WebRTC**
Describing use cases for WebRTC access to IMS on which 3GPP is focusing, the key requirements introduced by these use cases, the impacts on the IMS architecture, the extensions to the IMS identity and security models, the services supported for WebRTC clients by IMS, and the major protocol and interworking aspects needed to enable these services.

Richard Ejzak | ALCATEL LUCENT

08.50 **WebRTC Best Practices**
Discussing real world experiences and best practices for implementing WebRTC successfully; dealing with security, interoperability, signaling, transcoding, and media mixing issues that occur in the network using media servers, SBCs and gateways.

Chad Hard | Senior Director of Product Marketing | DIALOGIC CORPORATION

09.10 **Communications 3.0: A Feature not a Destination**
 Over the next few years communications will change dramatically. Rather than being a dedicated application, it will be an in context feature that is perfectly designed for the use case. In this talk Kavan will take you through some real world WebRTC use cases and the challenges faced to implement them.

Kavan Seggie | ADDLIVE

09.30 **xWiki: A Prototype Implementation**
Describing xWiki experience: how it was built and adapted. Discussing the benefits this technology could have for Enterprise Collaboration.

Ludovic Dubost | XWIKI

09.50 COFFEE BREAK

10.20 **Successful WebRTC Implementation with Open Source Software**
Looking at the convenient WebRTC packages now becoming widely available in Linux distributions and how they have been applied in small and large projects, including online language learning, airport transfer/limousine booking and one more significant project to be announced.

Daniel Pocock | DEBIAN PROJECT

10.40 **The Journey from Standard to Real World Application: Bridging the Technical Divide**
The appetite for real time video communications is growing but there is a real gap between what WebRTC enables and what consumers and enterprises want (and developers need) in market.
Exploring actual use cases for real time communication, where WebRTC fits and where it falls short, and what we can do about it.

Badri Rajasekar | VP Engineering | TOKBOX

11.00 **Prototyping WebRTC**
Integrating existing telecom capabilities into WebRTC
Exploring current maturity levels of WebRTC services
Early results of end users experience with WebRTC services

Jimmy Ehrbar | COLT

11.20 **Services over Data Channels**
Presenting services developed on top of data channels for a tier1 customer. Overviewing the associated architecture (SCTP over DTLS over UDP), its API and some issues experienced in the field.

Victor Pascual Avila | Chief Strategy Officer | QUOBIS

12.00 LUNCH

DEBATE

14.00 **WebRTC for the Operators: Opportunity or a new Threat?**
WebRTC can become a new threat for operators' revenue to top OTT but with the right strategy it can be an opportunity. The panel will explore these threats and opportunities.
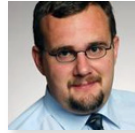
MODERATOR

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Paulo Chainho | Senior Consultant | PORTUGAL TELECOM
Fabrizio Caffaratti | TELECOM ITALIA
Dean Bubley | DISRUPTIVE ANALYSIS
Bodil Josefsson | BUSINESS DEVELOPMENT MANAGER | ERICSSON AB
Tsahi Levent-Levi | BLOGGEEK.ME
Amir Zmora | AUDIOCODES

SESSION WEBRTC TECHNICAL ISSUES

15.00 **Status Update on WebRTC Codecs and IPR Issues**
Giving a current status update on codecs and IPR issues and addressing the following questions: What is the current status of IPR issues in WebRTC? What patents are in the proposed codecs and are they free to use? What IPR risks does your business run if using WebRTC technologies?

Christian Hoene | SYMONICS

15.20 **The Signaling Channel**
WebRTC applications depend upon the setup of a signaling channel or the initial negotiation of the media channels. There are several technologies that can be used to construct this channel, including XMLHTTPRequest, WebSockets, and Google AppEngine.

Dan Burnett | TROPO/VOXEO

SESSION WEBRTC INFRASTRUCTURE

15.40 **Kurento, a Media Server Architecture and API**
Introducing Kurento, an open source based media server capable of strengthening the WebRTC ecosystem in several directions.

Luis López Fernández
| UNIVERSIDAD REY JUAN CARLOS

CLOSING PANEL

16.00 **Meet the Experts**

During the conference the audience will be presented with an on-line survey covering WebRTC industry and technology questions.
In the panel we will present the results of this survey and have the panel of experts discuss these topics.

MODERATOR

Amir Zmora | AUDIOCODES

Dean Bubley | DISRUPTIVE ANALYSIS
Victor Pascual Avila | QUOBIS
Tsahi Levent-Levi | BLOGGEEK.ME
Dan Burnett | TROPO/VOXEO

16.40 COFFEE AND END OF THE CONFERENCE DAY TWO

NOVOTEL CONVENTION & WELLNESS PARIS ROISSY CDG

The Novotel Convention & Wellness Roissy CDG is a 4-star hotel with 289 rooms close to Roissy CDG airport and 15.5 miles from Paris.

