

II. Payphone Gateway Platform (PGP), Cont.

Applications Services ...

- 1) Automatic Message Delivery
- 2) "0+" to "1+" Conversion
- 3) "0-" to "1+" Conversion
- 4) AMEX/Visa/MasterCard at the Booth
- 5) Sent-Paid Equal Access*
- 6) IXC Least Cost Routing
- 7) Universal Card Conversion
- 8) Answer Detection*
- 9) Coin Handling*
- 10) Coin In Box Accounting
- 11) Metered Calls
- 12) 1-0-XXX Fraud Prevention
- 13) 900/540/976 Unblocking
- 14) Chain Dialing
- 15) Coin Activity Line Monitoring*
- 16) Billed Party Preference*
- 17) Per Call Compensation Accounting*
- 18) Change Card Interface
- 19) Diagnostic Monitor & Maintenance
- 20) Instant Information to Live Operator

RECEIVED

JUL 7 1992

FCC MAIL BRANCH

II. Payphone Gateway Platform (PGP), Cont.

Unique PGP Technology Features ...

- **Physical Technology Bridge Between the Public Phone & the End Office**
- **Interfaces to Standard Paystations, "Smart-Phones" & Major CO Switch Manufacturers**
- **Supports up to 96 Paystations**
- **Line-Side Intelligence, in Front of Feature Group 'D'**
- **Proactive Prompting While Call is Off Hook**
- **Selective Transaction Processing Performed in Background with Remote Management System, Which is Configured to Support Over 250K Payphones**

