Mobile Data Solutions for Service Providers



Delivers next-generation mobile communications capabilities to subscribers and promotes evolution to high-value mobile messaging applications. Broadens messaging system functionality, leverages existing equipment investments and creates innovative revenue-generating opportunities.

Lucent Technologies
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Unifies the communications experience at the handset

Lucent Mobile Data Solutions combines innovative messaging equipment, software and services to enable service providers to offer their subscribers a unified communications and messaging experience at the handset. These solutions use powerful visual interfaces, the AnyPath® Client portfolio, and high bandwidth to deliver next-generation mobile capabilities to subscribers.

Mobile Data Solutions is part of the AnyPath® End-User Applications portfolio. This portfolio integrates media-rich applications with proven voice messaging capabilities to help service providers manage operating costs while expanding their enhanced services and network capacity. It supports capabilities ranging from unified communications and message management to advanced multimedia, mobile data, and real-time speech-enabled applications – all from reliable, carrier-class platforms.

Increases revenue opportunities while reducing operating expenses

Service providers can increase their revenue potential while reducing operating costs by using Mobile Data Solutions in a number of ways. Mobile Messaging can be integrated with voice messaging systems to offer enhanced mobile services such as the ability to navigate new messages without DTMF commands, or visually scroll and select messages without listening to them serially. This leverages existing equipment and extends investment value.

Mobile Data Solutions offer today's large voice mail subscriber base the ability to easily experience high-value mobile data applications or MMS and can encourage non-MMS subscribers to evolve to MMS. This can increase data traffic and boost ARPU. Additionally, since Mobile Data Solutions operates with existing servers, maintenance and administration is easy and cost effective.

Improves customer retention and loyalty

Mobile Data Solutions can enhance subscribers' value of their mobile services and act as a stepping-stone to other new and exciting mobile data services including:

- Wireless Instant Messaging/Push to Talk
- Location-based services
- Wireless Web
- Music downloads and swaps
- MMS value-added Services

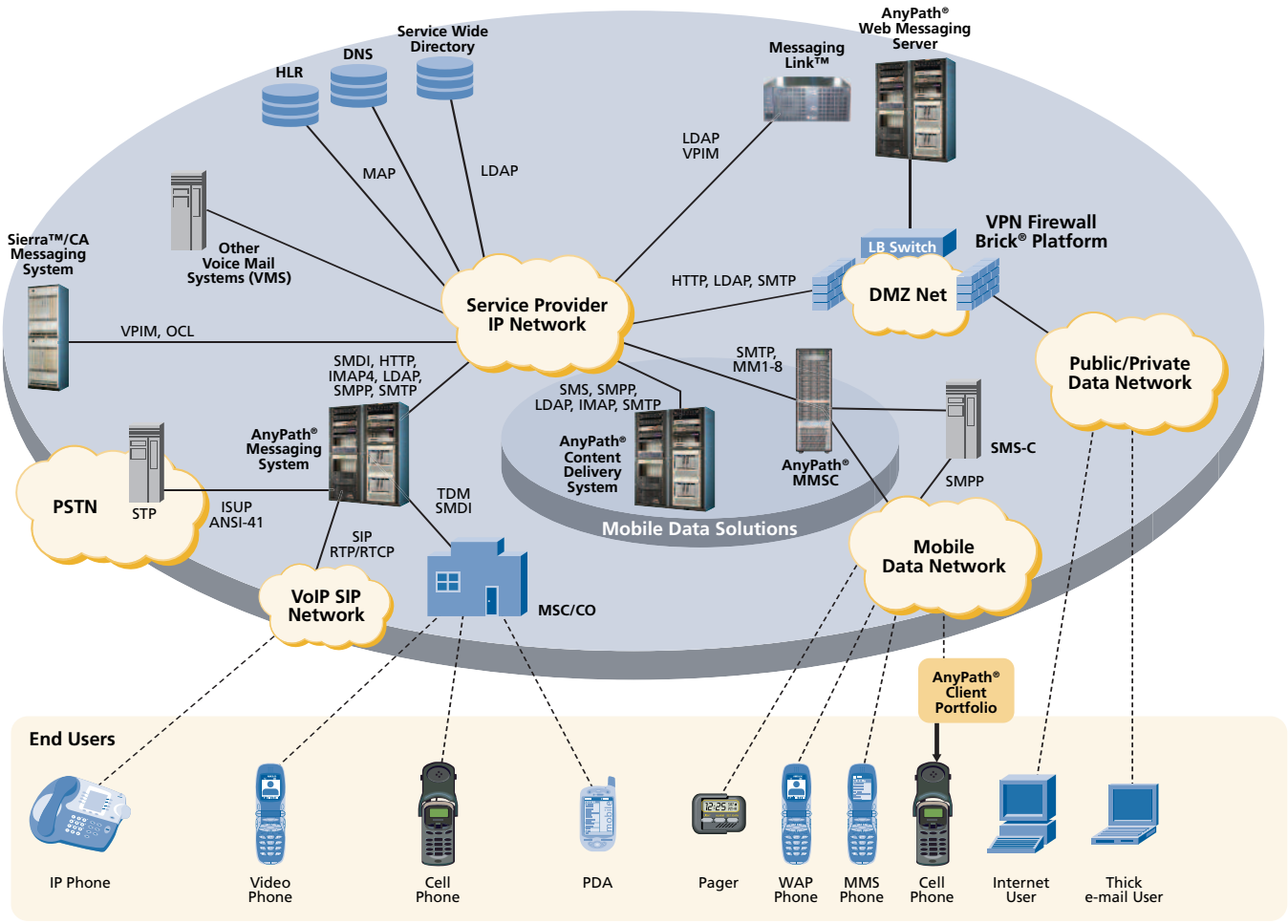
These new services can enhance the user experience, expand the value chain and increase stickiness.

