



# RedNews

The newsletter of Redwood Technologies

Summer / Autumn 2007

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Summer / Autumn 2007 edition of RedNews – a selection of Redwood's top news stories of the last quarter.

This edition takes a look at the launch of Redwood's new alerting technology innovation with leading global carrier, BT, as well as the exciting new developments in video-to-mobile technology.

For further information on any of the news articles, or for details of Redwood's Value Added Services product portfolio, please register on Redwood's RedExec™ Partner Programme via the website or contact Joanne Williams on:  
+[44] (0) 1 344 304 344 or [jmw@redwoodtech.com](mailto:jmw@redwoodtech.com).

## BT goes on RedAlert™!

Telecoms giant British Telecommunications plc (BT) has chosen Redwood's best-in-class RedAlert™ service for the rapid distribution of alerts and information for its mission-critical clients.

Redwood's tried and tested multi-media solution can easily handle massive alert volumes for distribution to millions of recipients in a short space of time.

The array of flexible features and high reliability on offer with this powerful application proved to be a winner.

"We were aware of Redwood's outstanding reputation for handling high volumes of inbound traffic, so the company was a natural choice for high volume outbound services," said Ian Drury, Lead Technical Consultant at BT. "We were impressed with the flexible and professional pre-sales approach that Redwood took in supporting our team and, post-sales, are very pleased with the pedigree of the solution and the excellent 24x7 support provided."

Scalable from contacting just a few individuals up to millions of people in a single campaign, RedAlert was originally designed to alert communities at risk from natural disaster.

Now used by a wide variety of clients, including governmental bodies, large enterprise, fixed line and mobile operators and ISPs for a variety of alerting tasks, the rapid dissemination service can provide the means to send out critical information to contact groups by telephone, SMS, email, pager and fax quickly and efficiently.

The modularity of the architecture gives superb flexibility, whilst ensuring that technical stability remains at the 99.999% plus level required for such solutions.

Examples include RedMatrix conferencing modules, which can be merged with RedAlert to allow multi-party, real-time communication as part of the alerting operation; RedRecorder call recording to enable rapid updates of status changes whilst a campaign is in progress; and RedLink Unified Communications modules, which allow information to be automatically converted from one format to another, e.g. email to voice or SMS, thereby offering a full range of customised contact options to suit a recipient's preference and accessibility.



## STORM™ Expands to Become Europe's No.1



Hosted services specialist Content Guru has further expanded its UK STORM™ (Services for Television, Online and Radio Media) platform – provided in conjunction with the Cable & Wireless network.

The latest round of growth establishes STORM as Europe's largest single Interactive Voice Response platform by a clear margin.

With a total system capability of 30,000 ports of SS7 and SIP interactivity and switching, spread across resilient locations, STORM stands ready to tackle the next generation of processor-intensive broadcast media services.

STORM is unique in the media marketplace – offering service providers the first fully integrated solution for mixed IVR, SMS, web and Red Button applications. On a practical level, winner picking, the source of well-documented

problems for broadcasters, is fully randomised, totally transparent and completely accountable. To take another example, votes from different input sources are accurately viewed and logged in true real time, either as a whole or by individual source, via STORM's class-leading dashboard.

"I can only see STORM's leadership position being further extended, particularly once the next generation of STORM-only TV formats starts to appear during the next few months."

As part of this next-generation mass calling and converged services brief, STORM comes ready-equipped with sophisticated mobile video facilities and unrivalled database integration to third party sources. This potent combination of capacity, capability and resilience is not only giving STORM's media services providers a lead over their non-STORM competitors, but also giving rise to a new wave of mass communication services for the wider B2B and B2C world.



Craig Miller, Head of Premium Interactive Services at Cable & Wireless, remarks, "STORM has already made a major impact on the UK broadcast media sector. Internationally the platform is also serving substantial shows elsewhere in the world via backhaul.

"Now, with this extra capacity, STORM will have almost twice the port count of its nearest competitor and a whole lot more capability.

Visit us at World Telemedia in Prague on November 7-9 2007 (see Redwood Around the World on Page 3 for further details).

RedView Dashboard  
Product Feature  
Focus on Video to  
Mobile

Page 2

London Central  
Comms goes NGN

Page 3

Desperately Seeking  
Summer?  
Redwood Around  
the World

Page 3

The Redwood Team –  
an Interview with  
Kevin Robertson,  
Senior Development  
Engineer

Page 4

Redwood Corporate  
Events

Page 4

## Launching the RedView™ Dashboard and Winner Selection

Redwood's state-of-the-art statistics package, RedView™, continues to lead the field by offering advanced real-time campaign monitoring and fully auditable winner selection services.