RECEIVED

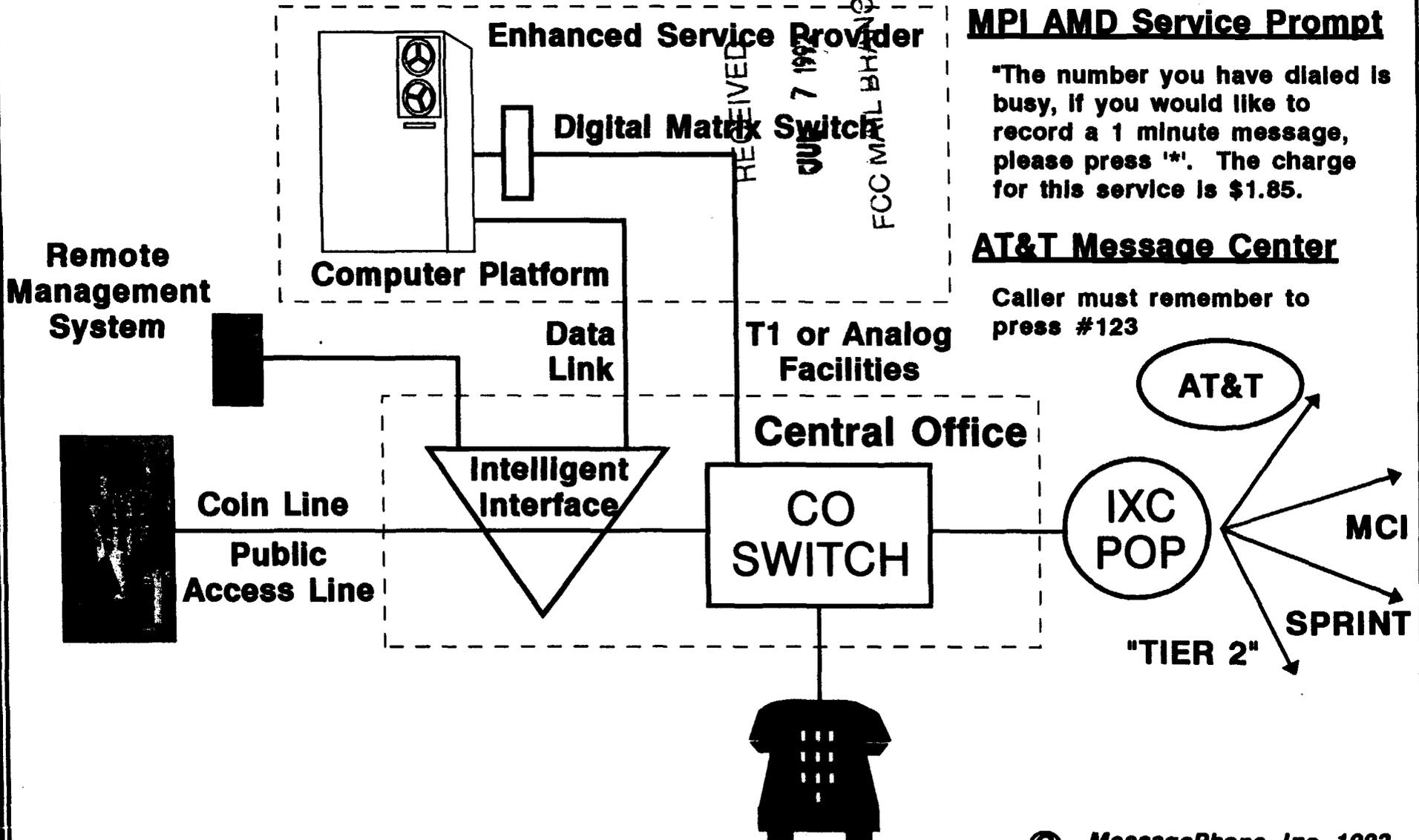
APR 7 1992

FCC MAIL BRANCH

II. Payphone Gateway Platform (PGP), cont.

Automatic Message Delivery (AMD)

Proactive Gateway Service vs. AT&T's Reactive Message Center



MPI AMD Service Prompt

"The number you have dialed is busy, if you would like to record a 1 minute message, please press '*'. The charge for this service is \$1.85.

AT&T Message Center

Caller must remember to press #123

II. Payphone Gateway Platform (PGP), cont. Billed Party Preference ...

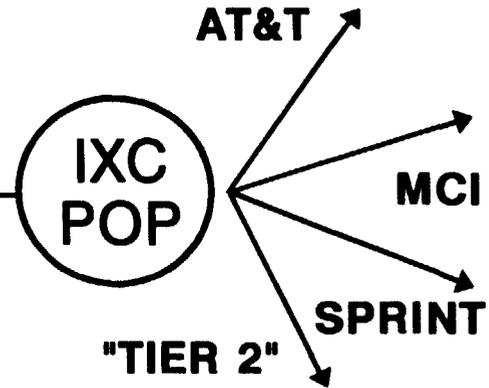
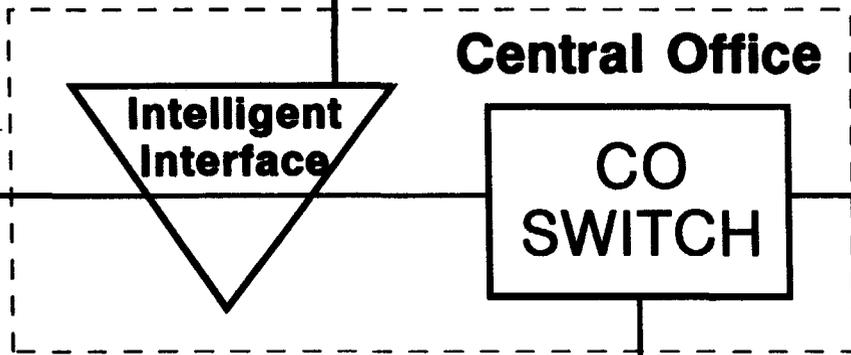
Remote Management System (RMS)
 -rate processing
 -database management
 -diagnostics
 -4GL reporting

x.25 (to validation databases)

RECEIVED
 JUL 7 1992
 FCC MAIL BRANCH

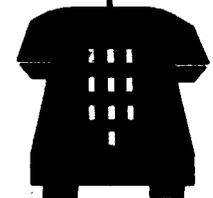


Coin Line
 Public Access Line



"TIER 2"

