

MULTIMEDIA MESSAGING OVERVIEW

Bring your mobile content to life.



mBlox Multimedia Messaging Raises the Bar

Raise mobile content to a whole new level by delivering mixed-format media directly to your customer's phone. mBlox Multimedia Message Service (MMS) creates a superior mobile experience, whether enabling rich and engaging marketing campaigns or delivering the latest in mobile entertainment services.

A single connection to mBlox provides connectivity for application-to-person (A2P) MMS messaging over a feature-rich, standards-based interface.

Users enjoy the simplicity with which striking combinations of text, graphics, audio and video are pushed directly to their inbox. Content providers appreciate the power provided by features such as mBlox's Digital Rights Management (DRM) encoding, as well as the confidence gained from working with the world's largest mobile transaction network.

Nearly all handsets sold today are capable of receiving MMS messages, and almost two-thirds of US mobile subscribers purchase data plans that allow them to use it*. From iPhone to feature phone, the audience for your content has never been larger - MMS accessibility has reached the mainstream.

*Source: Nielsen Mobile, 2009

A Wealth of Applications

Now available in the US, a wide range of applications can benefit from MMS support on two mBlox products: Direct USA, for application-to-person messaging; and PSMS USA, for mobile payments.

- Marketing – rich media interaction creates greater audience engagement
- Media and entertainment – content extends seamlessly to the “third screen”
- Enterprise – alerts and informational services become a memorable, branded experience
- Mobile content specialists – superior user experience can increase satisfaction and stickiness on premium SMS services

Features and Benefits

Rich user experience	<ul style="list-style-type: none">- Support of a wide range of media formats (See <i>Supported Media Formats</i>)- Multipart SMIL content
Simplicity and performance	<ul style="list-style-type: none">- Standards-based interface (3GPP-compliant MM7 v6.8.0)- Delivery latency typically less than 5 seconds- Load balancing and redundancy provided by mBlox's carrier-grade platform
Confidence and control	<ul style="list-style-type: none">- Handset delivery receipts facilitate tracking of your content- Client-controlled device discovery, maximizing successful delivery while optimizing the user experience- On-the-fly, OMA-compliant Digital Rights Management (DRM) encoding to protect your content from unauthorized distribution
Flexible business models	<ul style="list-style-type: none">- Consumer pays standard rates for message receipt, perfect for marketing and enterprise applications- Straightforward integration with premium SMS programs for content monetization

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Supported Media Formats

Media Format	MIME TYPE	File Extension
QCELP	AUDIO/VND.QCELP and AUDIO/QCELP	.qcp
EVRC	Audio/Evrc	.qcp
MIDI	Audio/Midi	.midi .mid
SP-MIDI	Audio/sp-Midi	.midi .mid
JPEG	Image/jpeg	.jpe .jpeg. jpg .jpz
PNG	Image/png	.png .pnz
GIF 87a, GIF 89a	Image/gif	.gif .ifm
BMP	Image/bmp	.bmp
Text	Text/Plain or Text	- or .3gp
SMIL	Application/smil	-
Vcard	Text/V-Card	.vcf
Video (3GPP)	Video/3gpp	.3gp
Audio (3GPP)	Audio/3gpp	.3gp
Video (3GPP2)	Video/3gpp2	.3g2
Audio (3GPP2)	Audio/3gpp2	.3g2
AMR	Audio/amr	.3g2, .3gp
MPEG-Audio	Audio/mp4a-latm	.3g2
MPEG-Audio	Audio/mpeg and Audio/mp3	.mp3
MPEG-Video	Video/mp4	.mp4, .3g2, & .3gp
MPEG-Video	Video/mp4v-es	.mp4, .3g2, & .3gp
H.263 Video	Video/h263-2000	.mp4, .3g2 & .3gp

The mBlox Difference

Being competitive these days means focusing all the resources you can muster. Why lose any sleep to mobile delivery and billing challenges? Join the many companies that already rely on mBlox's services and global mobile transaction network to handle their messaging needs. It makes sense for so many reasons:

Industry Leadership

With long-standing carrier relationships and years of participation with industry organizations, we've built a reputation of trust and stature in the messaging marketplace.

The Technical Edge

Superior system-level control — thanks to our carrier-grade SMSCs and our telecommunications network expertise and resources — gives mBlox the edge in solving the most demanding messaging problems.

Pure Focus

We never compete with customers. Our efforts are focused purely on maintaining the highest quality network infrastructure to serve our clients.

Industry Experience

mBlox's wealth of industry experience sets us apart — for example, we were the first network in Europe to offer mobile billing in the United States.

Global Customer Support

Our three network operation centers in the United States, Europe and Asia-Pacific region deliver complete 24/7/365 regional support.

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