

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



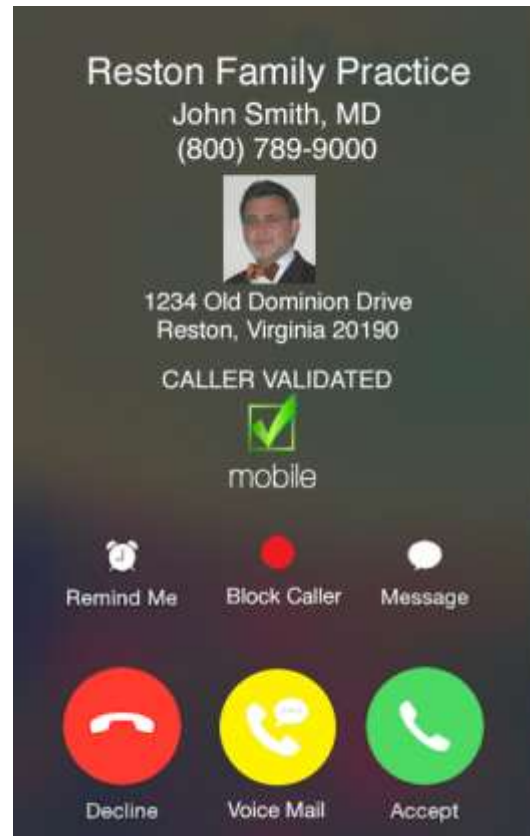
- First separate what is objective validation data vs subjective data.
- Start with Green Yellow Red? Or just stay with the Green Check Mark
- What other kinds of value-added information can be given to the user by the service provider?
 - Logos?
 - Pictures?
 - Theme songs?

Call Validation Display Options + Rich Call Data + Trusted Caller Identification

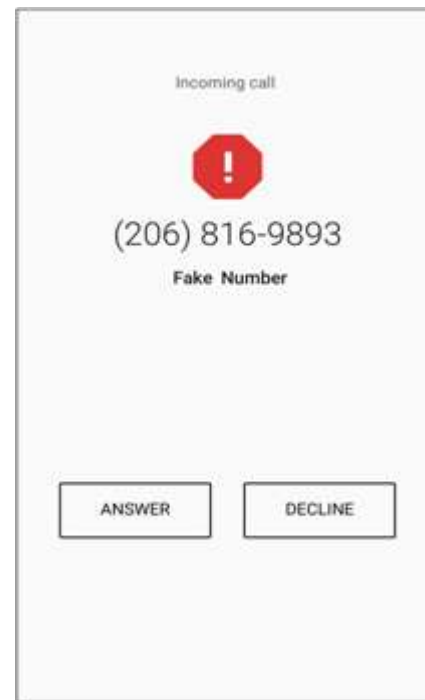
- Existing User Display is limited to 15 Character ASCII for CNAM [Calling Name Delivery] and the Calling Party Number.

Now we can do anything!

