

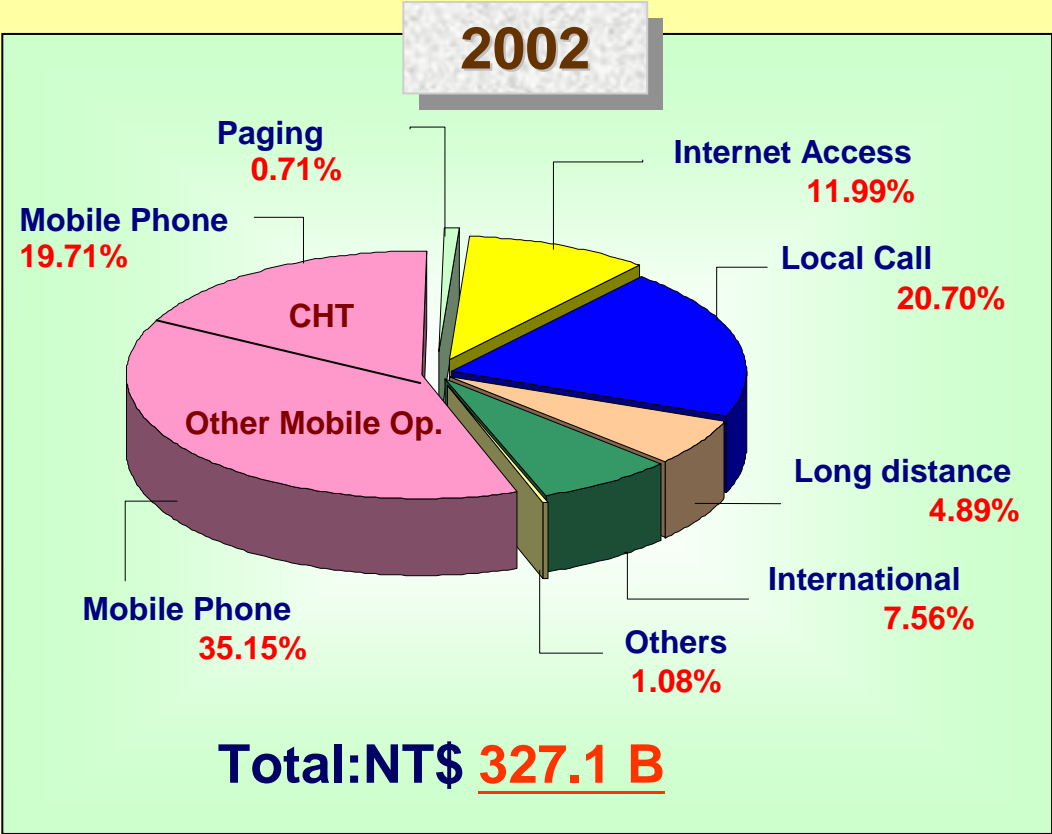
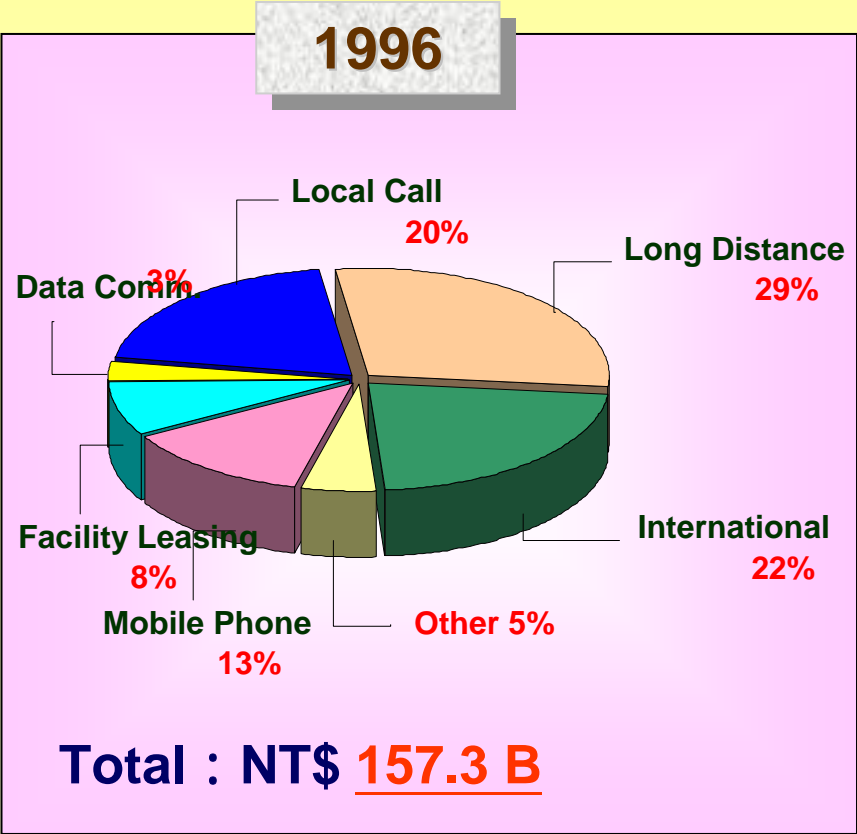
Introduction to IPOX

