

Mobile Instant Messaging

The “Killer” Application



What Is Mobile IM?

Mobile Instant Messaging (Mobile IM) is a location-based service that allows users to exchange text messages in real time on mobile devices. Mobile IM increases the relevancy of the messaging experience by combining real-time communications and presence information within a user-defined community. Mobile IM is characterized by features such as:

- Real-time communications that avoid the network delays associated with SMS and email
- Contact list management of buddy lists and chat rooms – aliases, block contacts, etc.
- Presence so that members know when each other are available
- One-to-one and multi-participant communication
- Share multi-media messages – text, audio, video, pictures, emoticons and files
- Search user database to add new contacts to the contact list
- Save conversation “thread” for future retrieval

Drivers of Mobile IM as a Key Application

Mobile IM adoption is growing. This is being driven by a number of factors influencing carriers’ interest in offering the service including:

Declining revenues from SMS - Operators are keen to generate new revenue streams from new messaging formats

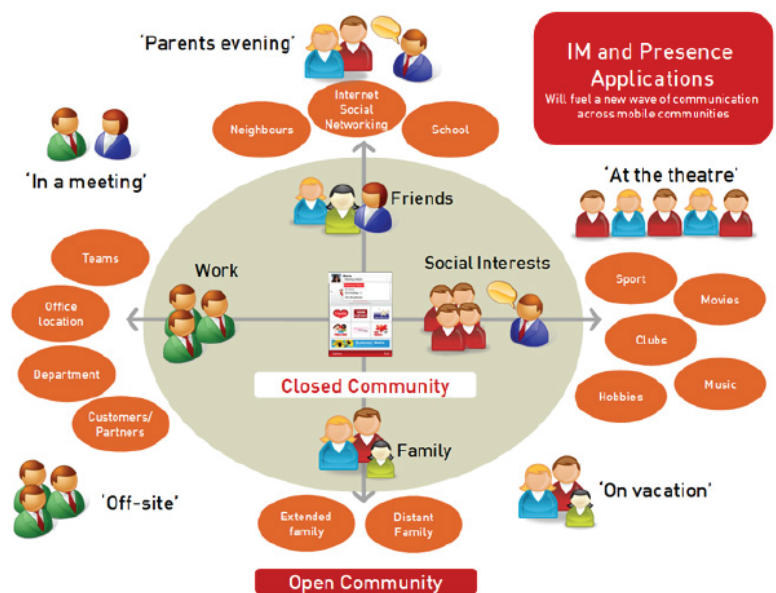
Enhanced value-added services (VAS) capability - SMS and MMS evolved from simple P2P messaging services to be used to deliver ringtones and other mobile content. Mobile IM, through its presence functionality, is offering even greater potential for launching secure VAS (such as m-commerce and m-wallet applications) and supporting voice, video, music and user-generated content

Advertisement revenues – Mobile IM has potential as an advertising channel for generating revenues. Advertisers can easily target chosen demographics with personalized campaigns

Growth of Online Communities – New services will continue to emerge in the Mobile IM space, especially social networking

sites such as MySpace, Facebook, and Second Life, that seek to connect their users in new ways through mobile.

Technology - The deployment of IP-based services into the mobile space is enabling the convergence of mobile messaging technologies with fixed-line solutions such as IM



Fixed-to-mobile partnerships - In the US, mobile operators have spearheaded Mobile IM implementation. Most of the major operators have chosen their fixed-line IM partners and have branded IM clients installed on their portals and handsets. These operators now have access to a large community of IM users

Next Generation SMS – While fixed line IM in many regions of the world is low (compared with the US), heavy SMS usage provides the opportunity to offer Mobile IM as Super SMS, SMS+ or Enhanced SMS. The deployment of the GSMA Personal IM initiative and development of 3G networks are also key drivers

Cost - Mobile IM is typically an extremely cost-effective solution for both operators and end-users. In regions where familiarity with IM is already established the cost benefits are even more evident as operators organize their pricing strategies and revenue-sharing agreements to provide users with Mobile IM at prices comparable to SMS and MMS

Ubiquitous functionality - The wide availability of Mobile IM clients on mass-market handsets and penetration of smart phones

Deployment Strategies for Operators

The awareness and adoption of IM will impact the best means for an operator to position and deploy Mobile IM services. The two main strategies can be broken down as:

Interoperability with fixed-line IM service providers (Service provider driven model) In this model, operators allow subscribers to access public IM services. Subscribers communicate with their buddies using their account with service providers such as YAHOO, ICQ, MSN, AOL. The operator's mobile network is used only to connect to the internet while maintaining their internet identity, participating in the internet community and using clients branded mainly by fixed IM providers. With a pre-loaded client, users simply click on the Mobile IM application and enter their existing user name and password and are connected to an existing fixed IM account.

