



# Enabler Release Definition for Enhanced Visual Call (EVC)

## Candidate Version 1.0 – 02 Jun 2015

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**Open Mobile Alliance**  
OMA-ERELD-EVC-V1\_0-20150602-C

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# 1. Scope

The scope of this document is limited to the Enabler Release Definition of Enhanced Visual Call (EVC) according to OMA Release process and the Enabler Release specification baseline listed in section 5.

Enhanced Visual Call (EVC) Enabler defines an interoperable service framework that enables seamless integration of a call and various enriched information (e.g., visual, text) provided to the EVC User in association with the call. The enriched information can be exchanged during different stages (pre-call, during the call, after the call) of a standard/plain call or an Interactive Voice Response (IVR) call. EVC Enabler use cases connect together consumer type of users and business users, enabling service reachability to both market segments.

This Enabler Release (ER) document is a combined document that contains the requirements, architecture and the detailed technical specifications for the EVC Enabler. High-level requirements and overall system requirements as well as several use cases which provide examples of services that should be enabled by EVC Enabler are specified in this document. This specification also defines the architectural interfaces, functional components, high level flows that address all the requirements in this document. It further includes the technical realization of EVC 1.0 requirements.

## 2. References

### 2.1 Normative References

- [3GPP TS 24.229] “IP Multimedia Call Control Protocol based on Session Initiation Protocol (SIP) and Session Description Protocol (SDP)”, 3GPP, TS24.229, [URL:http://www.3gpp.org/](http://www.3gpp.org/)
- [3GPP TS23.228] “IP Multimedia Subsystem (IMS); Stage 2”, 3GPP, TS23.228, [URL:http://www.3gpp.org/](http://www.3gpp.org/)
- [3GPP2 X.S0013-002] “All-IP Core Network Multimedia Domain - IP Multimedia Subsystem (IMS) - Stage-2”, 3GPP2, X.S0013-002-A, [URL:http://www.3gpp2.org/](http://www.3gpp2.org/)
- [OMA-CPM-ERP] “Converged IP Messaging Enabler Release Package”, Open Mobile Alliance™, OMA-ERP-CPM-V2\_0, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OMA-DM-ERP] “Device Management Enabler Release Package”, Open Mobile Alliance™, OMA-ERP-DM-V1\_3, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OMA-ER-EVC] “Enhanced Visual Call”, Open Mobile Alliance™, OMA-ER-EVC-V1\_0, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OMA-PRS-ERP] “Presence SIMPLE Enabler Release Package”, Open Mobile Alliance™, OMA-ERP-Presence\_SIMPLE-V2\_0, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OMA-XDM-ERP] “XML Document Management Enabler Release Package”, Open Mobile Alliance™, OMA-ERP-XDM-V2\_2, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OSE] “OMA Service Environment”, Open Mobile Alliance™, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [RFC2119] “Key words for use in RFCs to Indicate Requirement Levels”, S. Bradner, March 1997, [URL:http://www.ietf.org/rfc/rfc2119.txt](http://www.ietf.org/rfc/rfc2119.txt)
- [RFC4234] “Augmented BNF for Syntax Specifications: ABNF”. D. Crocker, Ed., P. Overell. October 2005, [URL:http://www.ietf.org/rfc/rfc4234.txt](http://www.ietf.org/rfc/rfc4234.txt)
- [SCRRULES] “SCR Rules and Procedures”, Open Mobile Alliance™, OMA-ORG-SCR\_Rules\_and\_Procedures, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)

### 2.2 Informative References

- [OMADICT] “Dictionary for OMA Specifications”, Version x.y, Open Mobile Alliance™, OMA-ORG-Dictionary-Vx\_y, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)
- [OMA Privacy RD] “Privacy Requirements for Mobile Services”, Open Mobile Alliance™, OMA-RD-Privacy-V1\_0, [URL:http://www.openmobilealliance.org](http://www.openmobilealliance.org)

## 3. Terminology and Conventions

### 3.1 Conventions

The key words “MUST”, “MUST NOT”, “REQUIRED”, “SHALL”, “SHALL NOT”, “SHOULD”, “SHOULD NOT”, “RECOMMENDED”, “MAY”, and “OPTIONAL” in this document are to be interpreted as described in [RFC2119].

All sections and appendixes, except “Scope”, “Release Version Overview” and “Conformance Requirements Notation Details”, are normative, unless they are explicitly indicated to be informative.

The formal notation convention used in sections 9 and 10 to formally express the structure and internal dependencies between specifications in the Enabler Release specification baseline is detailed in [SCRRULES].

### 3.2 Definitions

**Enabler Release** Collection of specifications that combined together form an enabler for a service area, e.g. a download enabler, a browsing enabler, a messaging enabler, a location enabler, etc. The specifications that are forming an enabler should combined fulfil a number of related market requirements.

**Minimum Functionality Description** Description of the guaranteed features and functionality that will be enabled by implementing the minimum mandatory part of the Enabler Release.

