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## **IMTC Expands Charter of SDN Activity Group to Meet Broader Market Demands**

Addressing the Challenges of Deploying and Supporting Real-Time Media Applications of all Types

**SAN RAMON, Calif. – September 12, 2016** – Addressing increasing demands for Software Defined Networking to automate provisioning and seamlessly manage real-time media delivery over all types of networks from enterprise to cloud, the International Multimedia Telecommunications Consortium (IMTC) is pleased to announce the expanded charter of its Unified Communication Software Defined Networks (UC SDN) Activity Group, along with updated name of the group to Real-Time Media Software Defined Network (RTM SDN).

As the innovation of Software Defined Networks (SDN) continues to proliferate into every market segment, including service provider, mobile wireless and enterprise networks, the IMTC RTM SDN AG plans to expand its innovative UC SDN solutions into the broader ecosystem of real-time media and interactive applications like VoIP, Video Tele-Conference (VTC), Telepresence, virtual desktops, video surveillance, interactive streaming and more.

Today enterprises worldwide are retooling their workforce environments into a unified suite of real-time collaboration applications in order to boost user productivity and enhance their workforce to more seamlessly communicate in a truly engaging, mobile and rich multimedia experience. Unfortunately, many deployments suffer from a variety of Quality of Experience (QoE) and reliability issues that prevent organizations from realizing their full potential of real-time collaboration investments. This includes users having difficulty in establishing new connections, and once sessions are established, experiencing intermittent audio quality issues, pixilation, low-quality video, and/or sluggish virtual collaboration sessions that result in poor usability, frustrated users and lower adoption.

By allowing real-time media applications of all types to dynamically interact with the network, using a standardized set of machine-to-machine APIs, the RTM SDN AG aims to ensure that application-level quality of experience and performance requirements can automatically be met by dynamically optimizing the underlying network infrastructure, without any human intervention.

Pascal Menezes, IMTC RTM SDN AG Chair and Chief Technology Officer of MEF, stated “Most end-users just want to be productive and have their applications work flawlessly. However, real-time applications and networks are becoming highly complex and extremely difficult to support and operate. Cost of labor is soaring, coupled with a shortage of highly skilled labor. We as an industry have to mitigate complexity via automation thereby reducing Total Cost of Ownership (TCO).”

The IMTC RTM SDN Activity Group will engage in defining automation use cases by defining a RTM SDN framework, APIs, data models and possibly even a certification program. The RTM SDN AG will build on the great work done over the last several years by IMTC’s UC SDN AG which has led the industry and received numerous awards.

Manfred Arndt, IMTC RTM SDN AG Editor and Distinguished Technologist at Aruba, a Hewlett Packard Enterprise company, said “The expanded charter of the RTM SDN AG aligns well with our Mobile-First, Cloud-First Networking vision by defining a standardized set of APIs for simplified real-time media



deployments by dynamically optimizing business critical applications across a much broader ecosystem of services than possible before.”

On October 13<sup>th</sup> the IMTC RTM-SDN Activity Group is hosting a *Using SDN to Simplify and Automate UC Real-Time Media Cloud Deployments* webinar. Industry leaders from Hewlett Packard Enterprise, Polycom, Cisco, Sonus and UbiCity will discuss the application of SDN concepts to reduce complexity through software abstraction and automation. Jim Burton of UC Strategies will moderate the discussion. Registration for this free webinar is available [here](#).

**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, T1P, 3G PS Streaming, and other Voice over IP products and services with each other. The IMTC Board of Directors includes representatives from Avaya, Cisco Systems, Hewlett Packard Enterprise, LifeSize Communications, Microsoft, Polycom, Qualcomm, Spirent Communications, Unify and Vidyio. 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>