Call Validation Display: What are the Minimum Elements to be Imparted to the Phone? We have to tell the Consumer Something

• First separate what is objective validation data vs subjective data.
• Start with Green Yellow Red? Or just stay with the Green Check Mark

• What other kinds of value-added information can be given to the user by the service provider?
  – Logos?
  – Pictures?
  – Theme songs?
Call Validation Display Options + Rich Call Data + Trusted Caller Identification

• Existing User Display is limited to 15 Character ASCII for CNAM [Calling Name Delivery] and the Calling Party Number.

Now we can do anything!

• Calling party could display business name, address and potentially a picture as well based on Rich Call Data.
• Calling party can display alternative number to protect Doctors privacy when responding to consumer inquiries.
• Protect Emergency Personnel from revealing their true Calling Party Number.
More Examples...
And More Examples
Example Displays with STIR/SHAKEN Verified – Legacy Phones
Example Displays with STIR/SHAKEN Verified – Smart Devices