

Ericsson sends the world's first multimedia message

The next generation messaging will be demonstrated by Ericsson at GSM World Congress in Cannes, France. The demonstration will be conducted over a GPRS network and operate in conjunction with Ericsson terminals, a WAP Gateway, and other network infrastructure.

This new and revolutionary way of sending messages is currently defined and specified as a standard for third generation mobile telecommunication. It is ultimately expected to become the preferred messaging method for mobile terminal users.

MMS is the evolution of SMS, Short Message Service, which is currently moving toward the exciting Enhanced Message Service (EMS) for illustrated text messages. MMS can transmit messages containing text, graphics, photographic images, audio and even video clips between mobile devices using Wireless Application Protocol (WAP) as bearer technology and powered by the high-speed transmission technologies EDGE and GPRS.

Today's enormously popular SMS text messaging service handles some 15 billion character-based messages per month worldwide.

MMS-enabled phones will feature a built-in media editor that allows users to easily create and edit the content of their multimedia messages. By using a built-in or attached camera, for example, users can produce PowerPoint-style messages or digital postcards and send them to friends or associates. Ericsson will have products supporting MMS during the end of 2001.

According to Ericsson, the opportunities for network operators, who will gain from the increased air time and new tariff options, are tremendous, driving expansion in that area of the mobile marketplace. Ericsson's Multimedia Messaging will lead the way to profit and appeal to all parts of the value chain, by providing value-added services and new revenue streams for operators, content providers, and advertisers.

Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.

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

FOR FURTHER INFORMATION, PLEASE CONTACT

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