



# Calling Name Database

The APMAX Calling Name Database builds upon the AP Calling Name Database, the most widely-deployed Calling Name Database in the industry. APMAX Calling Name Database is the most feature rich in the industry and will support up to 4,000,000 calling names.

## Global Title Translation

The GTT feature is standard in the APMAX. Used for Calling Name and CLASS, APMAX can perform GTT based on 3, 6 or 10 digits.

## Multiple Methods to Retrieve Calling Name Data

APMAX supports multiple options for out-of-area names that are not included in your Calling Name Database.

- Return the city/state of the calling party
- Send the request to a national database using SS7
- Return a failure to the switch and let the switch query a national database
  - Send the query over the Internet to TARGUSinfo, a national database provider. If the name is not returned, the city/state is displayed.
  - Send query to another AP or APMAX via SS7 or IP

In the case of wireless calls, you may create entries by NPA-NXX and NPA-NXX-T to display defaults such as "Wireless, SD".

## Caller ID Screen Pop for TV

With Calling Name Database on the APMAX, you may provide subscribers with Caller ID information on their television screen in addition to their traditional Caller ID device. The APMAX can provide Calling Name information over an IP network to your video middleware supplier to display a 'screen pop' of calling name information. Many times, this screen pop displays before the telephone has had an opportunity to ring. As information for the 'screen pop' is being delivered, the APMAX simultaneously populates traditional calling name information for the AIN TA trigger for display on telephone Caller ID devices.



## Works With All Switch Types in Your Network

The Calling Name architecture allows for easy sharing between switches so that Calling Name information is moved seamlessly between multiple switch types.

## Caller ID Screenpop works with most major IPTV middleware providers

- Innovative Systems
- Minerva
- Cisco
- Microsoft
- Conklin

## APMAX Calling Name List on IPTV

Service providers who have this service and Innovative Systems IPTV Middleware can offer their customers an on-screen list of recent calls to their wireline phone. In the future subscribers will also have the option of click to call from their TV screen with this service.

Recent Calls		
Fri, 08/20 02:57 PM	Innovative Syst	605-995-
Fri, 08/20 02:56 PM	L.B.	605-953-
Fri, 08/20 02:56 PM	Jen	605-636-
Fri, 08/20 02:55 PM	Innovative Syst	605-995-
Fri, 08/20 02:55 PM	L.B.	605-953-
Fri, 08/20 02:55 PM	Jen	605-636-
Fri, 08/20 02:54 PM	Innovative Syst	605-995-
Fri, 08/20 02:54 PM	L.B.	605-953-
Fri, 08/20 02:53 PM	Jen	605-636-
Fri, 08/20 02:53 PM	Innovative Syst	605-995-
Fri, 08/20 02:52 PM	L.B.	605-953-
Fri, 08/20 02:52 PM	Jen	605-636-

