



A History of Caller ID – Part One

With its fundamental purpose of transmitting a caller’s telephone number to a receiver’s telephone equipment, Caller ID has been one of the most transformational telecommunications developments of the last 60 years.

Originally designed as a feature of landline calls, Caller ID has evolved over the decades to become a pivotal element in restoring trust to voice calls.

In this first infographic, we look at the evolution of Caller ID from the 1960s to the 1990s and its successful commercial deployment by the telephone companies.

The Invention of Caller ID

The origins of what we now know as Caller ID go back to Athens, Greece in 1968, when a communications engineer, Theodore George Paraskevacos, began developing a system to automatically identify a telephone caller to a call recipient. After several attempts, he developed a method for transmitting a caller’s number to the receiver’s device.



Automatic telephone line identification patenting

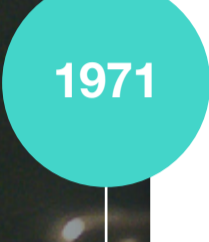
Paraskevacos is issued 20 separate patents for automatic telephone line identification. These go on to be recognized as ‘prior art’ in later United States patents.



The first caller-identification device prototype

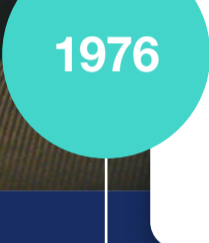
Paraskevacos partners with Boeing in Huntsville, Alabama, to construct a transmitter and receiver. Installed at Peoples' Telephone Company, these are demonstrated to several carriers.

Paraskevacos’ patent applications include proposals to send alphanumeric information, such as the caller’s name, to the receiving apparatus and to make banking by telephone feasible.



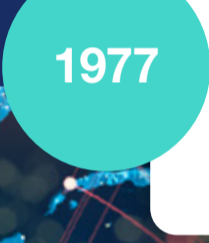
Licensing to telecommunications

Japanese inventor Kazuo Hashimoto builds a prototype of a Caller ID display device that can receive Caller ID information. Eventually this patent, and a resulting one re-examined at the patent office by AT&T, are successfully licensed to most of the major telecommunications and computer companies worldwide.



From voice announcement to display

Initially, the operating telephone companies wanted Caller ID to function as a voice announcement and charged on a per-call basis, but John Harris, an employee of Northern Telecom, proposes the idea of displaying caller ID on a telephone.



Caller ID arrives in Brazil

Brazilian inventor Valdir Bravo Salinas files a patent application for a caller ID device at the Brazilian Patent and Trademarks Office. The patent, issued in 1982, is the first patent issued for caller ID equipment in Brazil.



Landline Adoption of Caller ID

As we move through the 1980s and 90s, caller ID becomes a staple feature of landline telephones. Features such as call waiting ID and visual call waiting, which allow receivers to identify callers during an ongoing call, are introduced.

Orlando, Florida is chosen as the test market

1984: The first trial of Caller ID and other Custom Local Area Signaling Services (CLASS) is conducted by BellSouth in Orlando, FL. The purpose of these trials is to assess the revenue potential of services that depend on deployment of the common channel signaling network needed to transmit the calling number between originating and terminating central offices.

Caller ID becomes the adopted name

The BellSouth Product Team chooses not to trademark ‘Caller ID’ so that other telcos are able to adopt the name for ubiquity. The name eventually becomes the generally accepted term in the United States.

First commercial deployment of Caller ID

1987-88: Bell Atlantic (now Verizon Communications) conducts another market trial in Hudson County, New Jersey, followed by limited deployment. One year later, BellSouth becomes the first company to deploy Caller ID commercially, in Memphis, Tennessee.

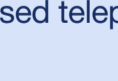
The Arrival of Call Waiting ID

1995: Bellcore launches a ‘not-for-free’ service that makes it possible to transmit caller ID information and even provide call-disposition options while the user is already on the telephone.

To become known as call waiting ID, or Call Waiting Deluxe for disposition options, this telephone calling feature includes options with some display-based telephones, including:



Switch: Place the current call on hold to take a second call



Forward to Voice Mail: Send the incoming caller to the recipient’s voice mail service.



Hang-up: Disconnect the current call and take a second call



Join: Add the incoming caller to the existing conversation.



Please Hold: Send the caller either a custom or telephone-company-generated voice message asking the caller to hold

Discover how a new age of digital technology helped make Caller ID technology critical to trust in voice calls in part two of this History of Caller ID Infographic at <https://tnsi.com/resource/com/a-history-of-caller-id-part-two-infographic/>

The latest Caller ID innovations today: Find out how TNS Enterprise Branded Calling can help you increase conversion rates, improve call duration, get your calls answered and provide competitive advantage for your brand at <https://tnsi.com/enterprise-branded-calling>



Sources
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