In the current climate of uncertainty surrounding phone-in competitions operated by the big broadcasters, RedView will come as a breath of fresh air. Fully auditable and easily accessible, yet completely secure, the product delivers everything that media companies will demand in order to meet the new regulatory guidelines.

In response to the recent scandals surrounding premium rate phone-ins and winner selection on high profile TV shows, Redwood is pleased to announce the launch of the Dashboard – the real-time arm of the RedView call statistics viewer.

The Dashboard enables users to view the performance of the campaign as it happens. Stats can be viewed in a selection of formats, including bar graphs and pie charts showing total calls, and summaries of access method by caller: phone, SMS, Red Button and web (see Diagram 1).

Voting campaign results are collected and counted, charity pledges are gathered, competition winners are selected, and at every step, the story is being monitored and managed by the Dashboard.



Diagram 1 – Summary of entries by media

Access to the Dashboard is restricted to authorised personnel only, by password protection. Rights to each feature (such as picking a winner) are allocated separately, so a user can, for example, view the statistics but be unable to enter the Pick a Winner section.

Recordings of callers' responses can easily be collected and stored in a secure and tamper-proof way. Users can be permitted secure access to view event details and listen to recordings, but the details of the call cannot be changed or erased.

Central to the Dashboard capabilities is the critical Pick a Winner service. Winners are selected at random, but can be checked before they are declared. For example, a picked winner may be underage or ineligible in some other way. For each winner picked and vetted, a comment can be added to the record before moving on to the next winner.

Every action is given a unique ID and timestamp, as well as the caller's number and other details of the call, so any dispute or questions can be settled simply by looking at the database.

The Dashboard is designed to meet or exceed all the prevailing regulatory requirements, giving its users peace of mind as well as an easy and fun-to-use interface.

Redwood's RedView statistics package offers a complete statistics interface that is versatile and easy to use. Full reporting and analysis is available with full graphics, a variety of formats and multi-language support. RedView is part of Redwood's RTSinfonia® Communications Architecture.

Diagram 2 – Campaign analysis in real time



## Focus on Video to Mobile

An exciting new development in content-driven services is Redwood's new Video to Mobile feature, part of Redwood's award-winning RTSinfonia® Communications suite.

As consumers increasingly demand new forms of entertainment delivered to their handheld devices, video brings a new dimension to premium rate IVR services, and Redwood is ideally placed to deliver.

Video is opening up new ways of providing consumers with the content they want, wherever they want it. And with the rise and rise of online video sites, what further proof is needed of the popularity of video as a medium of communication and entertainment?

A host of imaginative new services can easily leverage a whole set of new audiences. Video capability on handheld devices is about to become as widely accepted as accessing email and the internet on mobiles.

Redwood offers video to mobile as another powerful revenue-generating application in its portfolio, and in doing so, opens up the field to a host of new services and revenue generation opportunities for service providers.

Content provided in any mainstream video format is automatically converted into the standard 3PG format for transmission.

Using this technology, the service provider can make video clips and live streaming available to anyone with a 3G mobile phone. Participants can access promotional material or chosen content by dialling in and responding to a menu on the screen.



Many kinds of service can be accessed any time, anywhere, all at the click of a button on the keypad. For instance, owners of video content or music videos can make their copyrighted material available on a pay-per-play basis.

Trailers on cinema listings can be shown on the phone before directing the user to the booking office. People dialling in for a Tarot reading can

see the reader at work. Dating and networking services can show video clips of prospective friends without compromising their privacy. And even small goods can be sold over the mobile network using video promotion.

Video to mobile is primed to deliver exciting content on demand to paying film, music and sports fans; revenue-generating, location-based services; secure dating services; on-the-move entertainment; gaming - the list goes on.

Redwood's innovative and flexible approach continues to supply robust and scalable solutions to service providers around the world using DNX® technology.

*Imaginative services could allow you to make one call to watch a movie trailer and then book your cinema tickets.*





## LCC Goes NGN

London Central Communications Ltd (LCC), a leading provider of communications systems in London, has purchased a Next Generation Network (NGN), state-of-the-art solution from Redwood Technologies to enable them to provide powerful and differentiated telecommunications services to their customer base.

LCC's requirement was a fully integrated, flexible IP and TDM softswitch, which could support the expansion of a substantial number of high-profile businesses and institutions and continue to successfully supply their changing telecommunications and data requirements.

