

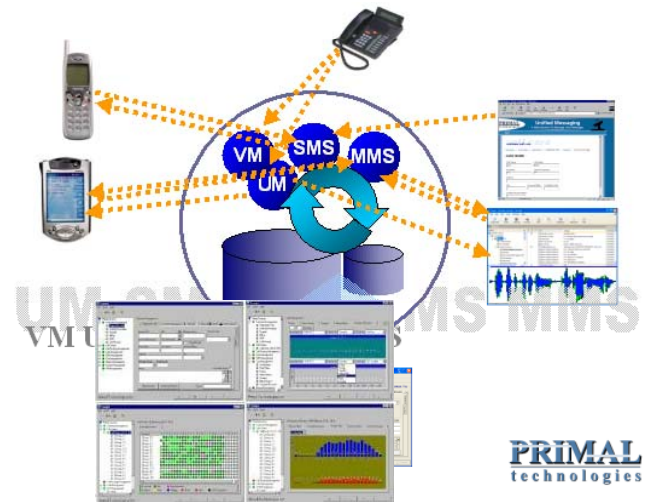
MMS usage continues where SMS has left off, moving wireless subscribers to a richer interactive environment with pictures and graphics, in addition to text. Service providers must ensure their MMS platform is open and flexible to address applications and extensions specifications that are still in development. Operators must continually reduce time-to-market of new initiatives and lower operating costs while ensuring reliability, scalability and flexibility for an evolving future.

Primal Technologies' MMS solution and strategy builds on a proven framework, allows the OSP to cost effectively scale from small to large networks and provides a roadmap for deployment of additional advanced features. Primal's modular design secures a carrier's investment in hardware, and allows network growth to be in-line with marketing success.

Primal is unique in providing an integrated solution that continues the universal Primal Message store that started with Voice Store, to Fax Store, to Text and Email-SMS and to Image and Multimedia store.

The flexible design allows Primal to build on messaging components of the Unified Communications features and leverages Primal Skylight and Primal Skynet for system monitoring, performance, reporting, and subscriber maintenance.

With MMS moving quickly Primal is already looking beyond pictures and video to other driving forces that assist service providers giving value to their subscribers. This includes business graphics to MMS (xls to jpeg, Powerpoint to multi-jpeg, animated-jpeg), and forward planning to accommodate larger viewing LCDs and technologies, as subscriber terminals improve in performance.



MMS Features

- 2-way MMS for Interactive Multimedia applications
- Binary MMS formats including jpeg, wmv, mpeg, wav, au, bitmap, tiff, text, etc.
- Rating and Accounting for Content Service Providers
- Distribution Lists
- Unified Mailbox Integration
- Integrated IVR
- Multiple Phone Support
- Inter-carrier MMS
- Onboard SMTP server
- DIAMETER Rating
- MM1, MM2, MM3, MM4 and MM7 Support
- Optional Cloud based MMS

PRIMAL TECHNOLOGIES CLOUD SERVICE

With a 100 percent IP interconnection and removal of all proprietary telecom based interconnections Primal Services on the Primal Cloud include: Voice Mail, Visual Voice Mail, Billing, IN Prepaid, SMSC, MMSC, IN Prepaid, USSD and OTA.

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