Elata extends software with market-leading device recognition functionality

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Elata senses bridges gap in industry standards to manage complexity of mobile devices and application delivery

London – 3rd October 2002 – elata, the innovative wireless software specialist, has extended its senses subscriber services management software with advanced functionality which enables the accurate recognition, management and authentication of any mobile device using a mobile service provider's network.

This new functionality, which was developed in direct response to the growing number of complex wireless devices on the market, solves a huge management issue for operators and will ensure a compelling, user-friendly subscriber experience.

elata senses has been developed to comply with standards being set by the Open Mobile Alliance (OMA) and Java Specification Request groups (JSR) and now incorporates industry standards for device capabilities recognition including User Agent Profiles (UAProf). elata senses is the only commercially available product to use the UAProf standard for device capabilities recognition in the wireless market.

The enhanced functionality recognises the capabilities of a subscriber's device as it connects with the elata senses system - instantly and automatically - without any pre-registration. The device's capabilities such as screen size, pixels, memory, supported content types (including Java and MMS) and bearer (such as GSM, GPRS and UMTS), are established and a device profile is created within senses software system. The profile acts as a filter for delivering applications and services and ensures only compatible services are presented to the device automatically.

"The key requirement of today's mobile service provider is the ability to successfully manage the provisioning of mobile data services to an ever-expanding range of diverse, and increasingly complex, mobile devices," said Bruce Jackson, CTO of elata. "But not only do service providers require the infrastructure to provision applications and services, more importantly they need to ascertain which content and applications are compatible with each device to ensure subscribers are only presented with services that are guaranteed to work on their device."

For example, certain devices have colour screens or MP3 players and others do not. Alternatively, a Java gaming application that is compatible with a Nokia device may not be compatible with a Sony Ericsson device.

Jackson continued: "It is now paramount that mobile operators are given the power to intelligently manage these issues in an open environment without exposing their customers to unnecessary complexity. elata senses ensures a dynamic and compelling user experience and gives subscribers unparalleled freedom and flexibility to enjoy the latest mobile services."

elata senses is currently being rolled out globally by Hutchison 3G and distributed by Ericsson and HP.

GLOSSARY OF TERMS

CC/PP – Composite Capabilities/Preferences Profile is a way to specify what exactly a user agent (web browser) is capable of doing. This allows for sophisticated content negotiation techniques between web servers and clients, to produce optimized XML-based markup for display and use on a wide variety of web user agents.

OMA – The Open Mobile Alliance was formed by the world's leading mobile operators, device & network suppliers, IT companies and content providers, to act as the centre of mobile service standardization work, helping the creation of interoperable services across countries, operators and mobile terminals that will meet the needs of the user.

GSM – Global System (for) Mobile (Communications) is a European standard for digital cellular telephone systems, though use is increasing within the US.

GPRS - General Packet Radio Service was designed as an add-on to the GSM system to provide packet-based applications and services.

J2ME – Java 2 Platform, Micro Edition is a version of Java 2 for small devices such as PDAs and consumer appliances.

JSR groups - Java Specification Request committees review and approve proposed and final specifications for the Java platform. Anyone can join the JCP and have a part in its process either as a member or as a non-member public participant.

MMS – Multimedia Messaging Services - an enhanced short message service for mobile phones that enables graphics, video clips and sound files to be transmitted.

UA/Prof – User Agent Profile - capturing classes of device capabilities and preference information such as hardware and software characteristics of devices. Used for automatic device capability recognition and formatting services for the end device.

UMTS – Universal Mobile Telecommunications System is the European implementation of the 3G wireless phone system.

Notes to editors:

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About elata
elata has been developing Java software solutions since 1996 and has created the elata senses platform to deliver new generation wireless Java and multimedia services to mobile handsets. Both platform and device independent, elata senses enables the mobile operator to:

· Increase revenues by introducing billable wireless Java services quickly and simply
· Deliver and download mobile services and applications compatible with different Java handsets
· Provide a simple, cost-effective migration path to introduce new services and technologies, including MMS.
· Manage and target personalised services by modelling the subscriber base according to the subscriber's profile and interests.
· Enable subscribers to simply self-select services for their device from a Web portal or their device menu.
· Link to customer care, CRM and billing systems to enable real-time management.
· Manage and introduce portfolio services and applications from third party server locations.

A J2EE based platform, elata senses offers carrier class scalability and can be fully customised to integrate into an end-to-end OSS/BSS system. elata senses removes the complexities of modern data delivery and management and sets a clear migration path to multimedia messaging and third generation technologies. Visit the website at http://www.elata.com

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