Teleca MM1P

The 3GPP MMS standard - the standard for MMS – restricts mobile phones to communicate with one default Multi-Media Message Center (MMSC) which constitutes a limiting factor for both through-put and feature support. Teleca MM1P has been designed to offer you as mobile service providers full flexibility in the setup of multiple special purpose MMSCs.
How can you increase your business today?
With Teleca, the key partner from operator network to end user services.

Background
Teleca MM1P allows you as mobile service providers to de-liver high-volume MMS Messaging and value added MMS services through the use of multiple MMSCs. It allows the setup of dedicated push servers as standard MMSCs that are not optimised for high peak loads. With our MM1P as the service interface, changes in the network infrastructure have no impact on the service themselves. It is simple with Teleca MM1P, it is only a configuration issue which is transparent to mobile service providers.

Smart message routing provides efficiency and scalability, which translates into more business opportunities in the rapid growing Multimedia Messaging Market.

How it works?
In a MMS environment, network elements communicate via a set of interfaces specified in the scope of the European Telecommunications Standard Institute (ETSI) and the 3GPP standardisation activities. MM1 is the interface between the Multi Media Messaging Center (MMSC) and the MMS user agent hosted in the mobile device. The messages are transferred using a wireless protocol between the WSP Client and the WAP gateway, and then transit from the WAP gate-way to the MMSC over HTTP. This standard restricts mobile phones to communicate with one default MMSC and it is this restriction that greatly reduces flexibility and scalability of MMS based application.

Teleca MM1P overcomes this restriction and offers providers full flexibility in the setup of multiple special purpose MMSCs. Teleca MM1P is implemented as a distributed system, with different processes running on different hosts. A load bal-ancer distributes the workload among those servers.
Teleca MM1P operates as a stateless load-shared proxy gate-way, it bridges the mobile network, the Internet/Intranet do-main and the MMSCs.

Our MM1P receives all MMS HTTP GET and POST requests from mobile phones and forwards them to the correct MMSC

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using a routing policy that can be easily configured by system management. Teleca MM1P is also able to perform transcoding by selecting the user agent from the Retrieve message and deciding whether to transcode it or not.

Our solution is very flexible: the servers can be of different sizes and throughput. If one server fails, its traffic is automatically redistributed to the others. Services can be shifted from one physical unit to another and can be stopped or started individually by system management.

The system is fully scalable both vertically inside the hardware platform (by adding CPUs, memory, hard disk capacity and network interface cards) and horizontally by running several servers concurrently.

Transcoding support

Enabling universal access to multimedia content is important for the success of MMS. Universal access describes the way multimedia content is adapted to the constraints of another device. For example, if a phone has a screen size bigger than another, then the image has to be optimised in order to be properly displayed. Similarly if a phone supports GIF and the other supports JPG, the format would have to be changed and optimised in order to be displayed correctly. This tailoring process is called media transcoding.

Handsets may have different capabilities in supporting MMS encapsulation format. Sometimes it is necessary to perform adaptations in the MMS format before delivering it to the recipient device. This is called MMS format transcoding.

Teleca's MMS Transcoding solution will ensure that any content and/or encapsulation format in an MMS will be optimised to adapt to the receiving device. Transcoding can adapt rich media content, video, images, audio and text to the individual constraints of different devices. Transcoding directly affects what the end users see and hear. This means it is a reflection of the MMS service as a whole. Teleca provides the transcoding solution that is imperative to the success of MMS.

Legacy support

Our MM1P allows, according to configurable rules, to divert MMS to a Legacy Support System. This feature makes it possible for end users to view their MMS via a web interface in the event that the MMS is not suitable for their device even after transcoding.

Additional component

Teleca MM1P can be seamlessly combined with another product of our MMI Suite such as Teleca MM4P. Teleca MM4P allows mobile service providers to deliver high-volume MMS Messaging coming from external operators through the use of multiple MMSCs (MM4 interface). Teleca MM4P will forward these messages using configurable routing policy to the MMSC.

Why choose Teleca MM1P?
- High MMS throughput
- Full flexibility in the setup of multiple, special purpose MMSCs
- Capability in handling Bulk MMS
- Capability in Video transcoding
- Extreme scalability and modular design

Supported Platforms

The current version of our MM1P is based on Sun Microsystems Java 2

Teleca MM1P runs on:
- Linux
- Solaris

Hardware requirement

Hardware requirement will be defined according to the total system throughput.