



# EXOMI MMS OPTIMIZER

## MMS DIRECT DELIVERY SOLUTION

The Exomi MMS Optimizer is an operator class MMS A2P delivery systems. It allows delivery of application-to-person (A2P) MMS messages quickly and efficiently by completely bypassing the MMSC in the delivery process.

## SIDE-BY-SIDE WITH THE MMSC

The MMS Optimizer exists parallel to the MMSC but due to MMS architectural and handset limitations an additional router, MM1 proxy, is required to redirect delivery indications to the MMSC or MMS Optimizer as required.

Customers already utilizing the Exomi WAP Gateway do not require a separate MM1 proxy as this functionality is also available as an add-on module to the WAP Gateway itself.

## SERVICE INTEGRATION

Integration of content applications to the MMS Optimizer is done either through a proven and popular HTTP-based interface originally introduced in the Exomi Messaging Gateway or through a standard MM7 interface.

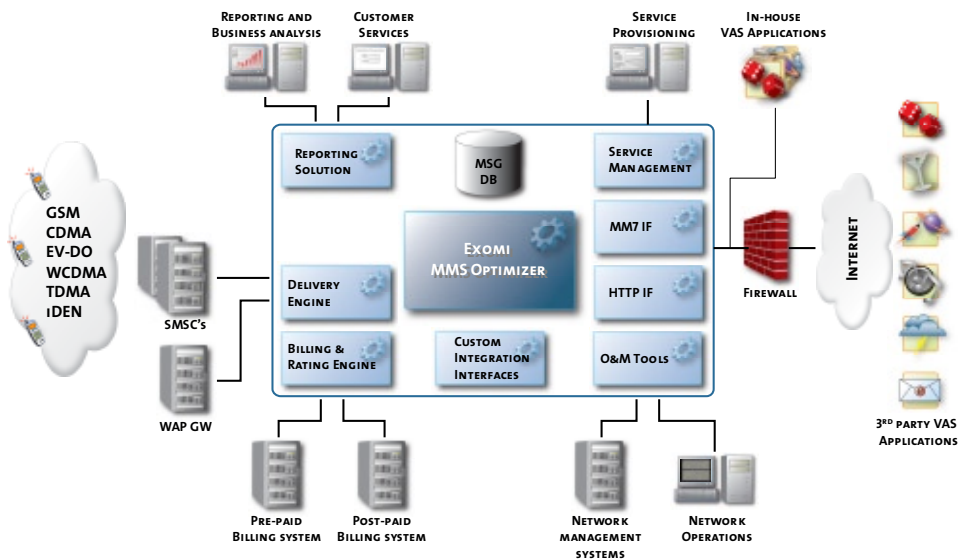
The MMS Optimizer can maintain distribution lists itself or accept a per-message distribution list as part of the send request. This feature also allows the operator to hide actual subscriber phone numbers from the content providers.

## EXTREME CAPACITY

Exomi MMS Optimizer design principles are based on optimizing the one-to-many messaging logic. This way the system provides extreme message delivery capacity being up to hundreds of MMS messages per second with an entry-level hardware.

## FLEXIBLE BILLING INTEGRATION

Exomi MMS Optimizer supports flexible billing integration to various post- and prepaid billing systems also including real-time and hot-billing functionality. In addition MMS Optimizer can be extended with Exomi Rating Engine to support more advanced billing scenarios.



## INTEGRATED PUSH ENGINE FOR MMS NOTIFICATIONS

Exomi MMS Optimizer provides an integrated push engine for sending MMS notifications. This provides excellent notification sending performance without stressing the existing WAP Push Proxy Gateway (PPG).

## CONTENT TRANSCODING AND DIGITAL RIGHTS MANAGEMENT

Exomi MMS Optimizer supports integration to external content transcoding and digital rights management systems. In addition MMS Optimizer provides an intelligent transcoding cache that requires content transcoding only per terminal type and not per message recipient.



# IN BRIEF

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Exomi provides comprehensive solutions for the provisioning, management and delivery of mobile value-added services focusing on messaging and wireless data infrastructure.

For mobile network operators and service providers Exomi offers solutions for:

- **Messaging and WAP infrastructure**
- **SMS and MMS traffic off-loading (direct delivery)**
- **Data and VAS business management**
- **Intelligent value-added services rating and billing**
- **Network interconnectivity**

With selected partners, Exomi provides proven and integrated solutions for:

- **Digital Rights Management**
- **Content Management and Personalization**
- **Mobile Marketing**

With over 160 active installations in GSM, TDMA, CDMA, iDEN and 3G networks worldwide, Exomi middleware solutions have a proven track record of reliability, scalability and adaptability to any operational environment.

Exomi's rapidly expanding customer base include major carriers from wireless network operator groups such as América Móvil, Cable & Wireless, Telefónica Moviles Movistar and Vodafone. In addition Exomi solutions are widely utilized by a growing number of 2nd and 3rd tier operators as well as wireless service providers globally.