Redwood delivered a solution based around its high performance DNX®-1200 multi-media switching platform. Configured for IP and SS7 signalling, the system couples carrier-grade resilience with some of Redwood's feature-rich applications, including real-time billing, conferencing, call recording, IVR and ACD.

Crucially, the solution delivers the value-added applications and features within the network, thus empowering the end-users with a wide variety of communications tools, without the cost of



installing and maintaining additional hardware. New technologies can be delivered in a similar manner as they become available.

Mat Gibbins of LCC said, "The Redwood solution allows us to offer additional services, such as SIP trunks, bespoke IVR, geographic and non-geographic numbering and hosted applications to our existing and new customers.

"Rather than partnering with an existing provider, we wished to use our own purpose-built systems so we could offer a totally bespoke service to our customers and be in control of their equipment - from the phone on the customer's desk, right through the network. Redwood was a natural choice for us, as we have worked on projects

with them in the past and been impressed with the quality of their products and their service level.

"We have also purchased their powerful RTComposer® service creation tool that allows us to create specific applications - a recent example being an automated claims form request line developed for PetPartners plc, a leading provider of pet insurance. As our services have developed, it has become obvious that the level of expertise and support from Redwood add enormous value to their solutions."

Focusing on SMEs in Central London, LCC has been successfully supplying, installing and maintaining business telephone and IT systems since 1987. Delivering end-to-end solutions, LCC specializes in providing multi-user IP telephone switches, voicemail, call recording, conference and telephone-PC integrated systems, as well as analogue and ISDN lines and private circuits.

For further information on LCC, visit their website [www.lccuk.com](http://www.lccuk.com).

## Desperately Seeking Summer?



Content Guru is the chosen service provider of MASTA Ltd (Medical Advisory Services for Travellers Abroad) for their popular travellers' information line, which was recently relaunched on the STORM™ platform.

MASTA first introduced its telephone service in 1996, giving travellers the opportunity to obtain comprehensive travel information according to their individual itinerary.

The service is now delivered via a recorded information line by Content Guru's STORM platform. It requests the traveller's destination and contact details in order to then issue country-specific information in the form of a Health Brief.

Andrew Halliday, Director of Information Services at MASTA, notes, "Content Guru delivers a reliable service and excellent rates.

For more information on this story, contact the Redwood Sales Department at [sales@redwoodtech.com](mailto:sales@redwoodtech.com).



"It was the obvious solution to replace our old IVR equipment. With the huge increase in the number of UK residents travelling abroad for holidays and work, the travel information line means we can continue to deliver a service which can help to ensure an enjoyable and healthy trip."

MASTA was founded in 1984 to provide travel health advice and information based on a traveller's destination. It has since established 36 specialised clinics around the UK, which supplement the information service, offering travel immunisations and professional up-to-date advice.

For a personalised Health Brief, contact MASTA on 0906 550 1402 (calls are charged at £1 per minute from a UK landline).

For more information on this story, contact the Redwood Sales Department at [sales@redwoodtech.com](mailto:sales@redwoodtech.com).

## Redwood Around The World

Redwood Technologies Ltd will be attending the World Telemedia industry event in Prague on November 7-9 2007, to showcase the very latest developments in technology.

The high profile event is a must-see for serious players in the Telemedia industry and is widely promoted as a showcase for a wide range of technology companies, service providers, content owners and media groups at the cutting edge of the multi-media value chain.

The event is being held at the luxurious Corinthia Towers Hotel in Prague and promises a "totally unique combination of conference, exhibition stands, bars, lounges and hospitality areas".

Redwood participates as event sponsor, panellist and exhibitor.

Visit us at World Telemedia in Prague

November 7-9, 2007  
Stand Number: Suite 1, Stand 14

Corinthia Towers Hotel,  
Kongresova, 1,  
14069 Prague, Czech Republic.

## The Redwood Team – An Interview with Kevin Robertson – Senior Development Engineer

This quarter's team member is Kevin Robertson, Senior Development Engineer. After gaining a First Class Honours Degree in Computer Systems and Electronics and the top student award at King's College London, Kevin worked for four years in Air Traffic Services, a high reliability, safety critical environment. There he became a Chartered Engineer, a member of the Institute of Engineering and Technology (formerly the IEE) and also had some Quality Management experience. He joined Redwood in 1997.

**So Kevin, you were one of the early members then?**

Yes, the company was very young when I joined, though at the time it felt like joining a well-established team. I think this was because of the amount of expertise that the others brought to the company in the beginning - it felt like they'd been going for much longer than they actually had.

