



Multimedia Messaging Service

Unleash complete multimedia messaging potential

Key Benefits

Enable subscribers to access the multimedia world

People can communicate feelings and emotions with friends and relatives by sharing photos or video clips instantly

Increase communication possibilities with MMS

Provide a rich environment to create and manage MMS messages and drive MMS traffic

High performance to support P2P & A2P growth

Innovative design to efficiently deliver multimedia traffic patterns and time-sensitive services

Proven, stable & flexible

The Jinny MMSC is live in more than 30 sites worldwide - from entry level to large-scale distributed systems

Market Dynamics

Use of MMS has increased in recent years for a variety of reasons. Year-on-year growth on service usage is now steady. Many technical interoperability problems have been solved and higher bandwidth mobile connections are contributing to the increased growth in MMS service adoption. According to Portio Research, worldwide MMS traffic will grow at a CAGR of 22.3% over the next four years with all regions showing a positive growth trend.

Some of this growth will be driven by application-to-person MMS triggered by content providers and mobile advertisers who will choose MMS as a channel to communicate, largely due to the fact that it is a richer media channel more suitable to their requirements. It is expected that this will drive A2P MMS service usage rates higher than A2P SMS in some regions.

Product Overview

MMS is a powerful visual communication tool enabling users to send and receive messages with a myriad of colour pictures, video and sound. The MMSC is the cornerstone of multi-media services architecture. It is the engine that receives and relays multimedia content-based messages. The Jinny MMSC will satisfy the requirements of any mobile operator, from entry-level to large-scale systems that will handle high volumes of traffic.

The Jinny MMSC is a highly scalable service platform, built to open standards and running on mobile networks including GSM, CDMA, GPRS, EDGE, UMTS, HSxPA and LTE. It is based on a modular architecture that makes it possible for mobile operators to increase message throughput supported by simply adding more nodes so it can be scaled virtually without limitation.

The Jinny MMSC has been built in accordance with and adheres to 3GPP, 3GPP2 and OMA standards. Jinny's platform has all the required features to meet the challenges posed by today's MMS environment, offering features like legacy handset support, integrated WAP Gateway, media transcoding, lawful intercept, mobile number portability, virus filtering and spam control. Multiple applications and external modules complement the Jinny MMS environment.



Key Features

Media Transcoding

The Jinny MMS Transcoder provides real-time transcoding and will accept and perform real-time media adaptation on many types of images, audio and video content.

A2P MMS Optimiser

The MMSC can be deployed as an Application-2-Person MMS Optimiser using software optimisation techniques such as pre-transcoding, optimised storage and bulk notifications to facilitate an increase in the number of transactions per second, allowing huge peaks in traffic over short periods to be handled efficiently.

MMS Studio & MPSS

With its MMS Composer & Media Store features, subscribers can create and send their own MMS online. These MMS messages can be composed using subscribers' uploaded images and sounds or those from a third party.

Extending the logic of email, the MPSS module provides the subscriber with online storage to view past sent/received items. This module can be easily incorporated with the MMS Studio to offer the subscriber a complete feature-rich set of services.

Embedded Virus & Spam Filtering

To help combat the problem of mobile spamming and viruses, which is a significant problem in some countries, the MMSC offers an anti-spam and anti-virus tool to filter unwanted or harmful messages.

Mobile Advertising Support

We also offer support of mobile advertising for multimedia messaging with the Jinny Mobile Advertising Platform.

MMSC Architecture

