

## THE MISSION CRITICAL MOBILE GATEWAY!



- **MMS Coupon**
- **MM1 MMS Messaging**
- **MMS Ticketing**
- **MMS Advertising**
- **Mobile Survey**
- **Mobile Mail**
- **MMS Messaging**
- **WAP Push Messaging**
- **SMS Messaging**
- **Supports SMS**
- **Ringtones/Logos/  
Picture Messages**
- **Supports MMS**
- **Polyphonic/Java  
Games/ Color  
Graphics**
- **Supports more than  
14 languages  
worldwide**
- **Direct SMS Centre  
Connection**

**Multimedia Messaging Service (MMS)** is a visual communication mechanism for a variety of exciting services, from images, video, and audio to animated advertisements. MMS is highly effective for interactive brand communications and mobile commerce applications such as our M-Ticketing solution. MMS is a mass-market application and media rich communication channel to reach out to targeted audiences. MMS, leveraged on GPRS and 3G, allows companies to reach out to mobile phone users with Multi-media advertisements to catch their attention.

**MobileXdge™** delivers fast deployment of SMS/MMS/WAP functionality into existing software applications. The open source architecture of MobileXdge enables System developers/ System Integrators to seamlessly integrate into their existing developed applications, whereby enabling SMS/MMS/WAP functionality within the applications.

### **Scalable/Robust Architecture::**

MobileXdge provides enterprise, corporate and MNCs the speed to broadcast SMS/MMS/WAP messages to their targeted customers or users. The robust architecture of MobileXdge enables the system to scale up to a maximum of 24 GSM/GPRS Modems. The in-built Smart Scheduler component within the MobileXdge provides routing/scheduling and rescheduling on the SMS/MMS/WAP to the recipients according to the Telco in which the recipients are on.

### **Mobile Survey::**

In addition, the MOXRules of MobileXdge provides corporate to process SMS messages from different GSM modem port with different business ruling capabilities. This features enables MobileXdge to provide a maximum of 24 mobile survey rule set with different SIM Card ID number.

### **Mobile Mail::**

The built-in Mobile Mail component allows the email box to be converted and channeled via SMS to the user's mobile phone.

### **Mobile Ticketing::**

MobileXdge comes with an in-built MMS Ticketing module that process real-time (barcode) MMS Ticket. Mobile phone users are able to receive their tickets instantly via MMS and proceed to the venue, the ticket safely stored in the phone.

### **System Integration::**

The Open Source (in VB6 / .Net) MobileXdge Business Rules and Email Rules, (which is i.everything compliant) enable the system to be easily re-configured to provide seamless integration to any existing third party systems without rewriting the entire system.

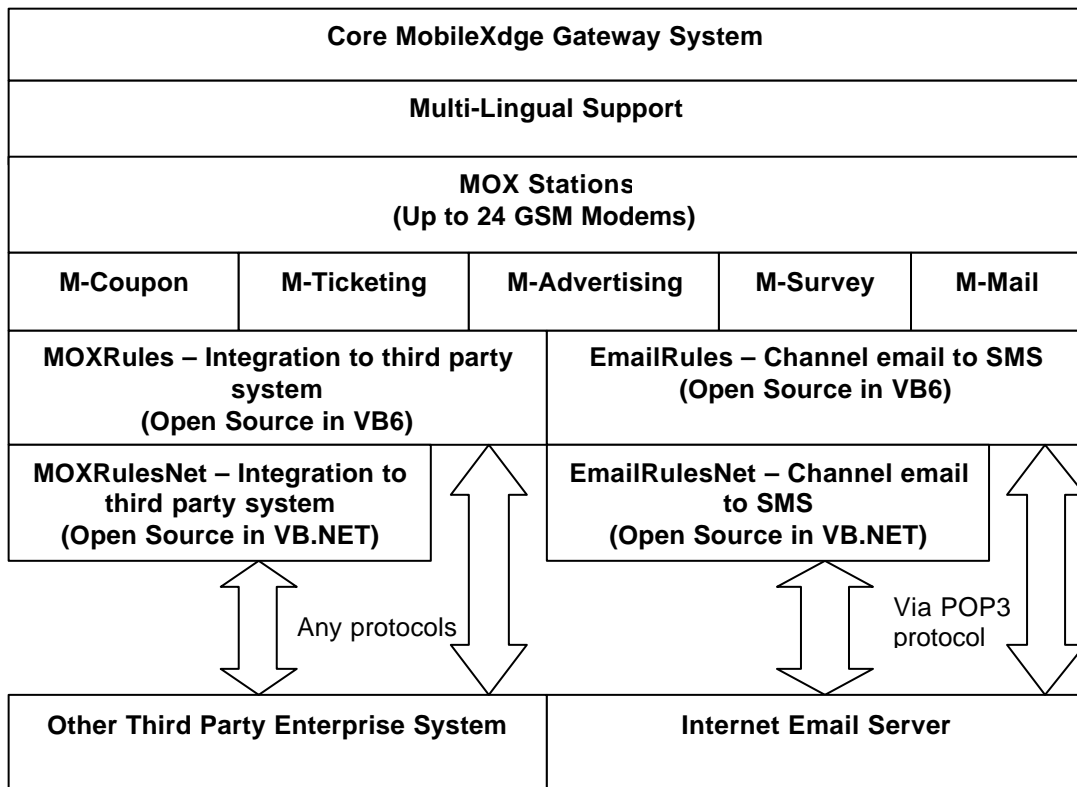
### **Multi-lingual SMS Support::**

MobileXdge supports sending and receiving of SMS messages in up to 14 languages concurrently.

