

**WIMS 2.0** (**Web 2.0** and **IMS**) is an initiative promoted by **Telefónica** seeking convergence between Web 2.0 and the telecom new generation services based on IMS (*IP Multimedia Subsystem*), to create innovative, appealing and user-centric services and applications. These services will combine features from both the Web and the Telecom worlds. On the one hand, interactivity, ubicuity, social-orientation, user participation and content-generation, etc. are relevant characteristics coming from Web 2.0 services. On the other hand, IMS completes service features with multimedia telephony, media sharing, push-to-talk, presence and context, online address book, etc. all of them applicable to mobile, fixed or convergent telecom networks. For more versatile and richer services, and to achieve applicability in the short term, WIMS 2.0 considers pre-IMS telco capabilities too, like SMS/MMS messaging, circuit-switched video and voice calls, networked address books, etc.

**WIMS 2.0** comprises the strategies, technologies and service platforms to be used by telecom operators to achieve this convergence with innovative Web 2.0 services in **All-IP** networks. Following the Web 2.0 revolution and the **Telco 2.0** initiative, a business model change is recommended through the adoption of a user-centric and open-garden philosophy. IMS, along with its associated set of service enablers, is identified as the base platform to construct the convergence and the business model change.

**WIMS 2.0** follows a two-sided approach:

From one side, offering IMS capabilities to the Web 2.0 world, so that they can be included in the Internet **mashups**. From the other side, exploiting the Web 2.0 services and technologies to enrich the operator's services.

1. The first one is that the operator could offer telco capabilities to the Web 2.0 environment, that is, to allow the IMS service provision from the Web 2.0 world by:
  - a. Expositing telco capabilities in Web 2.0 services
    - i. 1.1 *Mashup* based on *widgets* or PSEs (Portable Service Elements)
    - ii. 1.2 *Mashup* based on APIs
  - b. New publishing content ways in Web 2.0
    - i. 1.3 Publishing *user-generated content* enabled by IMS
2. The second one would enable operators to enrich service portfolio using Web 2.0 services and technology by:
  - c. Incorporation of Web 2.0 content and events into telecom services
    - i. Web 2.0 contents and events in the operator services
  - d. IMS on-line applications: telecom services provided through web pages
    - i. On-line applications development (virtual terminal)

