



## IMTC Releases Software Defined Networking Quality of Experience Specification

*Provides Dynamic Traffic Engineering to Optimize End User's Quality of Experience*

**San Ramon, CA – October 29, 2014** -- The International Multimedia Telecommunications Consortium (IMTC), a non-profit industry association facilitating interoperable, real-time, multimedia telecommunications, announced today the availability of its next generation Software Defined Networking (SDN) Quality of Experience (QoE) specification for public [download](#).

The specification describes the shortcomings of traditional QoS mechanisms in Unified Communications and Collaboration (UC&C) environments and defines an automated Quality of Experience (QoE) service module that uses SDN to dynamically adjust the network to the UC&C application requirements.

Most network administrators don't trust QoS markings from applications and UC&C endpoints mix voice and video traffic with non-real-time traffic on the same network infrastructure, which can result in UC&C QoE degradation and a poor end user experience. Since UC&C traffic is generally encrypted for security and confidentiality reasons, network elements have insufficient visibility into UC&C traffic for proper control over network resources like QoS, path selection and bandwidth reservations without requiring complex and error-prone manual networking provisioning.

A comprehensive approach to delivering an optimal QoE for UC&C environments requires new mechanisms like those defined in the IMTC's specification, thereby allowing UC&C applications to signal multimedia application requirements to the network via an application programming interface (API). These mechanisms enable automated QoE Services to optimize end user quality, including dynamic QoS marking, dynamic Traffic Engineering (TE) and Admission Control (AC).

"IMTC is creating open standards with practical and workable solutions to real-time, multimedia telecommunications QoE issues that bridge the gaps in existing technology," said Anatoli Levine, IMTC president and Director of Product Management for Spirent Communications. "We are very excited to announce this specification that will help the industry provide end users an optimal quality of experience in emerging UC&C environments."

The [UC SDN Activity Group](#) focuses on the use of Software-Defined Networking as a solution for unified communication system quality of service problems. By allowing UC infrastructure to dynamically interact with the network we aim to ensure that application-level quality and performance requirements can be met by the underlying network infrastructure. The AG engages in analyzing SDN capabilities, and defining a UC SDN framework, use cases, APIs and certification programs.

**About the International Multimedia Telecommunications Consortium (IMTC)**

The IMTC is an industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards. The IMTC hosts interoperability testing events and demonstrations throughout the world. IMTC has hosted numerous events to test IMS, VoLTE, SIP, H.323, 3G-324M, TIP, 3G PS Streaming, and other Voice over IP products and services with each other. The IMTC Board of Directors includes representatives from AT&T, Avaya, Cisco Systems, Ericsson, Fraunhofer, Hewlett Packard, Huawei, Intel, LifeSize Communications, Microsoft, Polycom, Qualcomm, Spirent Communications, Unify and Vidyo. Membership is open to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. The IMTC is making "Rich Media happen Anywhere, Anytime." Further information can be found at <http://www.imtc.org>.

Contact:

John Ehrig  
IMTC Executive Director  
925.275.6677  
jehrig@inventures.com

###