

## MOBIXELL RICH MEDIA SERVICE CENTER (RMSC)

### UTILIZE THE POTENTIAL OF RICH-MEDIA SERVICES

As multimedia mobile phones become increasingly common, operators understand that they can generate new revenue streams by launching a variety of rich-media services over their mobile platforms.

#### **BOOSTING RICH-MEDIA SERVICES REVENUES**

Quality of Experience (QoE) is essential to the success of rich-media services. The fact that no two handset models are alike directly impacts how the user receives and experiences the media. To achieve the best user experience possible, media need to be adapted and delivered according to handset model and network capabilities.

Rich media can also be used to introduce more effective mobile advertisement, providing memorable visuals and creating new ad opportunities. However, rich media ad-insertion requires multimedia expertise to assure QoE of both the original media and the inserted advertisement.



#### **MOBIXELL'S RICH MEDIA SERVICE CENTER (RMSC)**

Mobixell's Rich Media Service Center (RMSC) is a network-centric service center for all multimedia handling. Its field-proven multimedia capabilities allow mobile operators.

to provide rich media services over a vast variety of mobile devices, domains, and networks, driving traffic growth and creating the ultimate experience for consuming rich media on a mobile phone.

As the RMSC handles multimedia messaging traffic, including deep-level media analysis and processing, it is in a unique position to provide invaluable information on media traffic sent by users. The V-Mark

add-on to RMSC is a non-intrusive content tracking module that provides reports on specific contents (e.g. most forwarded content), users (e.g. identify top senders), and trends.

The RMSC advertisement add-on is part of Mobixell's Ad-It MMS.

Ad-It identifies opportunities for ad-insertion, on top of MMS messages. Recipient identity and

context parameters can be used, together with quality considerations, to determine in real-time which relevant ads will be obtained and inserted into the message. Ad-It MMS allows operators to introduce services based on new business models, such as ad sponsored MMS service for P2P traffic or subsidized A2P Infotainment Alerts.

#### RMSC FEATURES

Already deployed at over 300 mobile operators and content providers, including leading tier-1 operators worldwide, Mobixell's RMSC features:

- Industry-leading media adaptation (including images, audio, animation, video, text, and SMIL)
- Advanced and flexible business rules
- Rich terminal database – allowing quick introduction new handsets
- Multi-API – OMA STI, MM1, MM3, MM4, and more
- Advanced caching mechanism, improving performance and enhancing quality
- Mobile messaging content security
- Real-time MMS service monitoring
- Business intelligence – analysis reports on MMS service
- Pre-defined media tracking and reporting
- Mobile advertisement – identifying ad opportunities and injecting ads while maintaining Quality of Experience
- Field – proven carrier-grade solutions built for scalability, high performance, and high availability