-IP Phone Open Exchange

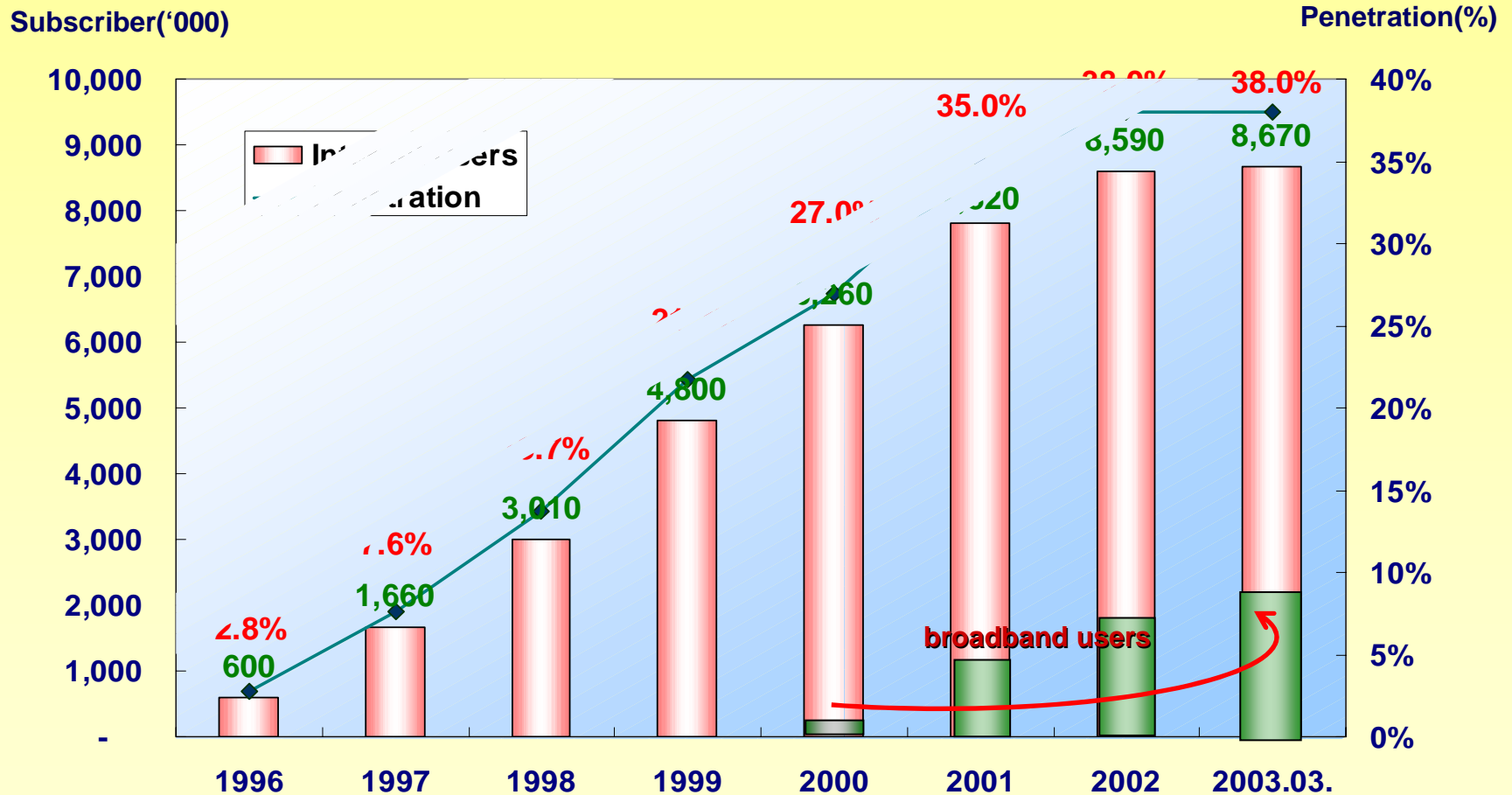
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Taipei Computer Association

