



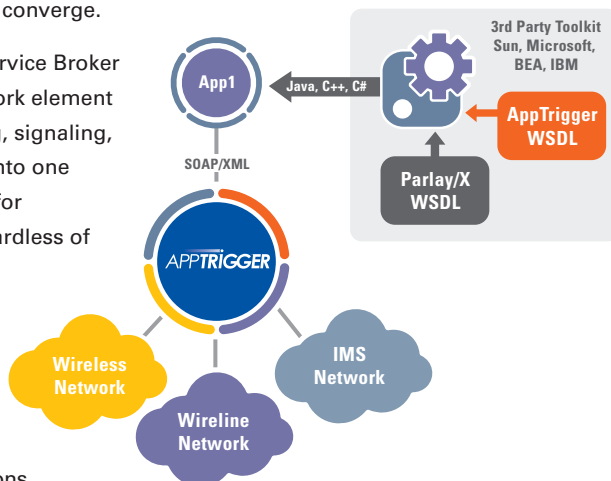
Blending Services

Ignite™ Service Broker

AppTrigger's Ignite™ Service Broker is a service broker that sits between the application layer and the core network to provide and manage connectivity to the evolving network.

Enabling flexible and scalable network services in the Web 2.0 environment is the central challenge of service providers today. As always, they must keep pace with subscriber demand for innovative services while protecting their lucrative existing services. And it's getting more and more complicated as voice, video and data applications continue to converge.

AppTrigger's Ignite™ Service Broker is a service broker network element that integrates switching, signaling, and media capabilities into one platform, purpose-built for application delivery regardless of the underlying network. In addition to enabling greater network abstraction, the Ignite Service Broker is optimized for creation of new applications and new revenues in a



Web 2.0 ecosystem. The Ignite Service Broker has combined Parlay X Web Services with rich call control to create a network layer service component that provides Web 2.0 interface with IN/NG IN real time network-based services such as

- Presence (IMS/SIP)
- Terminal Location (Mobile positioning)
- Enhanced SMS (short message service)

The result is a highly scalable, performance-rich environment.

By removing the applications from the network switching fabric, the Ignite Service Broker ensures that existing revenue producing applications are not stranded as new technologies are implemented. The Ignite Service Broker-enabled applications are able to evolve with the ever changing network and as a result, do not need to be re-written or re-deployed as service providers leverage new network technology.

Robust support for Web 2.0 Application Mashups
Supplies service providers with elevated support for Web Services providing a high level of abstraction and simplification in the development process. Scalable and carrier-grade.

Feature-rich application programming interface (API)

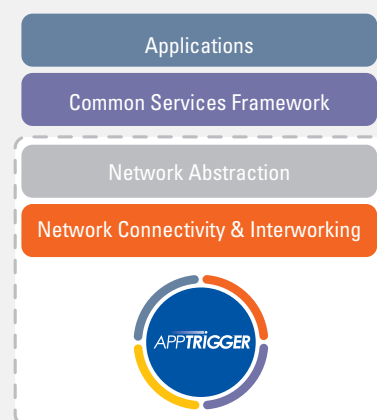
Supports a broad range of applications and their varying network resource requirements through a highly abstracted, readily accessible Web Services interface. This API reduces the complexity of the service logic required to be implemented by the application.

High degree of cost efficiency and network flexibility

Controls costs by using open standards based components and network interfaces. Enables application developers to develop any type of application for any network without requiring expertise about the underlying networks.

Preserves Investment along the path to IMS

Increases revenues by ensuring seamless and optimized service inter-working across disparate networks. Gives service providers a real and viable solution for opening and monetizing their network assets with scalability and low latency performance



The Scalable Software Solution for the Network Layer