

Ericsson demonstrates multimedia messaging to non - MMS phones

Ericsson today in the U.K. presented what is believed to be the world's first live demonstration of a breakthrough in mobile messaging technology. Millions of subscribers will be able to receive multimedia messages, even though they may not have Multimedia Messaging Service (MMS)-compliant mobile phones.

MMS integrates two or more media sources – including text, sound, images and video clips – and sends them as a synchronized message. For example, MMS users can send and receive postcards with text annotation and perhaps an audio 'soundtrack'.

"This is the world's first live demonstration of how operators can offer their subscribers multimedia messaging right now, regardless of whether they are using MMS-enabled phones," said Lars Boman, President of Internet Applications at Ericsson. "As several industry reports have indicated, MMS is expected to be one of the biggest growth areas in mobility over the next few years, overtaking standard Short Message Service (SMS). Legacy Phone Support helps operators to launch MMS now and secure market share quickly."

Based on standards set by the WAP Forum and 3GPP, the Ericsson Mobile Messaging Center (MMC) helps operators integrate MMS into their networks rapidly, ensuring compatibility with current infrastructure.

The complete Ericsson multimedia messaging solution includes a multimedia library of photographs, images and sounds, camera and PDA support as well as access to a variety of applications via Ericsson Mobility World, a global support network for developers.

The Ericsson multimedia messaging solution also provides security features, a WAP Gateway, Sony Ericsson handsets and a range of support services, including systems integration.

Ericsson has incorporated its Legacy Phone Support technology as an integral software feature with the Ericsson MMC. MMC is a platform that enables operators to introduce advanced messaging services into their existing networks and enables MMS messages to be sent to users of WAP, EMS (Enhanced Message Service) and SMS enabled phones, as well as Internet PCs and PDAs. When an MMS is sent, the MMC checks to see if the recipient of the message can receive MMS messages and amends the format of the MMS notification accordingly.

Read more about MMS at

<http://www.ericsson.com/mobileinternet/articles/mms.shtml>

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.

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