- ❑ Outline of Taiwan's Broadband Internet Development
- ❑ IPOX Consortium – Initiative for IP Phone Commercial Deployment Promotion

□ Taiwan's Telecomm Market Demography



Development of Internet Population

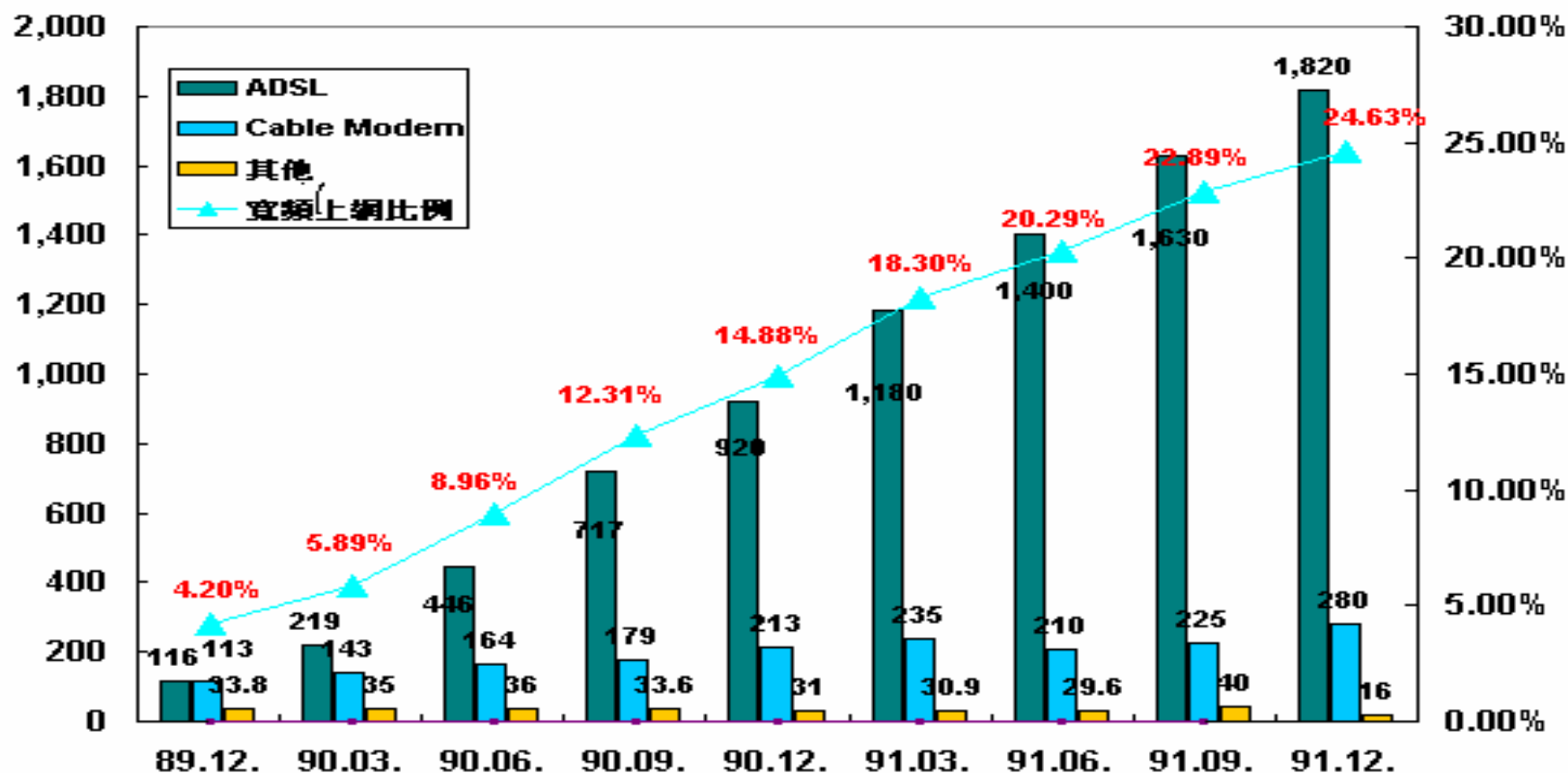