LATA



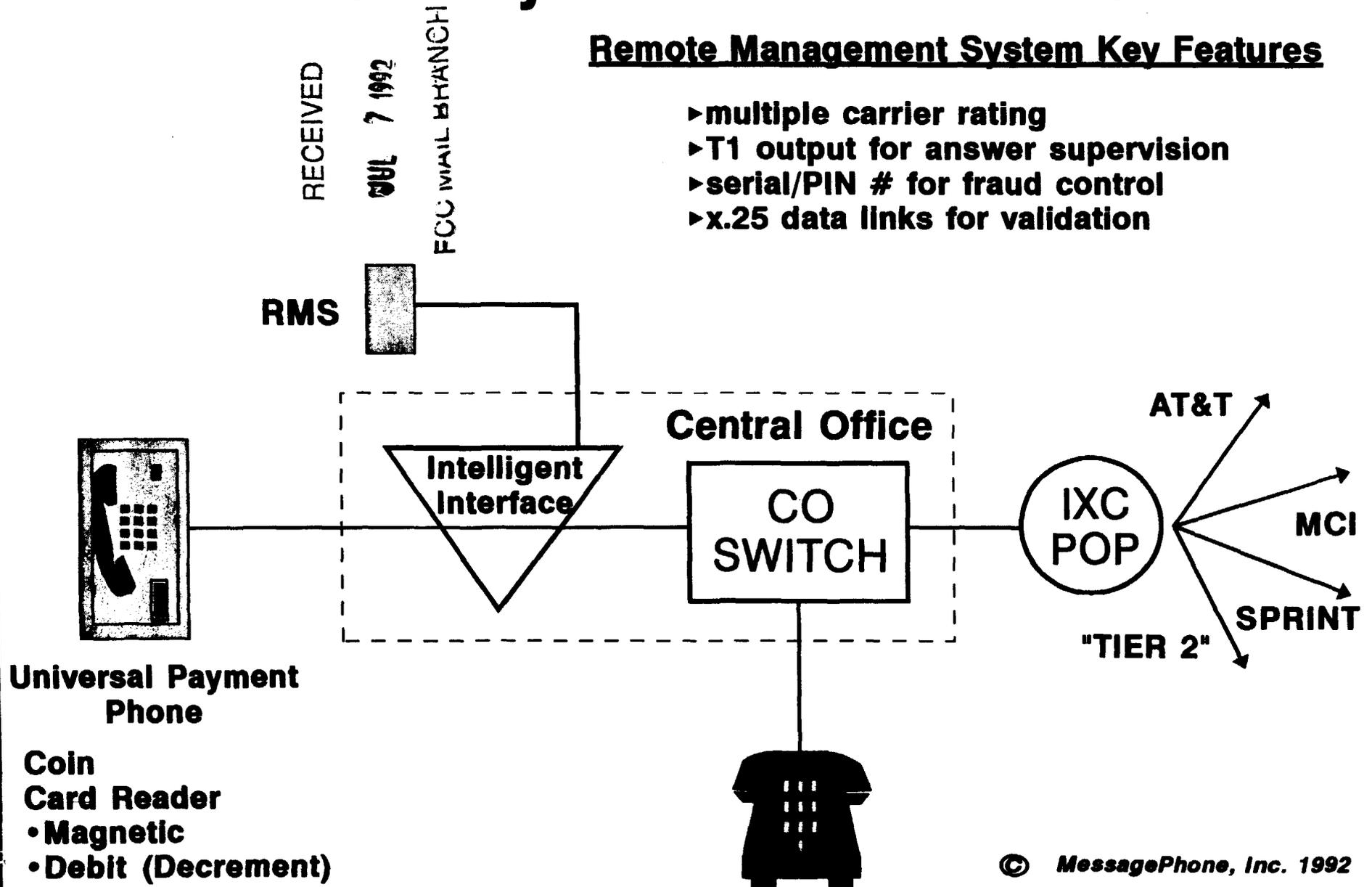
Billed Party Preference Call Steps

1. Caller dials "0+" call
2. PGP rates the call
3. PGP plays bong tone
4. PGP receives billing information
5. PGP validates billing card number
6. PGP identifies caller's presubscribed carrier
7. The call is placed over the network of the caller's presubscribed carrier

II. Payphone Gateway Platform (PGP), cont. Universal Payment Phone Interface ...

Remote Management System Key Features

- ▶ multiple carrier rating
- ▶ T1 output for answer supervision
- ▶ serial/PIN # for fraud control
- ▶ x.25 data links for validation



III. Market Analysis

Automatic Message Delivery (AMD) Revenues for Public Pay Telephones

RECEIVED

JUL 2 1992

FCC MAIL BRANCH

In order to demonstrate the amount of Automatic Message Delivery (AMD) annual revenue generated by a typical pay phone, actual completed calls and call revenue from a LEC-owned public pay phone were utilized. On the next page is a profile of an average LEC public pay phone located in a state where the LEC owns in excess of 25,000 pay phones.

The following assumptions were made in order to project this AMD annual revenue:

1. Completed calls were determined to be 70% of total call attempts with 30% being incomplete due to busy, ring/no answers. Other type calls in the network (directory assistance, invalid calling cards, etc.) were deemed immaterial and excluded for presentation purposes.
2. An AMD acceptance rate of 10% was utilized. This is the percentage of acceptances when the service was offered to the 30% busy, ring/no answers and is in line with the recent actual experience at Bell Atlantic, Bell Canada and Southwestern Bell.
3. Charges for the AMD service are the cost of the call plus \$.25 for all sent-paid calls and a fixed \$1.75 per call for all credit card, collect and third-party billed calls.

In summary, this projection demonstrates that a LEC-owned public phone can expect to generate an average \$322 of annual AMD gross revenue (before expenses). Private Payphone Operators can take this model and adapt it to their own pay phone statistics and expected AMD pricing to determine annual AMD gross revenue.

