



EXOMI MESSAGING GATEWAY

COMPLETE SMS & MMS SERVICE DELIVERY PLATFORM

Exomi Messaging Gateway (EMG) is a carrier grade messaging platform for SMS and MMS value-added services. EMG allows easy and rapid deployment, management and commercialization of services. EMG enables mobile network operators to take complete control over applications, content providers and the quality of the service.

SERVICE AND BUSINESS ANALYSIS

Gathering detailed service usage information for identifying subscriber behaviour patterns and market trends is vital to success in mobile VAS business. Exomi Reporting Solution is an integral part of the EMG and it allows identification of killer services, tracking the results of marketing activities and other profiling of services. It also enables operator to actively follow-up the service usage and generated revenues. In addition it provides VAS providers real-time access to service statistics.

CARRIER GRADE SCALABILITY AND RELIABILITY

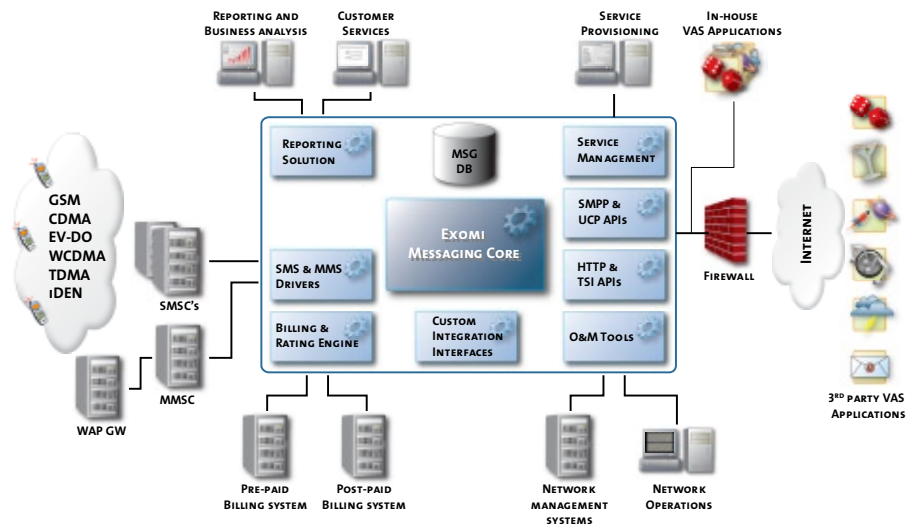
EMG is fully scalable both vertically inside a single hardware platform (by adding CPUs, memory, hard disk capacity and network interface cards), and horizontally by running several instances in parallel. EMG offers also advanced load balancing, routing and high availability features that meet the highest reliability requirements of the largest wireless carriers in the world.

SERVICE BARRING

EMG allows mobile carriers to fully control the incoming SMS traffic and block unauthorized content. EMG can also be integrated to an external user profile directory to enable flexible service barring scenarios.

MAINTAIN FLEXIBILITY

EMG integrates all the different components required for mobile VAS and keep the environment open to avoid vendor lock-in. Having EMG as the service interface, changes in the network infrastructure have no impact on the services and it helps to maintain a flexible multi-vendor environment.



CENTRALIZED MANAGEMENT AND BILLING OF THE VAS PORTFOLIO

EMG integrates with all systems needed for value-added services. EMG offers also advanced billing features and supports numerous prepaid and post-paid billing systems including hot-billing functionality for MO and MT. Exomi Administration Console provides a WEB based management tool for the complete system administration and service provisioning.

RAPID VAS DEPLOYMENT AND LIFECYCLE MANAGEMENT

EMG provides fast time-to-market for new value-added services. It provides service providers several easy-to-use APIs including HTTP, JAVA/C++, SMPP and UCP. EMG also enables seamless integration of new platforms like location servers into the VAS value chain. With EMG the VAS integration time can be reduced to days instead of weeks or even months.



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 Móviles 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.