

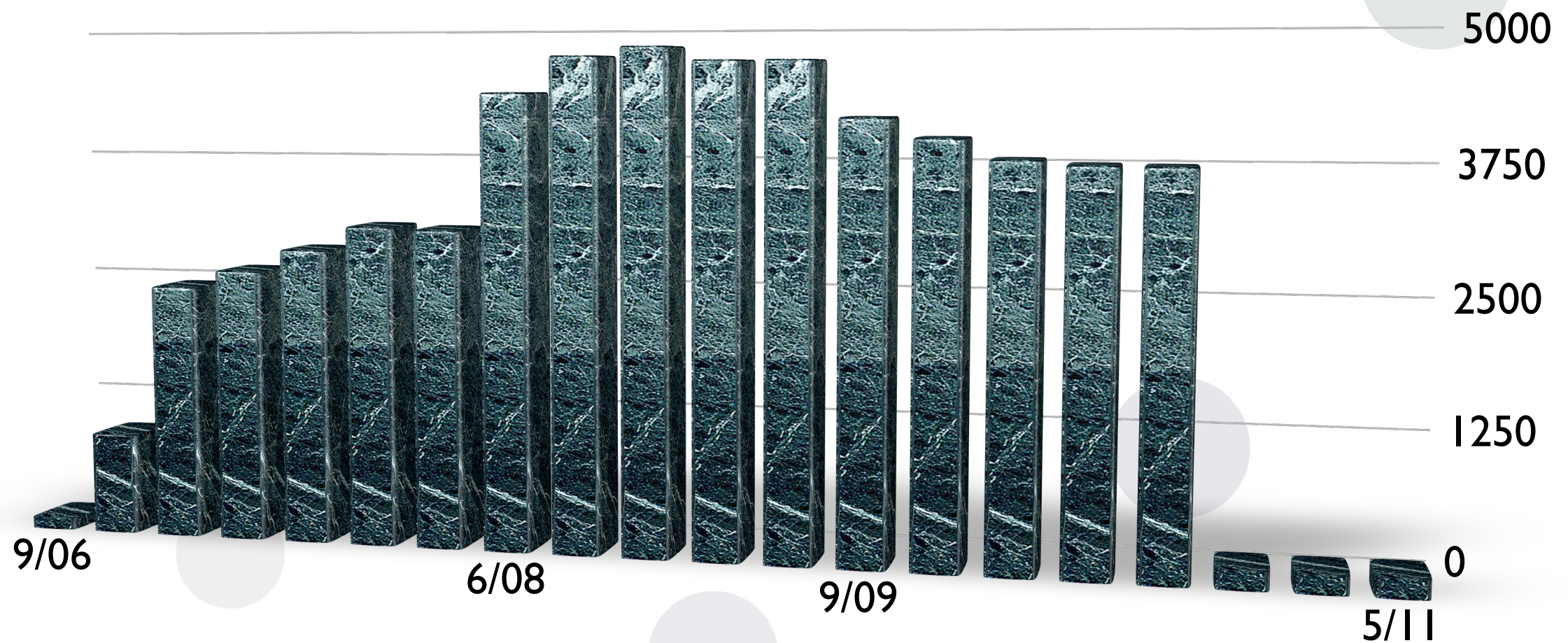
New use cases for ENUM

ENUM for toll-free lines ... and may be even
more

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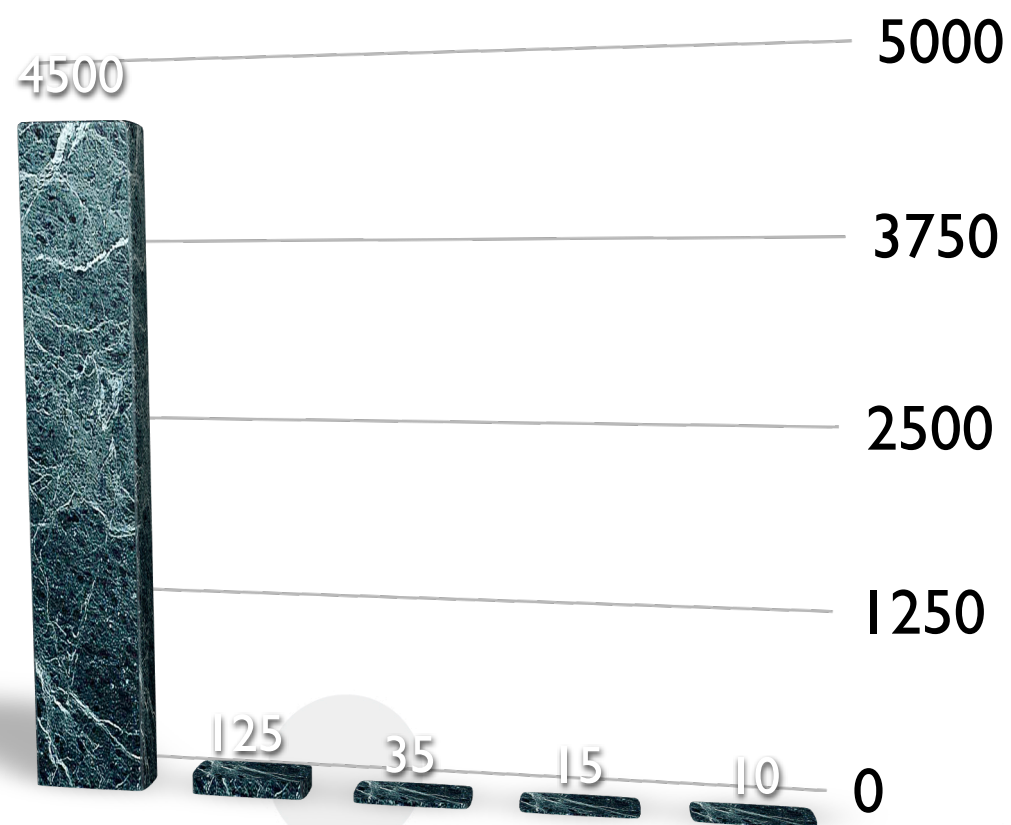
This is happening...