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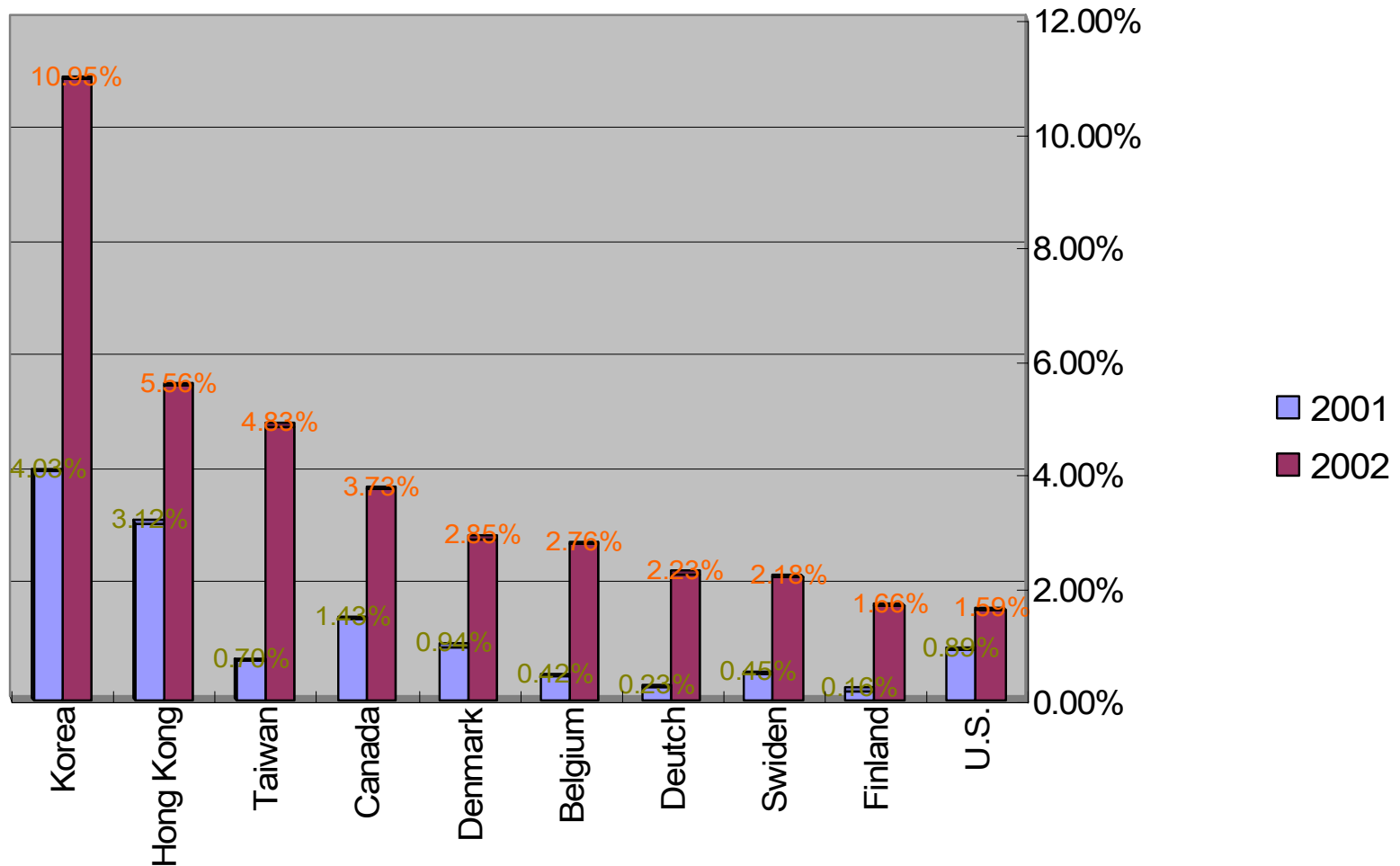
- In March 2003, the number of **broadband users** in Taiwan reached 2.28 million, representing 26.27 % of total 8.67 million Internet users.

