Next Generation Multimedia Messaging and Advertising

Cross-device Next Generation Multimedia Messaging

With the increased adoption of modern smartphones (iPhone™, iPad™, Android™-powered phones and tablets, BlackBerry™, Windows™ Phone, ...), and connected television equipment (connected TV and Set-Top Box, ...) telecom operators and service providers can benefit today from new, innovative products enabling them to establish a modern communication channel with their users, create and deliver new value added services, increase customer satisfaction as well as generate new revenues from advertising.

Messaging applications have dramatically evolved over the past few years, and the volume of exchanged messages has been growing very fast: the volume of internet based mobile messages has already equaled in 2013 the number of traditional SMS. Moreover, SMSC or equivalent platforms – traditionally belonging to the Telco domain – can be deployed over Internet, in cloud, by OTT players, device manufacturers and messaging service providers.

ATES Networks and TeleStax are proud to announce at CommunicAsia 2013 Conference, in Singapore, the launch of a Next Generation Multimedia Messaging solution, enabling telecom operators to address new market demands with a feature-rich, integrated messaging solution, providing SMS messaging services as well as multimedia messaging PUSH notifications and advertising for smartphone users and connected TV.

The joint solution is based on ATES Networks BroadApp PUSH Center and TeleStax TelScale SMSC products.
Business Benefits

The **Next Generation Messaging** solution provided by ATES Networks and TeleStax delivers a comprehensive set of business benefits:

**Wide device coverage** - both non-connected devices (Voice/SMS/ USSD) as well as modern smartphones are supported, based on automatic recognition of device capabilities. Users will continue receiving SMS notifications on non-connected devices and will benefit from Rich Media messaging (embedded audio and video streams, interactive content) and advertising on their modern devices.

**Campaign Manager** creates substantial value for telecom and service providers, providing a feature-rich tool for creating modern marketing and advertising campaigns. Moreover, modern mobile marketing campaigns with embedded geo-advertising capabilities can be deployed for the widest range of mobile handsets (BlackBerry™, iOS™, Android™, Windows™...) allowing telecom operators to generate additional revenues and establish a new communication channel with their users.

**Support for legacy networks** - the uniqueness of the solution resides in its ability to add Rich Media messaging capabilities on any network, based on straightforward integration with the existing Core network equipments. MT SMS notifications (v-mail, balance, alerts,...) and MO messaging are therefore seamlessly interconnected with modern multimedia PUSH messaging.

**Carrier Grade solution** - based on open standards and carrier grade telecom middleware - TeleStax TelScale SMSC and JAIN SLEE - the solution enables telecommunication providers to launch new messaging services in matter of weeks and require no or little integration effort thus minimizing implementation, time to market and maintenance costs.

**Location aware capabilities** – the solution provides an off-the-shelf integration with operator's GMLC and SMLC platforms, and enables targeted and location aware value added services for mobile users: Mobile Search, Traffic, Emergency Alerting, Family and Friends Locator, Shop Promotions and much more.

**Core Network Integration** - by leveraging TeleStax TelScale platform and its wide variety of supported standard protocols – Diameter, SIP, HTTP, SMPP, SS7, SMS, USSD - the integration with the existing core IN or LTE based networks is greatly simplified.

Real time Cross-network Notifications and Advertising

The **Next Generation Multimedia Messaging** solution, provided by ATES Networks and TeleStax enables users can be notified in real-time: messages sent by Customer Service, credit alerts, invoice availability, new offers and services, one time promotions and multimedia advertising. Majority of VAS platforms (voicemail, ringback tone, premium content, store, ...) require such notifications to be sent to connected users.

The solution enables telecom operators to easily target, design and deliver tailored multimedia push messages to their customers. **Rich media messages** (html pages, embedded audio and video streams, interactive content) can be delivered to all connected users or only to a selected market segment. By using advanced features and technologies provided by ATES Networks and TeleStax, telecom operators can create complex marketing campaigns and use advanced configuration and target selection criteria such as location, subscriptions, user preferences, device capabilities, notification type (splash screen, audio notification, device vibration, SMS push for non-connected devices, ...).

The solution enables telecom and service providers to generate additional revenues based on state-of-the-art **Campaign Manager**, which dramatically simplifies the process of creating modern marketing and advertising campaigns.