0.2.4.e164.arpa domains

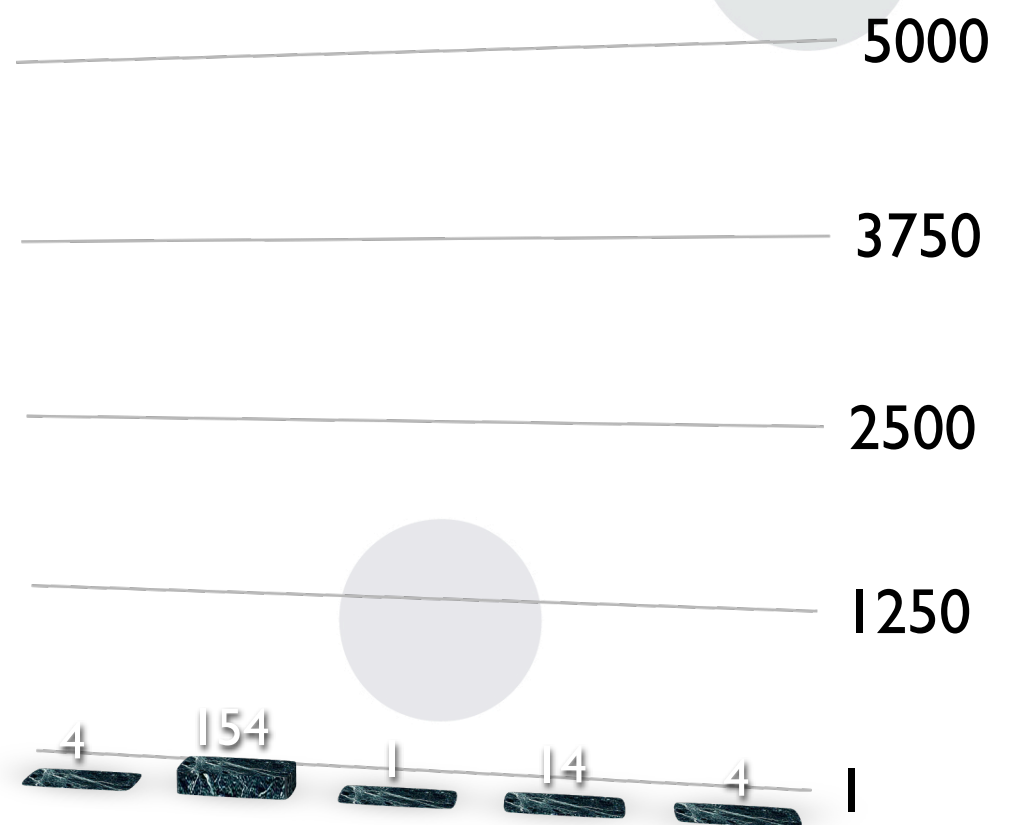


Market disappeared

Top registrars 5/09



Top registrars 5/11



0.2.4.e164.arpa summary

Had 3 VOIP carries

Still some private numbers