Development of Broadband Internet

單位:千戶



Comparison with Other Countries

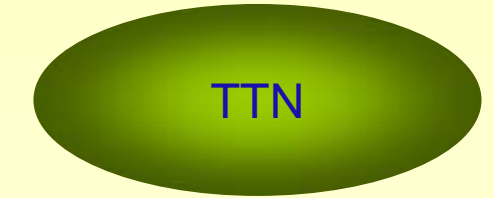


Major ISP in Taiwan

Government Services Network

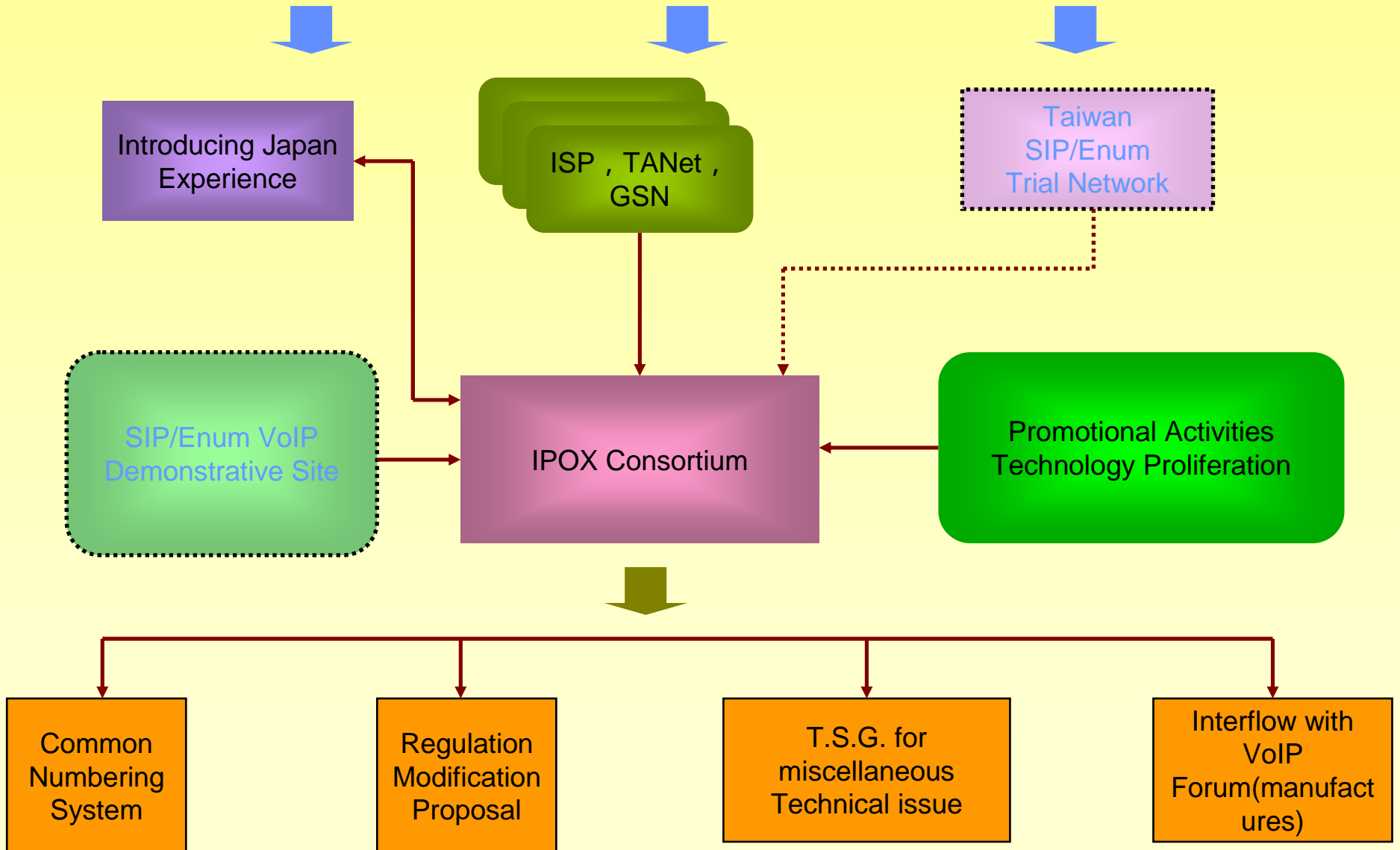


Taiwan Academia Network



IPOX Consortium – Initiative for IP Phone Commercial Deployment Promotion

Taiwan SIP/Enum Forum



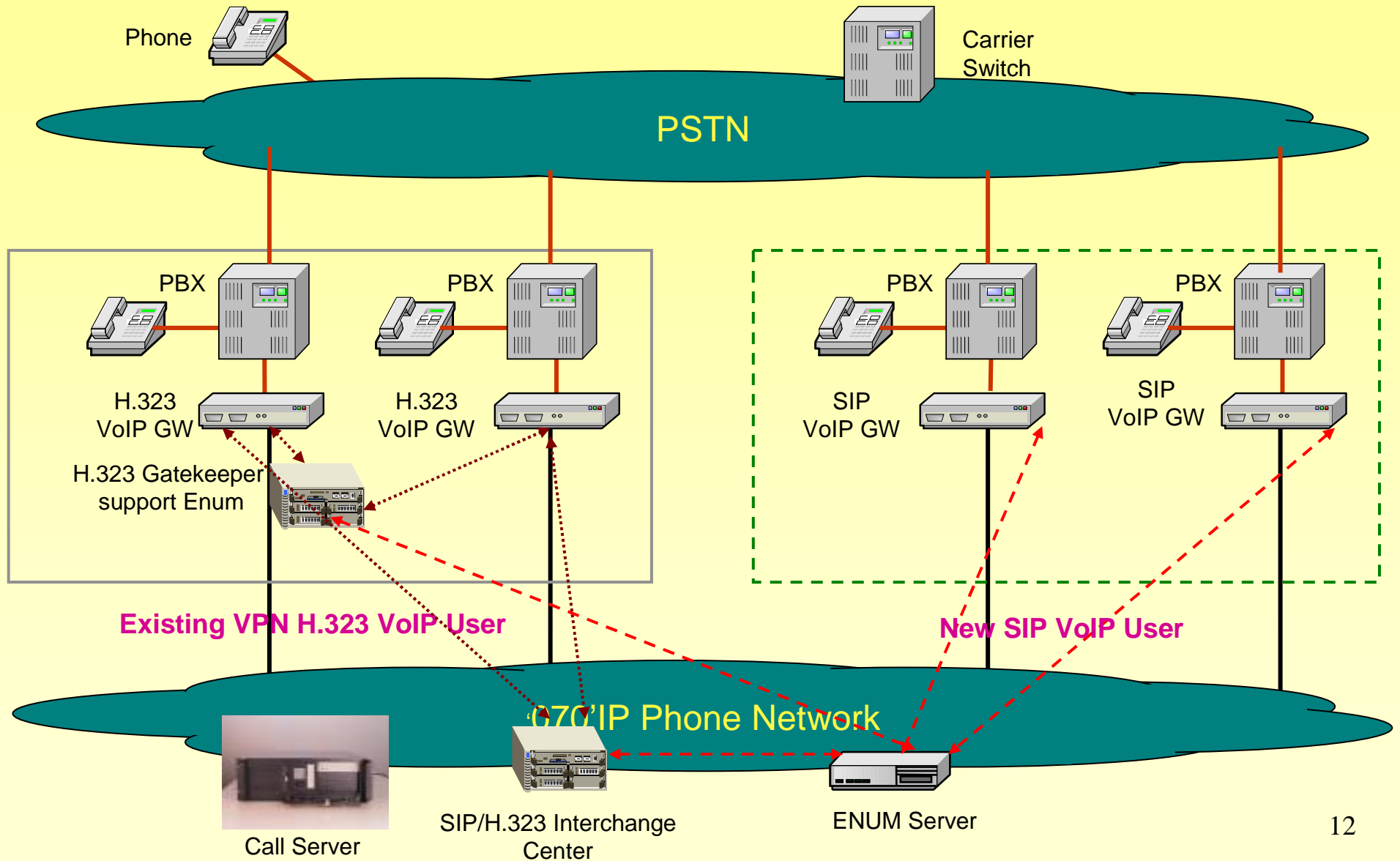
Major goal of IPOX

- ❑ As an initiative of triggering the merge of Telecomm and Internet Services through promoting IP Phone services to general public.
- ❑ The tentative goal of IP phone deployment are
 - ◆ At least 3 local ISP will provide “070” based SIP IP Phone services before the end of 2003
 - ◆ The total number of IP Phone subscriber may exceed half million by the end of 2004.
- ❑ Provide new growth momentum for local Broadband Internet Access
 - ◆ Quantity, penetration rate, access speed and QoS
- ❑ Brought up IP Phone local market in order to leverage the already booming VoIP manufacturing industry
 - ◆ Service Provider and Maker collaboratively improve competitiveness and added value to the manufacturing industry.

