

Calling Name Database

APMAX Calling Name Database is still the most feature-rich service in the industry and gives your customers Caller ID, one of the oldest and still most popular calling features.

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.

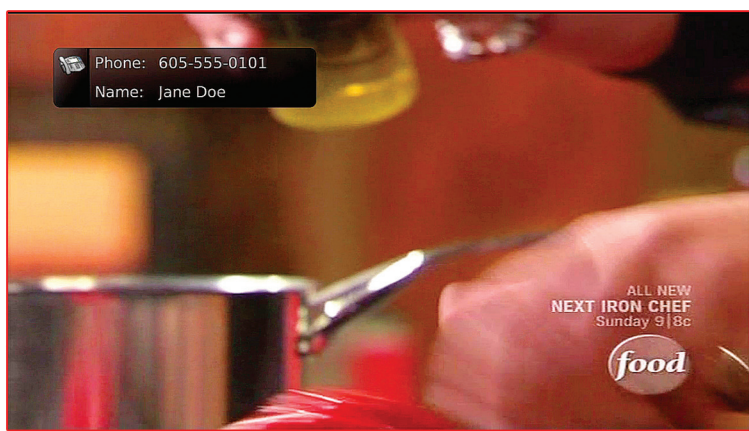
Multiple Methods to Retrieve Calling-Name Data

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

- Returns the city/state of the calling party
- Supports OpenCNAM interface for expansion
- Sends the request to a national database using SS7
- Returns a failure to the switch and lets the switch query a national database
- Sends the query over the Internet to TARGUSinfo, a national database provider. If the name is not returned, the city/state is displayed.
- Sends query to another APMAX via SS7 or IP. In the case of wireless calls, it creates entries by NPA-NXX and NPA-NXX-T to display defaults such as "Wireless, SD."

Caller ID Screen Pop for TV

The APMAX can provide subscribers with Caller ID information on their television screen in addition to their traditional Caller ID device. The APMAX delivers Calling Name information over an IP network to your video middleware supplier that displays a 'screen pop' of calling name information. 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.

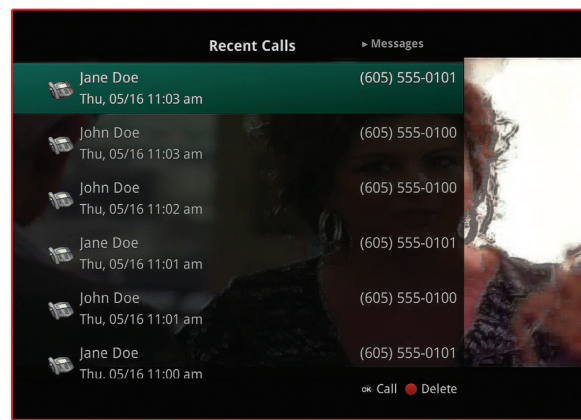


Calling Name Database

- Supports up to 12,000,000 calling names
- Supports multiple options for Out-of-Area names that are not included
- Allows for easy sharing between switches

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.



APMAX Calling Name List on IPTV

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

New Expansion Option Available

OpenCNam, a prepaid calling name look-up database, can now be used for look-ups which may be accessed via HTTPS queries, and no licensing is required.

**Option is available on the Ribbon C15 Softswitch.*