Low interest in ENUM
routed calls



e.num
WEMANAGENUMBERS

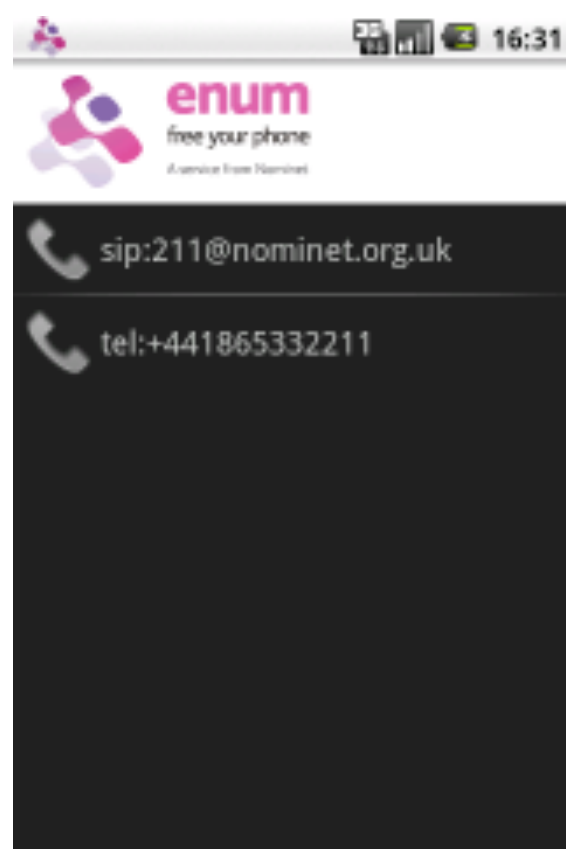
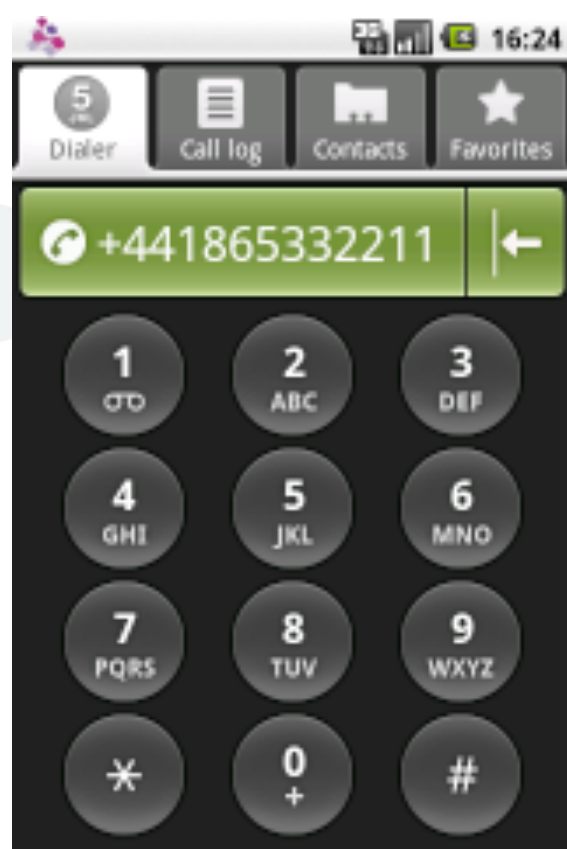
Is there any other use
case for ENUM?