IPOX Strategies

- ❑ ISP , TAnet , GSN multi-peer IP Phone Interchange cooperation
- ❑ Targeted at IP Intra-net, avoid IP-PSTN issues
- ❑ Promote Personal/Enterprise VoIP simultaneous
 - ◆ Personal VoIP
 - Mimic Japan model
 - ◆ Enterprise VoIP
 - Adaptive approach
 - Integrate existing VPN closed VoIP install base
- ❑ SIP/Enum standard
 - ◆ SIP/Enum standard will be adopted as much as possible
 - ◆ H.323/SIP inter-working mechanism needed for integrating H.323 install base





Dual Network Approach for Enterprise User



Difference btw IPOX and what happened in Japan

	Japan	IPOX
Market Trigger	Fired by Yahoo! BB, followed by other ISP	Initiated by Government sponsored promotion project
Scope of 'Intra-net' call(IP free phone)	Some ISP formed 'free phone' consortium	Intend to invite almost all of local ISP
Market biasing	Personal market initially	Parallel develop Personal/ Enterprise Market
Adoption of SIP/Enum standard	Not applying initially	Adopt SIP/Enum as much as possible

IPOX Tentative Progress Schedule

	Jan-03	Jul-03	Jan-04	Jul-04	Jan-05	Jul-05
