

Ericsson empowers PrePaid mobile users for MMS from 'day one'

Ericsson's PrePaid System will allow the many millions of mobile users who pre-pay their services to take advantage of Multimedia Messaging Service right from the start, with the benefit of always being notified of their current spending.

Ericsson's market-leading PrePaid System (PPS) gives operators the ability to charge their prepaid customers based on content, which is key to success for GPRS-based services such as MMS.

Multimedia Messaging Service promises a dramatic increase in mobile messaging capabilities, with features like color pictures, animations, audio and video clips. Easy to understand and flexible payment solutions for new services such as MMS will be key to their mass acceptance.

"The secret of success lies in the prepaid segment. Most SMS users today are prepaid users, and we expect this will also be the case for MMS," says Mats Hellman, Head of Charging Solutions at Ericsson. "Pre-paying subscribers define the mass market. They already account for more than 60 per cent of mobile users in Europe and 50 percent worldwide."

Prepaid entails minimal credit risk for operators and their business partners, while giving users full power over their spending and the full power of the most advanced Mobile Internet services like MMS. Ericsson is a world-leading supplier of charging systems, with an installed base of more than 90 mobile prepaid systems.

Ericsson's PPS today enables charging for MMS in near real time (Hot Billing). Based on the two leading open standards, Parlay and Diameter, Ericsson's charging solutions will enable operators to charge for content in true real time (on-line) by the third quarter of 2002.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/press>

FOR FURTHER INFORMATION, PLEASE CONTACT

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