New opportunities

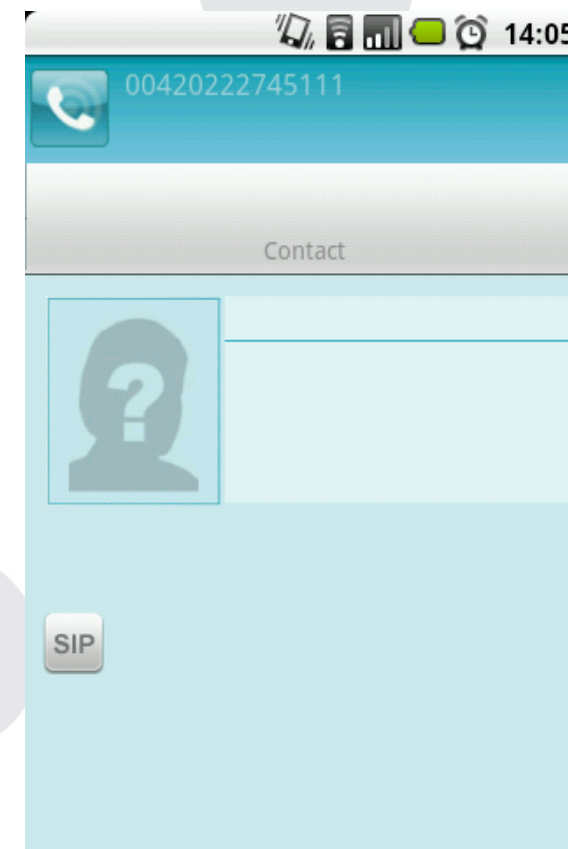
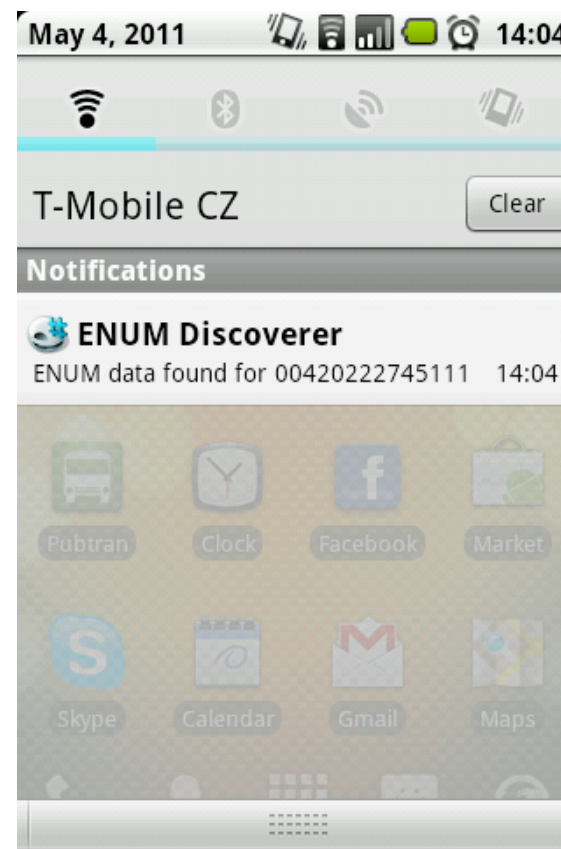


What we have ...