### 3.3 Abbreviation

<b>3GPP</b>	3rd Generation Partnership Project
<b>3GPP2</b>	3rd Generation Partnership Project 2
<b>CPM</b>	Converged IP Messaging
<b>DM</b>	Device Management
<b>ERDEF</b>	Enabler Requirement Definition
<b>ERELED</b>	Enabler Release Definition
<b>EVC</b>	Enhanced Visual Call
<b>OMA</b>	Open Mobile Alliance
<b>OMNA</b>	Open Mobile Naming Authority
<b>PRS</b>	Presence
<b>RFC</b>	Request For Comments
<b>SIP</b>	Session Initiation Protocol
<b>XDM</b>	XML Document Management
<b>XML</b>	eXtensible Markup Language

## 4. Release Version Overview

Traditionally call (voice call, video call) and data (e.g. web browsing, apps) are accessed independently by the user. Since the call and data are happening on different interfaces, it is difficult to use call and data at the same time even if they are related to each other, thus limiting the user experience. With the emergence of smartphones with large screens and high-speed data networks, this limitation can be eliminated by enhancing user experience. The current Interactive Voice Response (IVR) systems are limited to computer generated voice menu and voice or Dual Tone Multi Frequency (DTMF) input to cater services to the user, without the possibility to display IVR call related visual information. So this limitation can be eliminated by presenting the visual content alongside the call's audio, allowing user's interaction with that visual content.

The aim of EVC Enabler is to define scenarios, requirements and specification for seamless integration of voice and data/visual information, enhancing the user experience e.g., automatically supplementing call with the data that best matches the call context. Following are some of the features or user experiences on which the Enhanced Visual Call service delivery is built based upon:

- Delivery of visual information related to the other party to the caller/callee in the pre-call and/or during the call and/or after the call (e.g. individual or business profile/web information/social activity)
- Sync of user interaction between the visual information provided and the audio media
- Delivery of user selection to the callee (e.g. menu item selected by the user)
- Establishment of interaction session with an individual or business (e.g. web page sharing)
- Incorporate a Business profile search based on existing standard interfaces, into the EVC flow (e.g for food delivery or visiting the nearest grocery)
- Incorporate existing Interfaces for profile management and web page management by the user and/or 3rd parties, into the EVC flow
- Interworking with a non-EVC party (e.g. handling EVC enriched data with users that do not have EVC service and enriched data)

### 4.1 Version 1.0 Functionality

The version 1.0 of the EVC Enabler defines a service-level framework that enables an interoperable seamless integration of call i.e., standard/plain call, Interactive Voice Response (IVR) call with enriched visual information associated to the call.

This version of the EVC Enabler covers the requirements marked as EVC V1.0 in the tables in Section 6 of [OMA-ER-EVC].

## 5. Document Listing for Enhanced Visual Call

Doc Ref	Permanent Document Reference	Description
<b>Combined Enabler Release (including Requirements, Architecture and Technical Specification)</b>		
EVC_ER	OMA-ER-EVC-V1_0-20150602-C	Requirement, Architecture and Technical Specification Document for EVC Enabler
<b>Technical Specifications</b>		
EVC_XDMS	OMA-TS-EVC_XDMS-V1_0-20150602-C	Application Usages for the EVC Enabler
EVC_MO	OMA-TS-EVC_MO-V1_0-20150602-C	Enhanced Visual Call Object
<b>Supporting Files</b>		
EVC_EnrichedInfo	OMA-SUP-XSD_EVC_EnrichedInfo-V1_0-20150602-C	XSD for EVC Enriched Info Document
EVC_VisualIVRInfoReq	OMA-SUP-XSD_EVC_VisualIVRInfoReq-V1_0-20150602-C	XSD for EVC Visual IVR Request Document
EVC_VisualIVRInfoRes	OMA-SUP-XSD_EVC_VisualIVRInfoRes-V1_0-20150602-C	XSD for EVC Visual IVR Response Document
EVC_VisualIVRMapping	OMA-SUP-XSD_VisualIVRMapping-V1_0-20150602-C	XSD for Visual IVR Mapping Document

**Table 1: Listing of Documents in Enhanced Visual Call Enabler**



## 6. OMNA Considerations

## 7. API Considerations

Not applicable.

## 8. Conformance Requirements Notation Details

This section is informative

The tables in following chapters use the following notation:

- Item:** Entry in this column **MUST** be a valid `ScrItem` according to [SCRRULES].
- Feature/Application:** Entry in this column **SHOULD** be a short descriptive label to the **Item** in question.
- Requirement:** Expression in the column **MUST** be a valid `TerminalExpression` according to [SCRRULES] and it **MUST** accurately reflect the architectural requirement of the **Item** in question.

## 9. ERDEF for Enhanced Visual Call - Client Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-EVC-C-001-M	Enhanced Visual Call Client	EVC-C:MCF

**Table 2: ERDEF for Enhanced Visual Call Client-side Requirements**

## 10.ERDEF for Enhanced Visual Call - Server Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-EVC-S-001-M	Enhanced Visual Call Server	EVC-S:MCF

**Table 3: ERDEF for Enhanced Visual Call Server-side Requirements**

## Appendix A. Change History (Informative)

### A.1 Approved Version History

Reference	Date	Description
n/a	n/a	No prior version

### A.2 Draft/Candidate Version 1.0 History

Document Identifier	Date	Sections	Description
Draft Versions OMA-ERELED-EVC-V1_0	06 Feb 2015	All	Baseline
	11 Feb 2015	All	ER Document Updated
	25 May 2015	5, 9, 10	Incorporated CR: OMA-COM-EVC-2015-0109-CR_CONRR_ER_Comment_D001 Editorial update of permanent document references in section 5
Candidate Version OMA-ERELED-EVC-V1_0	02 Jun 2015	All	Status changed to Candidate by TP TP Ref # OMA-TP-2015-0092- INP_EVC_V1_0_ERP_and_ETR_for_Candidate_approval