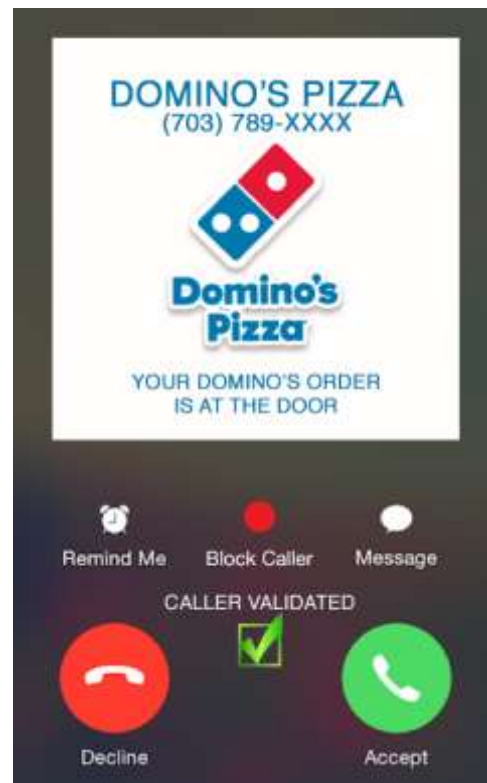
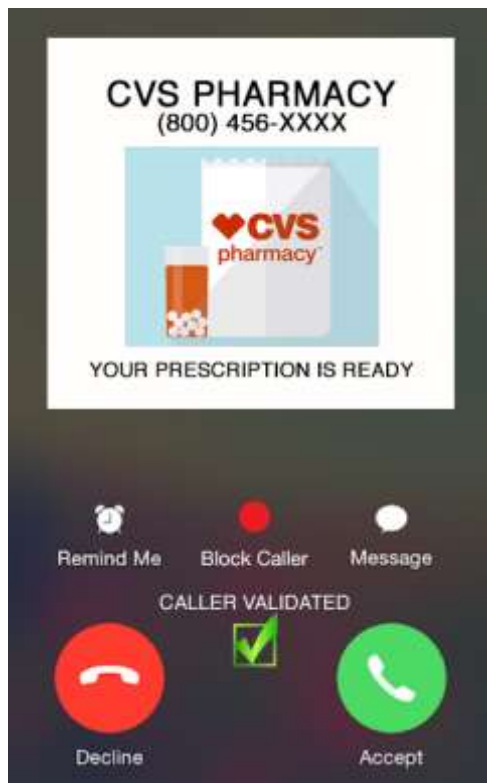
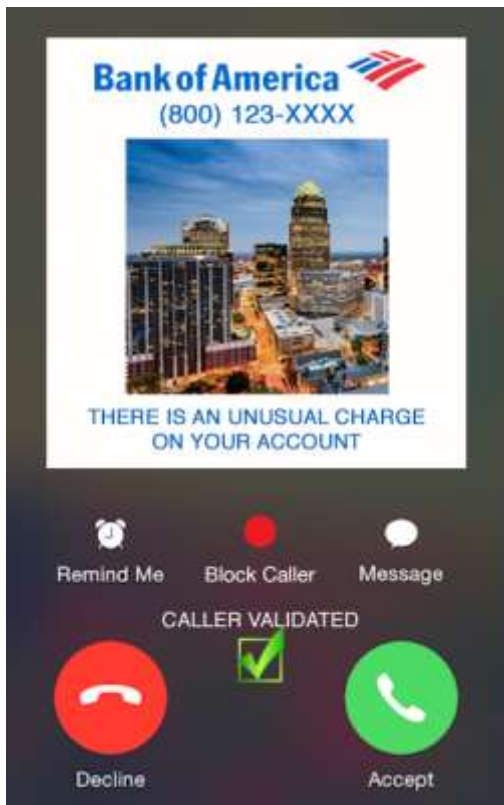
- Calling party could display business name, address and potentially a picture as well based on Rich Call Data.
- Calling party can display alternative number to protect Doctors privacy when responding to consumer inquiries.
- Protect Emergency Personnel from revealing their true Calling Party Number.



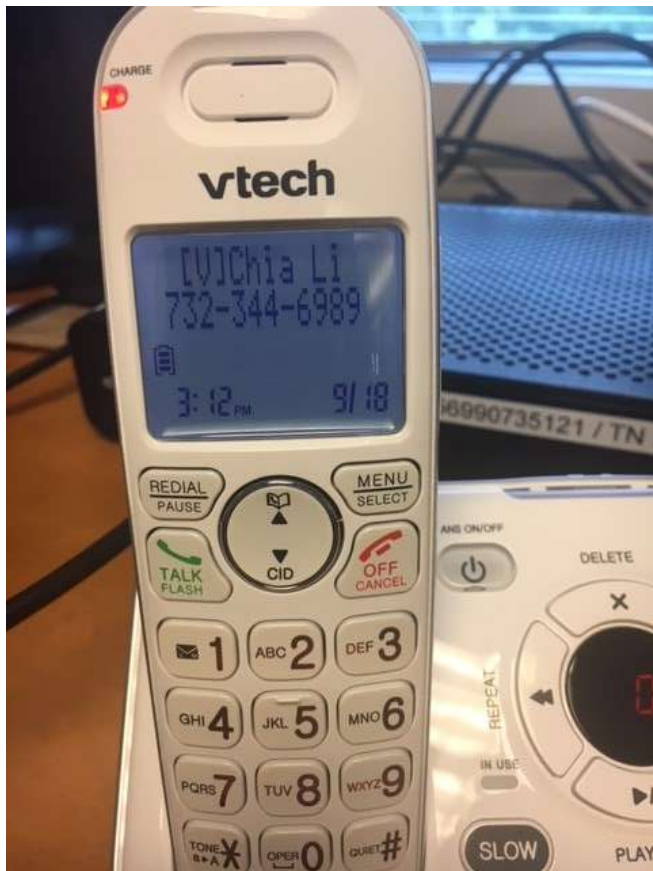
More Examples...



And More Examples



Example Displays with STIR/SHAKEN Verified – Legacy Phones



Example Displays with STIR/SHAKEN Verified – Smart Devices

