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Bibliographic Cover Sheet

db443

Title **News release regarding Common Channel Interoffice Signaling**

Date 1976-05-13

Abstract News release regarding rollout of common channel interoffice signaling. "The Bell System will inaugurate service May 15, 1976 on the first leg of a nationwide signaling system that will speed long-distance call completions and possibly offer new customer calling features in the future, such as an automatic callback if a line is busy on the first attempt." News release estimates cost of CCIS will be more than $250 million.

Keywords common channel interoffice signaling; CCIS

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AT&T Long Lines

The Bell System Unit for Interstate
and International Communications
32 Ave. of the Americas, New York City, 10013

NEWS

CONTACT: LORRIE TEMPLE
212-393-6795
212-799-6154 (Home)

JON TROVATO
201-582-3624
201-538-6865 (Home)

FOR IMMEDIATE RELEASE, THURSDAY, MAY 13, 1976

CHICAGO -- The Bell System will inaugurate service May 15 on the first leg of a nationwide signaling system that will speed long distance call completions and possibly offer new customer calling features in the future, such as an automatic call-back if a line is busy on the first attempt.

The new system, called Common Channel Interoffice Signaling (CCIS), will begin operation between Chicago and Madison, Wis. During the next decade, the American Telephone and Telegraph Company plans to install the system in many locations throughout the nation.

As CCIS is installed nationwide it will reduce the time it takes to complete a coast-to-coast call to two seconds or less, compared with 10 seconds or more today. With a national system, the Bell System also will be able to provide new customized services.

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For example, the company is exploring how CCIS can be used to provide an automatic call-back feature if a number is busy. As soon as the called party hangs up, the CCIS equipment would automatically place the call to both parties. It's also possible that phone numbers identified as high priority by a customer could be stored electronically in a telephone company central office. When an incoming number matches a stored number, the customer would hear a distinctive ringing tone.

"It's a new dimension in telephony," said Billy B. Oliver, vice president of engineering planning for AT&T's Long Lines Department. "As the system grows to meet the nation's communications needs, so will its advantages."

Today, most of the information needed to connect calls travels in musical-like tones on the same circuit as the customer's voice. With CCIS, the information will be carried on a separate high-speed channel in the form of electrical pulses.

The new system was developed by Bell Telephone Laboratories and manufactured by Western Electric. The first leg is a joint project of Illinois Bell, Wisconsin Telephone and AT&T Long Lines.

The new system will not require new route construction; existing facilities will be used to carry the CCIS signals. The Bell System will spend more than $250 million to introduce CCIS nationwide. By 1986, however, the new system is expected to save about $500 million in cumulative capital requirements and up to $30 million annually in operating expenses.

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Oliver said more conversations will be carried on existing voice circuits because information about calls won't travel on the talking paths. Likewise, the high-speed CCIS paths will dramatically increase the amount of information that can be transmitted about a call, he said.

With CCIS, for example, it may be possible for customers in the future to accept collect calls from preselected numbers. The collect call -- from a child at college, for example -- could automatically be billed to the approving customer's account without operator assistance.

The new signaling system brings closer the day when calls to anywhere in the world could be completed within seconds. CCIS is compatible with new standards for international call handling that were developed by the Bell System and foreign telephone administrations.

The new system also may reduce telephone fraud that involves the use of simulated tone signals to complete long distance calls. The reduction of telephone fraud also could contribute to holding down the cost of long distance rates.

Oliver said the introduction of new calling features is not expected until the 1980s, when CCIS is expected to be installed in many local offices. Initially, he said, it will be used for more efficient call routing, to send a greater number of calls to their destinations faster than is possible today.

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The first CCIS link will connect the Bell System's super capacity No. 4 Electronic Switching System (ESS) in Chicago to a newly installed No. 4A crossbar system in Madison that was adapted for CCIS.

Initially only a small number of circuits will be connected to the CCIS network, but the number will grow rapidly as new 4 ESS machines and additional modified electromechanical machines are added to the network.

CCIS links will be extended to Kansas City, Dallas and Jacksonville this year as new No. 4 ESS machines are put into operation in these cities. A modified 4A electromechanical system in Waukesha, Wis., also will be linked to the network in September. All new No. 4 ESS systems will be linked to the CCIS network and AT&T estimates that about 30 converted electromechanical systems will be linked to the network by the end of 1977.

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