III. Market Analysis, Cont.

Automatic Message Delivery (AMD) Revenues for Public Pay Telephones

RECEIVED
JUL 7 1992
FC MAIL BHAN CH

| Annual | Sent Paid | Calling Card | Collect | Bill to Third | Total Non-Sent Paid | Grand Total |
|----------------------------------|-------------|--------------|-------------|---------------|---------------------|--------------|
| Local | | | | | | |
| <i>Completed Calls Per Phone</i> | 8,420/96% | 277/3% | 71/1% | 3/0% | 351/4% | 8,771/100% |
| <i>Revenue Per Phone</i> | \$2,110/87% | \$208/9% | \$107/4% | \$5/0% | \$320/13% | \$2,430/100% |
| Toll | | | | | | |
| <i>Completed Calls Per Phone</i> | 161/28% | 326/56% | 86/15% | 6/1% | 418/72% | 579/100% |
| <i>Revenue Per Phone</i> | \$90/15% | \$338/57% | \$155/26% | \$11/2% | \$504/85% | \$594/100% |
| Long Distance | | | | | | |
| <i>Completed Calls Per Phone</i> | 58/6% | 694/69% | 233/23% | 15/2% | 942/94% | 1,000/100% |
| <i>Revenue Per Phone</i> | \$115/4% | \$1,833/64% | \$848/30% | \$55/2% | \$2,736/96% | \$2,851/100% |
| Totals | | | | | | |
| <i>Completed Calls Per Phone</i> | 8,639/83% | 1,297/13% | 390/4% | 24/0% | 1,711/17% | 10,350/100% |
| <i>Revenue Per Phone</i> | \$2,315/39% | \$2,379/41% | \$1,110/19% | \$71/1% | \$3,560/61% | \$5,875/100% |
| Per Phone | | | | | | |
| <i>Completed Calls (70%)</i> | 8,639 | 1,297 | 390 | 24 | 1,711 | 10,350 |
| <i>Incomplete Calls (30%)</i> | 3,702 | 556 | 167 | 10 | 733 | 4,435 |
| <i>Total Call Attempts</i> | 12,341 | 1,853 | 557 | 34 | 2,444 | 14,785 |
| <i>Incomplete Calls</i> | 3,702 | 556 | 167 | 10 | 733 | 4,435 |
| <i>AMD Acceptance Rate (%)</i> | 10% | 10% | 10% | 10% | 10% | 10% |
| <i>AMD Acceptances</i> | 370 | 56 | 17 | 1 | 74 | 444 |
| <i>AMD Acceptances</i> | 370 | 56 | 17 | 1 | 74 | 444 |
| <i>AMD Service Charge</i> | *\$0.52 | \$1.75 | \$1.75 | \$1.75 | \$1.75 | |
| <i>AMD Revenue</i> | \$192 | \$98 | \$30 | \$2 | \$130 | \$322 |

* AMD service charge for sent paid is average revenue per call ($\$2,315 \div 8,639$) plus \$.25.

LEC REVENUE OPPORTUNITIES

Revenue Generated From Process
Forwarding Calls to the IXC

"0+" Card Call Processing

Collect

**Play a Bong tone or voice
prompt asking caller to
enter card number
Capture card number
ID carrier based on card
number format**

or

**query LIDB to determine
IXC/OSP**

**4. Send call and call
information to IXC/OSP**

1. Capture
number
2. Query
destination
prefix
3. Send
information
IXC/OSP

LEC REVENUE OPPORTUNITIES FROM BPP

Revenue Generated From Additional Processing (Optional) for the IXC/OSP

RECEIVED
JUL 7 1995
MAIL BRANCH

"0+" Card Call Processing

Collect Call Processing

Additional Processing - Optional

1. Continue processing the call for the IXC/OSP by validating the card (done on the same query of LIDB)
2. Rate the call
3. Set-up billing record

Additional Processing - Optional

1. Record the caller's name
2. Call the destination over the destination's presubscribed IXC/OSP
3. Prompt destination for acceptance of billing responsibility
4. Rate the call
5. Set-up billing record

Certificate of Service

I, Nancy Kirkpatrick, corporate administrator for MessagePhone, Inc., hereby certify that I have on this sixth day of July, 1992, sent copies of the foregoing Comments by first-class United States Mail, postage prepaid, to the following:

Gary Phillips
Policy and Program Planning Division
Common Carrier Bureau
Federal Communications Commission
Washington, D.C. 20554

Downtown Copy Center*
1114 21st Street, N.W.
Washington, D.C. 20037


Nancy Kirkpatrick

* Two Copies Provided

RECEIVED
JUL 7 1992
FCC MAIL BRANCH