IMS

Posted by *VoIP Info*, on April 4, 2005

IMS = IP Multimedia Subsystem

IMS began life as a 3GPP technology for 3G mobile networks, but has been adopted as a broader standard. It is in the development and early testing phase, and its impact remains to be seen. IMS builds on the SIP protocol.

IP Multimedia Subsystem (IMS) is a generic architecture for offering multimedia and voice over IP services, defined by 3rd Generation Partnership Project (3GPP). IMS is access independent as it supports multiple access types including GSM, WCDMA, CDMA2000, WLAN, Wireline broadband and other packet data applications. IMS will make Internet technologies, such as web browsing, e-mail, instant messaging and video conferencing available to everyone from any location. It is also intended to allow operators to introduce new services, such as web browsing, WAP and MMS, at the top level of their packet-switched networks.

IMS Release 7 is also the basis for the CableLabs PacketCable 2.0 standard which is currently under development. This is an architecture specific to service delivery over broadband cable networks which covers VoIP, cellular integration and enhanced telephony.

Some of the possible applications where IMS can be used are:

- Service Convergence (Caller-ID on TV, click to call from TV or web)
- Presence services
- Full Duplex Video Telephony
- Instant messaging
- Unified messaging
- Multimedia advertising
- Multiparty gaming
- Videostreaming
- Web/Audio/Video Conferencing
- Push-to services, such as push-to-talk, push-to-view, push-to-video

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