



Vimatix BMS™

A mobile service delivery platform for application to person content push

▶ Vimatix Bulk Messaging System optimizes the preparation and the delivery of premium multimedia content pushed to mobile terminals via WAP, MMS, e-Mail and SMS

Application to Person (A2P) alerts, also known as Machine to Person or Content to Person, are time critical and cause traffic peaks when content providers simultaneously distribute them to thousands or millions of mobile subscribers. Vimatix BMS increases the capacity of your content Push services with minimal investment.

Engage more content providers

With Vimatix Bulk Messaging System (BMS) mobile network operators can safely open the network to more content providers pushing multimedia content like video clips, audio clips, images and text to their subscribers over MMS, WAP-Push, e-Mail and SMS.

Campaign manager for VASPs

Using the BMS Client with its drag-and-drop GUI, any content provider can distribute video and audio clips, image slide shows and text messages without the need to write computer programs. This campaign manager includes message and content management, recipient lists updates, DRM and job scheduling and monitoring.

Digital rights management

Content providers can easily protect premium content from being forwarded or illegally consumed by subscribers. BMS supports OMA DRM and also prevents delivery of protected content from or to non OMA DRM compliant terminals.

VASPs share burden of CRM

Content providers can monitor the delivery jobs in real-time and query the status per recipient for every recipient. For the first time subscriber support and problem solving can be performed by the message senders.

Automatic channel selection

Content providers can select MMS, WAP-Push, e-Mail or SMS or let BMS automatically select the distribution channel according to network load, operator preferences, terminal capabilities and subscriber preferences.

Dynamic bandwidth control

BMS dynamically allocates the global bandwidth to the value added service providers (VASPs). BMS ensures in real-time that the QoS of P2P messaging is not deteriorated because of A2P traffic. In addition, A2P can be limited by the operator to not exceed a certain load.

Prioritize VASPs

A sophisticated rule based component of BMS distributes the content according to VASP profiles set by the operator:

- Delivery time slots
- Relative Priority
- Maximum content & message size
- Queue size limit

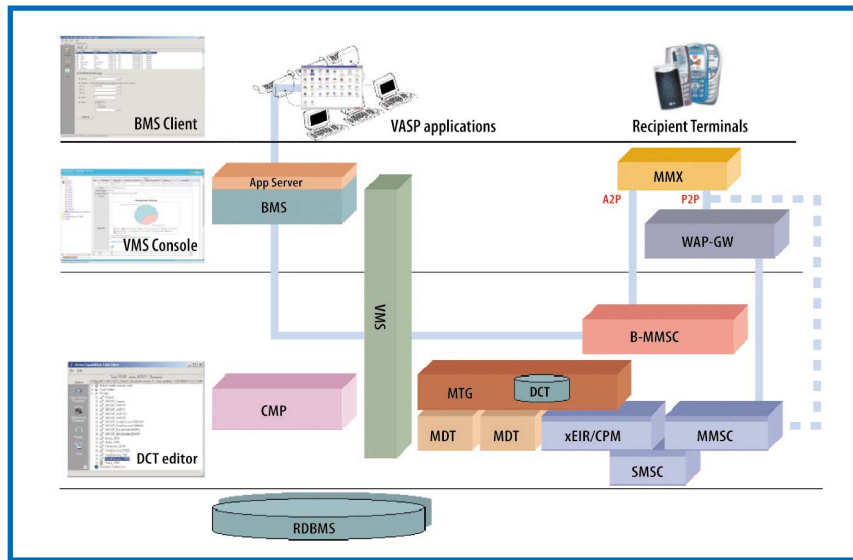
application to person



mobile multimedia masters

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▶▶ Vimatix BMS™: an end to end mobile content push platform



Technical features

Operating Environments

- Sun Solaris™ 8 or higher
- Microsoft Windows 2000™ or higher
- Oracle Standard Edition 9i or higher

Standard Interfaces / Protocols

- MM1, MM3, MM4, MM7, EAIF
- HTTP, SOAP, XML
- WAP 1.1, WAP 1.2.1, WAP 2.0
- SMPP, UCP, PAP
- LDAP
- SNMP Compliant

Architecture

- Distributed architecture
- Fully redundant and scaleable
- High availability configurations

Message and Content Adaptation

- Supports all current standard mobile multimedia formats, with modular codec architecture.
- Among the supported formats Animated GIF AVI, WMV, H.263, H.264, MPEG-1, MPEG-2, MPEG-4, RV, QuickTime, Video/3gpp, JPEG, JPEG 2000, GIF, BMP, WBMP, EMS, Picture Message, PNG, MNG, AMR, MP3, WAV, AAC, WB-AMR, MP1, MP2, AU, WMA, QCELP, EVRC, MIDI, SP-MIDI, iMelody/eMelody, Nokia Ringtone, Audio/3gpp, SMIL

Capacity

- 1000 Alerts/Second on a dual 3Ghz CPU server

Content optimization

With its built-in multimedia transcoders, Vimatix BMS adapts the original content to the capabilities of the recipient devices. Terminal characteristics are discovered from the network provisioning databases and the internal device capabilities database.

BMS can optimize: overall message size, display dimensions, quality of audio-visual content, color space, text length and message layout (SMIL). VASPs can preview the content for any type of recipient terminal.

Transcoding results are kept in cache and used by BMS for subsequent delivery transactions to similar devices. Content adaptation may also be performed in real-time for recipients that hold devices other than predicted.

Advanced billing schemes

BMS automatically adjusts for billing rules like filtering out pre-paid customers from recipient list. It also generates CDRs with sender VASP ID and can report on premium content forwarded by subscribers to compensate the owner.

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