### **MM1 MMS Messaging::**

MobileXdge supports MM1 multi-media messaging (both sending and receiving).

# THE ROBUST SYSTEM ARCHITECTURE



The above diagram shows the overall system architecture of MobileXdge SMS/MMS/WAP Push Gateway. It consists of 10 main components. The Core MobileXdge Gateway System, Multi-Lingual Support Component, MOX Stations, M-Coupon, M-Ticketing, M-Advertising, M-Survey, M-Mail, MOXRules Open Source Component and EmailRules Open Source Component.

**Core MobileXdge Gateway System::** This is the main system component of the MobileXdge Gateway System. Most of the co-ordination of the sending and receiving of the SMS/MMS/WAP Push Messages is done with here.

**Multi-lingual Support Component::** This component handles all the conversion of data receive/Send to different languages depending on the language selected.

**MOX Stations Component::** This component handles the incoming and outgoing SMS/MMS/WAP Push Messages. Each of the MOX Stations acts directly and independently on the Virtual processors, which is emulated during the start up of MobileXdge SMS/MMS/WAP Push Gateway. There are a total of 24 Virtual processors within. With this technology which our R&D Team has developed, it enables high speed and concurrent sending/receiving of SMS/MMS/WAP Push Messages.

**MOXRules/MOXRulesNet Component::** This component handles all the business aspects of the users. This component is written in VB6/.Net and is open source. With the open source concept, users are able to further customize the system to integrate seamlessly into any third party enterprise applications with minimum effort.

**EmailRules/EmailRulesNet Component::** This component is written in VB6/.Net and is open source. . With the open source concept, users are able to further customize the email forwarding functionality to their business requirements.

# THE MISSION CRITICAL FEATURES

In addition to the mobile messaging features, MobileXdge™ SMS/MMS/WAP Push Gateway is built with "Mission Critical" features that enable the system to handle modems failover, MobileXdge™ Gateway clustering, load-balancing, and other features that are deemed mission critical to the enterprises.

**Smart Load Balancing::** MobileXdge™ SMS/MMS/WAP Push Gateway has a built-in Load balancing capabilities of up to 24 GSM/GPRS modems. The system allow to manually specify which GSM/GPRS modems to transmit the SMS/MMS/WAP Push messages or allow the system to provide auto load balancing according to a predefined route table.

**Remote MOX GPRS Modem::** MobileXdge™ SMS/MMS/WAP Push Gateway robust architecture can be configured to access remote GPRS modems across various countries via the MOX Remote Ports. This means that you need just one MobileXdge™ SMS/MMS/WAP Push Gateway residing in one country, and the physical GPRS modems can be installed and placed in other countries. In addition, you will just need to manage one centralized database. Thus, with MOX Remote Ports, administrating and maintaining the MobileXdge™ SMS/MMS/WAP Push Gateway made easier.

**Cross Platform Messaging::** The robustness of the system to support cross platform messaging from a variety of platforms like Unix, Linux, OpenVMS, AS400, Windows OS, etc via a generic low level perl script

**MobileXdge™ Clustering::** MobileXdge™ SMS/MMS/WAP Push Gateway supports clustering to enable high availability of the system. When all the MobileXdge™ SMS/MMS/WAP Push Gateway are all operating, the mobile messages load will be shared within the cluster. In the scenario whereby any one of the MobileXdge™ SMS/MMS/WAP Push Gateway fails, the other MobileXdge™ SMS/MMS/WAP Push Gateway will take to the load of the system that failed to operate.

**GSM/GPRS Modem Redundancy Support::** MobileXdge™ SMS/MMS/WAP Push Gateway allows up to 24 GSM modems to be connected. In the event when there is a failure in the GSM modem hardware, the MobileXdge™ SMS/MMS/WAP Push Gateway will be able to detects the failure in the GSM modem hardware and shutdown the MOX station that operates on the GSM modem; if there are still some SMS/MMS/WAP Push messages stuck in the queue of the MOX station, the system will be able to rescue the messages and re-distribute them to all the GSM modems that are operating.

**Error notification & Reporting via email::** MobileXdge™ SMS/MMS/WAP Push Gateway comes with an MX Daemon that monitors the MobileXdge™ SMS/MMS/WAP Push Gateway. In the event if the MobileXdge™ SMS/MMS/WAP Push Gateway cease to operate due to some fatal error, the MX Daemon will generate an alert email to the administrator. In addition, the system allows you to configure to receive daily, weekly and monthly reports on the status and statistics of the MobileXdge™ SMS/MMS/WAP Push Gateway.

**Message Status Delivery Reporting::** MobileXdge™ SMS/MMS/WAP Push Gateway can be configured to receive Message Status Delivery Report. This feature is crucial for organization that needs a detailed record on the status of every messages sent, like when it reaches the mobile operator, and when it reached the mobile phone.

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## **SYSTEM REQUIREMENTS:**

**CPU** – Intel Pentium III

**HDD** – 1 GB

**RAM** – 512 MB

**MODEM** – GSM/GPRS Modem

**Wap/MMS** – IIS Server

**OS** – Windows 98/NT/2000/XP/2003