ENUM Droid



ENUM Discover



The story

1-800-PHONWORD(tm)

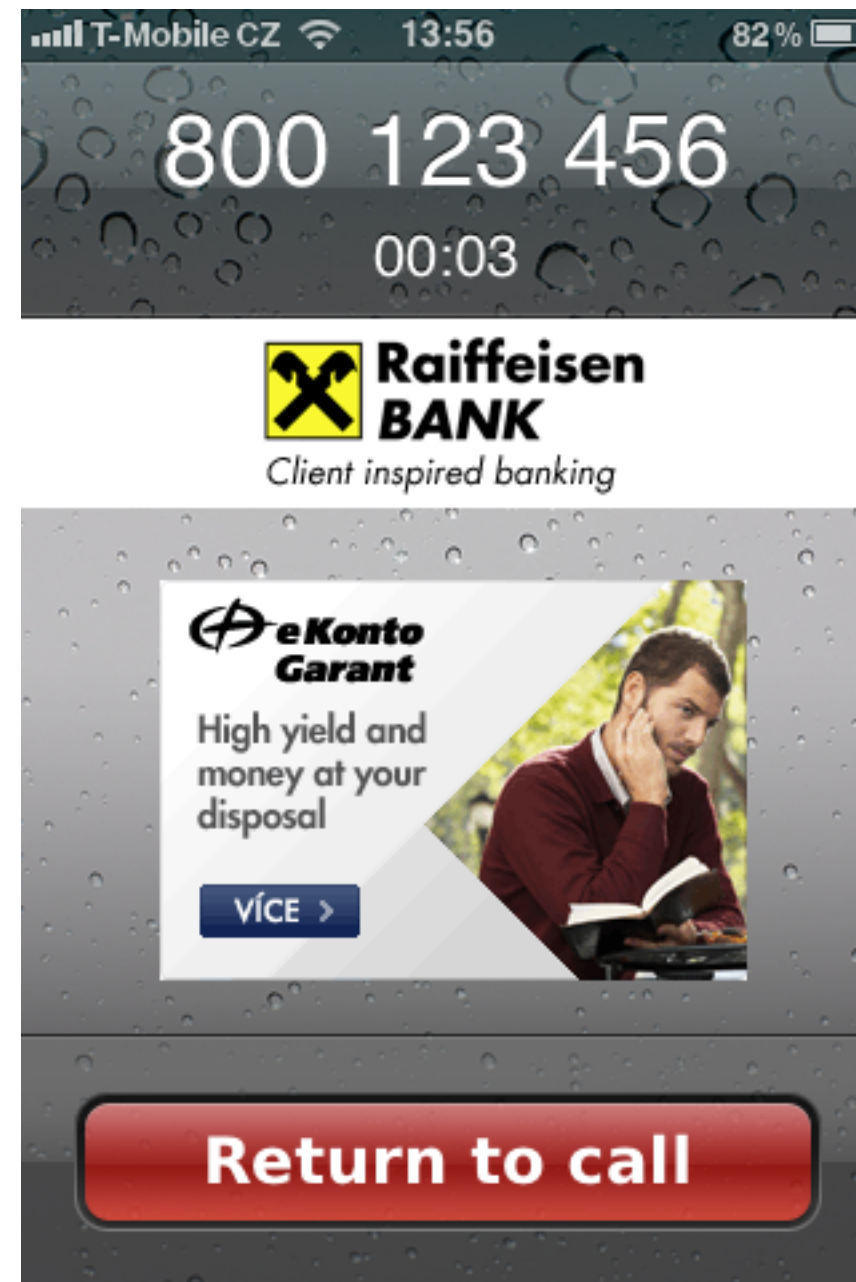
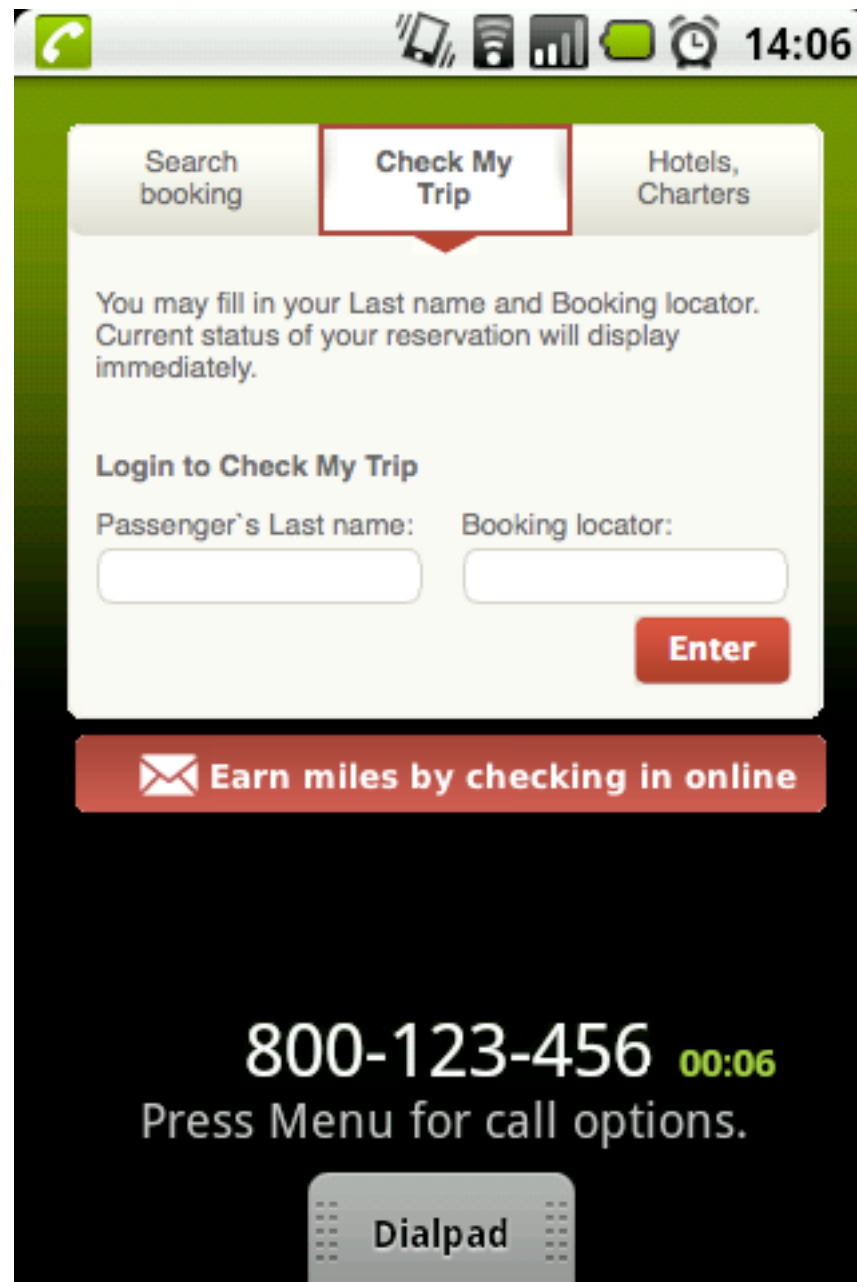
Toll free lines deliver only a voice call

US carriers are abandoning flat-fee mobile data

ENUM as a way to deliver multimedia content

ENUM as toll-free data enabler

What if it looks like ...



Opportunities

Save costs – use web instead of toll-free call

Advertising while waiting on the IVR

Advertising while placing a call

Advertising as a enabler for special offers

“Personal broadcasting”

Still questions

User story to fit everyone?

Downloadable app versus hard-wired?

Interests of all parties aligned?

Phone number as a identifier?

Thank you for your
attention