**What are you working on at the moment?**

A number of things. Today I've been running performance tests on the latest multicore CPUs, as part of a design review. There's a huge amount of horse power available on these platforms, and the multiprocessing design of our products makes good use of it.

Of course, being a software design engineer, I believe there are further opportunities to improve performance by adjusting our software



design methodologies and the ongoing reviews allow us to monitor the changes.

The results feed straight back in to the second generation of some very challenging requirements we've addressed in the last few months, notably in connection with our mass calling products.

It's easy for regulatory bodies to impose almost impossible requirements - for example to prevent each and every caller in a large televote from running up more than a certain amount of call charges. Well, we've developed a powerful set of solutions in the last year, and that development is ongoing.

**How easy is it to keep up-to-date with new**

**developments in technology?**

Things just keep moving, it's quite relentless. It's never easy to stay ahead when the scope of technologies is so wide, but it doesn't seem too onerous I think because we can generally see ways to make use of it, and that makes it interesting and exciting.

**What do you like best about working at Redwood now?**

I've got some great colleagues, and that's always a bonus. We've worked for years to establish a solid family of products, and it's very satisfying to know that our software is out there getting pounded with traffic 24 hours a day, just going on and on reliably. It's great to have that solid base when it comes to developing new innovations, too.

**How do you see Redwood developing over the next few years?**

The last few years have seen a big shift in technologies, and like the rest of the industry, we've had to invest more in R&D to adapt and expand our product set into new areas and to add further value to the existing portfolio. Now we're beginning to see that investment paying off. We are taking giant steps in the emerging video market and continue to fund development in our IP products. The next few years seem pretty exciting ... well, the 'next few years' has already begun in that respect. We're very upbeat.

## Redwood Corporate Events

**Shooting** – The British Red Cross Berkshire Branch received a welcome boost of funds from a clay pigeon shoot held in support of the charity. Twenty local firms were each invited to sponsor a team and Redwood Technologies and Content Guru were quick to step up to the mark with teams containing a diverse range of clients.

After an early start and a competitive shoot, the teams returned, tired but satisfied with their efforts. A champagne reception and three course lunch was waiting for them, followed by the prize-giving. An auction was held to raise more money for the valuable work of the British Red Cross and rounded off another successful charity day at the Royal Berkshire Shooting School in Pangbourne.



*Team Content Guru presented with their prizes by event host John Nike OBE, DL.*

Kalpesh Patel, captain of the Content Guru team, said, "We had a great day and were very pleased to help support the fundraising effort for this charity."

**Rowing** – Redwood Technologies made waves on September 1 when it took part in the annual Reading Rowing Club Corporate Challenge 2007.

Taking on industry giants Microsoft and Ericsson, amongst others, Redwood and eight competing crews lined up to race over a 500 metre course on the River Thames at Caversham in a bid to become the Corporate Challenge Champions of 2007.

Redwood's crew captain, Zain Zainal, said after the event, "The crew trained hard and showed their fighting spirit throughout the competition. They acquitted themselves brilliantly and they are justifiably proud of their achievement. When the going got tough, they really pulled together. There were some big crews out there but it's not all about size and brawn in this game!"

**Redwood Technologies Ltd**  
The Redwood Building  
Broad Lane  
Bracknell  
Berkshire, RG12 9GU, UK  
T: +[44] (0) 1 344 304 344  
F: +[44] (0) 1 344 304 345  
E. sales@redwoodtech.com  
www.redwoodtech.com

**Redwood Technologies Ltd**  
Friedrichstr. 90  
D-10117  
Berlin  
Germany  
T: +[49] (0) 30 44055 435  
F: +[49] (0) 30 44055 436  
E. sales@redwoodtech.com  
www.redwoodtech.com

**Redwood CTO Inc**  
1901 South Bascom Ave  
Suite 1100  
Campbell  
CA 95008, USA  
T: +[1] 408 559 3988  
F: +[1] 408 559 3977  
E. sales@redwoodtech.com  
www.redwoodtech.com

**Redwood Technologies Sdn Bhd**  
Level 40, Tower 2  
Petronas Twin Towers  
Kuala Lumpur City Centre  
50088 Kuala Lumpur,  
Malaysia  
T: +[60] (0) 3 2168 4495  
F: +[60] (0) 3 2168 4201  
E. sales@redwoodtech.com

**Redwood Communications Ltd**  
Plot 83, Ralph Shodeinde Street  
(Opposite Federal Ministry of  
Finance), Central Area  
Abuja, FCT, Nigeria  
T: +[234] (0) 9 222 4344  
F: +[234] (0) 9 222 4345  
E. sales@redwoodtech.com  
www.redwoodtech.com