

# Comverse Releases Multimedia Messaging Service Center (MMSC) Version 2.0 and MMS Software Developers Kit Version 1.1

Submitted by: Pleon

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...Comverse Advances MMS Technology and Functionality For Operators, Developers and Consumers...

Comverse, a unit of Comverse Technology, Inc. (NASDAQ: CMVT), and the world's leading supplier of software and systems enabling network-based multimedia enhanced communications services, today announced an advance in the functionality of Comverse's platform with the release of Multimedia Messaging Service Center (MMSC) Version 2.0, as well as the release of Comverse MMS Software Developers Kit (SDK) Version 1.1.

MMS services allow wireless subscribers to send and receive multimedia messages with text, pictures, audio and video. Comverse MMSC enables person-to-person multimedia messaging as well as application/content-to-person multimedia messaging which is expected to drive the MMS usage.

Building upon expertise gained in successful deployments of the Comverse MMSC, Version 2.0 advances MMS technology and functionality. New features include:

- eXtensible Messaging Framework (XMF): MMSC Version 2.0 introduces a flexible messaging architecture that allows easy modification of system behavior through configurable scripts and rule-based decisions. XMF allows operators to adopt new services in the field, without requiring new code, which shortens time to market.

- Advanced Transcoding: MMSC Version 2.0 solves a key challenge that MMS operators face: lack of true interoperability between MMS handsets. MMSC Version 2.0 introduces a carrier-grade, dedicated external transcoding server. Combined with the configurable rules provided by XMF, MMSC Version 2.0 allows for the fine-tuning of transcoding parameters and the optimization of the transfer of multimedia content between handsets. The system's transcoding capability significantly enhances the user experience of email subscribers who are the recipients of mobile originated MMS.

Enhanced Value-added Service Provider (VASP) Content and Applications Support: Adoption of the new MMS SOAP-based (Simple Object Access Protocol) MM7 standard reflects Comverse's industry-leading role in defining standards. MMSC Version 2.0 VASP Profile and Service Level Agreement Management enables operators to manage large-scale content delivery from multiple service providers and benefit from the increased revenues.

Multiple Network Technology: MMSC Version 2.0 fully supports CDMA2000 networks with MMS-enabled terminals, in addition to GSM, GPRS, and UMTS, which are already supported in Comverse's previous releases.

Other important MMS developments related to MMSC Version 2.0 include the MM Box, which enables multimedia network-based personal storage box and enhanced OMAP (Operations, Maintenance, Administration &

Provisioning) capabilities. Operators with other MMSCs who are interested in advanced Comverse MMS features and functionality can take advantage of Comverse's coordinated side-by-side configuration and other options.

The MMSC Version 2.0 emphasis on multimedia applications is strengthened by the parallel release of Comverse MMS SDK Release 1.1 (available on the Comverse Developer Zone Website at [developer.comverse.com](http://developer.comverse.com)), whose enhancements to the Developer Suite include:

**End-to-End Standards-compliant MM7 Support:** MMS application and content partners can develop applications that take full advantage of the standard SOAP-based MM7 interface.

**The MMS Message Player:** Developers using the MMS Terminal-Aware Message Player can preview MMS messages, without actually sending them, as they will appear on the variety of leading MMS handsets currently available.

Benny Einhorn, Chief Marketing Officer of Comverse, commented, "We believe that Comverse's MMSC Version 2.0 is among the most technologically advanced MMSCs in the world, enabling personal multimedia messaging and extensive content applications. Because attractive multimedia applications are key drivers of potential MMS success, the launch of SDK Version 1.1 is also important to both developers and operators. The popularity of the Comverse MMS Developer Suite underscores recognition in the developer community of Comverse's leading role in the forefront of technology and standardization, and of our value as a handset-independent vendor."

#### About Comverse

Comverse, a unit of Comverse Technology, Inc. (NASDAQ: CMVT), is the world's leading provider of software and systems enabling network-based multimedia enhanced communications services. More than 400 wireless and wireline telecommunications network operators, in more than 100 countries, have selected Comverse's enhanced services systems and software, which enable the provision of revenue-generating value-added services including call answering with one-touch call return, short messaging services, IP-based unified messaging (voice, fax, and email in a single mailbox), 2.5G/3G multimedia messaging (MMS), instant communications, wireless information and entertainment services, voice-controlled dialing, messaging and browsing, prepaid wireless services, and additional personal communication services. Other Comverse Technology business units include: Verint Systems, a leading provider of analytic solutions for communications interception, digital video security and surveillance, and enterprise business intelligence; and Ulticom, a leading provider of service enabling network software for wireless, wireline, and Internet communications. Comverse Technology is an S&P 500 and NASDAQ-100 Index company. For additional information, visit the Comverse web site at <http://www.comverse.com>

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