Lucent Mobile Data Solutions is comprised of:

AnyPath® Content Delivery System – Delivers a broad range of visually-enabled applications to 2.5 and 3G enabled devices. The AnyPath® Content Delivery System provides high-availability service and supports Mobile Messaging to create a unified user experience, which makes services easier to learn, adopt and use. The AnyPath® Content Delivery System is vendor independent and compatible with Lucent AnyPath® Messaging Systems, Sierra™/CA systems and other messaging systems.

AnyPath® Client portfolio – Complements many service providers' broader handset marketing strategies with a suite of clients that support applications, such as Mobile Messaging, to enable a network-wide deployment that helps retain subscribers and reduce churn. An example of one of these clients is the AnyPath® Mobile Messaging Client, which supports non-MMS handsets. It provides handset-based messaging and automatically retrieves messages from the subscriber's voice messaging system when triggered by a new message notification.

Mobile Messaging – Delivers voice messages from Lucent AnyPath® Messaging Systems, Sierra™/CA systems and other messaging systems directly to the handset via the AnyPath® Content Delivery System. As a result, users can listen to the messages stored in the handset in any order, when convenient, without having to dial into the network. This broadens handset functionality by enabling subscribers to send, receive, and manage voice messages from MMS-enabled handsets and, by utilizing the AnyPath® Mobile Messaging Client, from JAVA and BREW handsets.



Mobile Data Solutions offers flexible deployment options to suit differentiated network strategies and enhance the subscriber's communications experience

AnyPath® Multimedia Messaging Service Center (MMSC) – Provides next-generation capability and scalability to distribute MMS content. AnyPath® MMSC offers significant performance improvement, boosts data usage, and delivers high scalability, availability and fault tolerance – cost effectively. It delivers multimedia messaging capabilities so mobile handset users can compose, send, and receive messages that seamlessly combine text, voice, images, graphics and video. AnyPath® MMSC extends revenue-generating opportunities by leveraging a vast array of MMS-VAS applications. And it seamlessly integrates with existing network elements for ease of operation.

Multimedia Messaging – Subscribers can send, receive, and manage messages containing text, audio, images, photos and video. This premium and profitable next-generation MMS value-added service offers service providers differentiation by combining high-value content providers, immediate delivery, and superior throughput for the ultimate MMS experience.

Mobile Data Solutions also support a broader set of Lucent applications and can leverage many third-party applications. This enables service providers to increase their total addressable market by pursuing mobile data applications beyond the MMS segment.

Features & Benefits

- Allows service providers to leverage their existing voice mail subscriber base to promote MMS more easily to non-MMS subscribers
- Introduces the familiar voice messaging experience to multimedia data applications, providing an opportunity for revenue growth and increased stickiness
- Enhances the subscriber experience by providing options for message delivery.
- Integrates with messaging platforms for greater utilization of existing network and infrastructure
- Offers convenience and versatility of mobile-to-mobile, mobile-to-e-mail, e-mail-to-mobile, voice mail-to-mobile and faxmail-to-mobile capabilities
- Delivers a compelling portfolio of rich mobile applications, enabling platforms and clients
- Delivers next-generation, high performance AnyPath® MMSC

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To learn more about the Lucent Messaging Solutions, please contact a Lucent Technologies Sales Representative or Lucent BusinessPartner, or visit our Web site at http://www.lucent.com or http://www.lucent.com/messaging.

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