



OPEN::MMS

The New Freedom in Multimedia Messaging



Open::MMS. Stay flexible through platform independence and secure your position in the emerging multi billion MMS market to ensure a steady revenue stream for your network or business in the future.

Open::MMS. The Future of Wireless Communication

Building on the giant success of SMS, wireless Multimedia Messaging Services are set to become even more popular, since they allow content providers and users to easily enhance wireless messages with audio, video and color images. Open::MMS, a platform and network independent services environment provides WAP based MMS at a fraction of the costs of proprietary systems on the market today. It can be easily enhanced and customized through countless applications, available today and in the future.

What Is Open::MMS?

The two flavors of Open::MMS are an affordable operator and platform independent Multimedia Messaging Service environment for wireless network operators and a Public MMS Service for independent content providers and wire-

less phone users. They work with any WAP Gateway and any WAP enabled phone, across multiple networks. Both modules can be customized separately or work as a complete MMS Suite.

MMSC Service Environment for Network Operators

Open::MMS opens a new channel for the distribution of new and existing multimedia content at a significantly lower price than solutions offered by wireless phone manufacturers. The low initial investment, the use of existing equipment and applications, easy administration and configurable billing solutions provide an excellent return on investment. The network cross compatibility works as a value added service to existing customers and attracts additional network traffic. Backward compatibility ensures a smooth transition for users of older equipment.

Public MMS for Everyone

The Public MMS Service allows content providers and businesses to offer network operator independent MMS to customers and associates. XML based distribution templates allows for targeted marketing and high message security is essential for intra-business communications. MMS messages are sent through our http/email MMS Gateway service, which provides cross platform compatible Web based mailbox access to all customers.

Open::MMS Features:

Operator Independent MMSC Service Environment:

- Works with any WAPGW (Version 1.2.2 needed for MMS messages larger than 1K)
- Effortless content distribution data
- Web based administration
- MMS composition tools (Web and Windows client)
- MMS batch processing



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- Content synthesis through XML templates and call lists
- SMIL tools
- Content conversion tools
- User Agent Profile Negotiation support
- Adaptive (self learning) terminal service for automatic conversion from MMS to legacy forms
- Highly configurable MMS-to-email conversion
- Customized solutions for: Content Providers / Wireless Operators / Enterprises
- Database Support for Informix and Oracle

- Content sensitive, configurable billing

- SNMP manageability
- High availability through clustering and load balancing

Public MMS Service

- Operator independent MMS
- http/email Gateway for MMS
- Web access to MMS Mailbox
- XML based MMS distribution templates
- Various billing models
- High message security

Related Products

- PSS::SDK
- PSS::GW

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Company

Leolo IT & Media is a dynamic and highly experienced information systems development and consulting company based in Munich/Germany with offices in several European countries and in California.