Ideal for a business trip or family stay. The hotel boasts 12,917 sq. ft. of meeting space in 18 modular rooms.

The Wellness Center - a 6458-sq. ft. spa with pool, sauna, hammam, fitness center and beauty treatments - is there to help you unwind. The contemporary and welcoming Novotel Café offers original and varied dishes.

The guestrooms feature contemporary decor and furnishings and come equipped with satellite TV, high-speed Internet connections and a minibar. Further amenities include hairdryer, direct dial telephone, radio, tea and coffee making facilities, iron and ironing board, individually adjustable climate control system and a personal safe box.

The Hotel Novotel Convention & Wellness is connected to Roissy CDG Airport Terminals by a free shuttle bus service.

More information about the Novotel Convention and Wellness

Cancellation/Modification Policy:

You may cancel or modify your reservation free of charge by contacting Upperside until Friday the 6th of December, 2013.
Beyond that date please contact the hotel Novotel directly either by phone (++ 33 1 30 18 20 00) or fax (++ 33 1 34 29 95 60).

Cancellation charges might apply for cancellation at last minute or for 'no shows'.
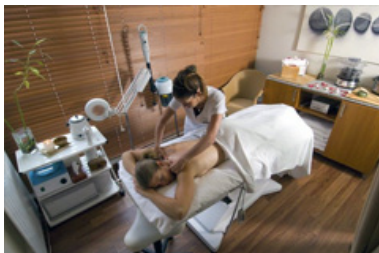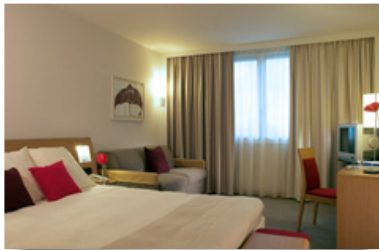
Room Rates

Single room: € 159.90/night. One breakfast included. Local taxes included.
Double room: € 171.90/night. Two breakfasts included Local taxes included.

Up to 2 children (15 years and under) stay free when sharing with parents.

To get more information and to book your room at the Novotel Convention & Wellness Paris Roissy CDG, please go to www.uppersideconferences.com

WebRTC

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www.uppersideconferences.com
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DATES AND VENUE

10 | 12 December 2013

NOVOTEL PARIS CDG****
Convention & Wellness Paris Roissy
10 Allée des Vergers
95700 Roissy en France

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TERMS OF PARTICIPATION

Full payment or Purchase Order is required for admission to the conference.

PAYMENT

Cards (Visa, Amex, Mastercard, Diner)
Bank transfer
Cheque and Travelers cheque.

REGISTRATION FEES

3 Day Event 10 | 12 December 2013 including Technical Tutorial + Conference
€2,081,94 + VAT 19.6% €408.06 = €2,490.00

2 Day Conference 11 | 12 December 2013
€1,580.27 + VAT 19.6% €309.73 = €1,890.00

Pre-Conference Tutorial 10 December 2013
€827.76 + VAT 19.6% €162.24 = €990.00

These passes include: access to the conference, access to the exhibition, coffee breaks, luncheons, welcome cocktail.

Set of lecture notes (Electronic version on USB key)

Euros 590.00. Delivery by Fedex included.

Registration online

Early Registration Fees

CANCELLATION CONDITIONS

Substitution of delegates is permitted at any time and at no extra charge.

For all registrations cancelled before the 9th of November 2013, the registration fee will be refunded in full.
All registrations cancelled between the 9th and the 23rd of November, 2013 are subject to a €250 administration charge.
Registration fees for cancellation received after the 23rd of November 2013 must be paid in full.

All notice of cancellation must be received in writing.

CONFERENCE PROGRAM MODIFICATIONS

Upperside Conferences reserves the right to make any necessary changes to the program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in the substitution of a presentation topic or a speaker.

Payments will be refunded if the conference is cancelled by the organizer.

CONFERENCE LANGUAGE

English

☐ I would like to register, I have read and accept registration fees, payment and cancellation policies.

Please tick and report the letter in the block below.

A **3 Day Event** 10/12 December 2013 **Technical Tutorial + Conference** | €2,081.94 + VAT 19.6% €408.06 = **€2,490.00**

B **2 Day Conference** 11/12 December 2013 | €1,580.27 + VAT 19.6% €309.73 **= €1,890.00**

C **Technical Tutorial only** 10 December 2013 | **€827.76** + VAT 19.6% €162.24 = **€990.00**

D I am unable to attend, please reserve me a set of lecture notes. Euros 590.00 (+ VAT 19.6 % for French companies only)

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2				
3				

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