Operator Branded Mobile IM (Personal IM) In this model, the operator offers its own branded Mobile IM service to subscribers with optional connectivity to fixed IM services. Thus, the operator acts as a Mobile IM service provider to end customers. Subscribers use clients branded by the operator and are identified by their mobile phone numbers. If supported by the operator, users can also access the fixed IM services but do not need to be registered with the fixed IM service provider. Operators can also choose to interoperate with other operator Mobile IM communities.

Movius' End-to-End Mobile IM Solution

There are four components required to deploy an end-to-end Mobile IM solution. Movius offers operators an end-to-end solution enabling them to focus on their business strategy.

Clients – The client provides a high quality, feature rich IM user experience with text, images and presence communication. The client can be branded and customized to meet the requirements of the operator. The client can be embedded, preloaded or downloaded and is available for a wide range of J2ME and Symbian mass-market handsets and smartphones. Some client features are:

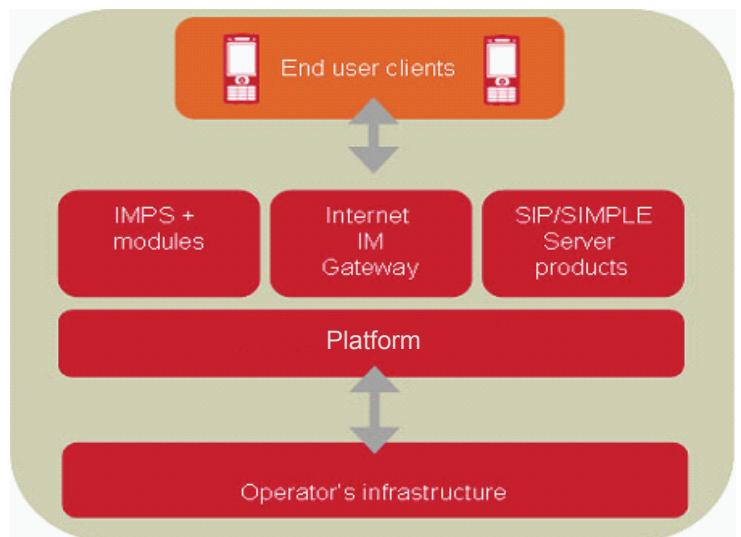
- **One-to-one messaging:** message exchange between 2 users in chronological order
- **Extended conversations:** multi-party (8 max.) conversation
- **Chatrooms:** persistent IM groups that users can join at any time. Creator owns admin rights
- **Multimedia messaging:** send receive images
- **Parallel conversations:** several conversations at the same time
- **Shout!:** send a message to several users without starting a separate conversation with each recipient
- **Emoticons:** use of character strings to display emotions
- **Intelligent content type support:** pre-determine the type of content the recipient can receive

- **Nudge:** an attention grabbing small message - a combination of sound, image and movement that are pre-installed on all clients; customizable
- **Typing alerts:** displays message when a user is typing a message
- **Timestamps:** shows the time of the last message sent in the dialogue
- **Save conversations:** save conversations explicitly in storage for later viewing
- **Split screen messaging:** the text typed will be displayed in the same window as the conversation

Interconnect Servers/Modules and Gateways – Movius provides interconnect servers/modules enabling operators to deploy any interoperability strategy. Carriers can interconnect with other Mobile Operator Communities and with Fixed-IM Service Providers. The solution also supports IMS deployments.

Platform – All the components run on the leading GSMA Personal IM & OMA IM platform (IMPS) that allow SMS and MMS interworking which enables messaging continuity.

Backend Servers and Applications – Movius provides a host of backend servers and applications for – billing, user provisioning, fault/alarm management, log management, statistics, administration, subscription, etc. Operators can add these to their infrastructure at any time based on their needs.



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