Major Milestone		Signing Consortium , some ISP launch IP	All member ISP provide IP Phone	300,000 Subscriber	1,000,000 subscriber	
SIP/EnumTrial Network						
Testing/Certification Environment						
GSN /TANet						
Numbering Plan/Reulation Change Proposal		Demonstrative Site	Promotion	Promotion	Promotion	
						
		Finalize IP Phone 'Prefix' , Propose regulation change	Complete regulation change	Start IP/PSTN Interworking		

IPOX Phase I

- ❑ Forming a multi-ISP consortium jointly promote SIP/Enum IP Phone services
 - ◆ including new type 1 operator, TANet (Educational Internet), GSN(Government Services Network)
 - ◆ R&D institute and VoIP manufactures
 - ◆ operation of IPOX consortium may will be very similar to VoIP Development Council in Japan.
- ❑ Three WG will be formed under IPOX consortium
 - ◆ Common Numbering and SIP/H.323 Interworking, Interop/ QoS/ Testing and Regulation.
- ❑ Several promotional activities, including VoIP Topic booth in related exhibitions, technological proliferation, seminar, etc.

IPOX Phase II

- ❑ Conformance and Interop
- ❑ QoS
- ❑ Enum Value Added Services
- ❑ SIP Video Phone Services
- ❑ Wi-Fi SIP Phone Services
- ❑ Services Capability