

## NewNet - Multimedia Messaging Systems (MMS) Platform Solution

### Overview

Mercury is a Multimedia Messaging Service Center (MMSC), optimized to create, deliver and track multimedia content and consumption on any device over any delivery channel. Mercury enables mobile operators to launch multimedia services across their subscriber base with speed and intelligence, including: mobile advertising, streaming media services, and premium content subscription services.

### MMS Benefits

- **Complete MMSC Services** – MM1 (subscriber), MM3 (SMSC/email), MM4 (between MMSC's), MM7 (Applications).
- **Scalability** – Support under 1 million subscribers with efficient scalability for over 20 million.
- **Optimize the Subscriber Experience** – Transcoding for a wide variety of image, audio and video formats.
- **Bulk MMS Distribution** – Pre-transcodes the same message sent to many for speed and license savings.
- **Self-Service MMS Campaigns** – Use available MMS templates and a content catalogue to allow subscribers to quickly create MMS messages, schedule and control campaigns, and derive statistical information with reporting at very low operational costs.
- **Performance Management** – QoS enforcement with customizable queues and capacity management.
- **Subscriber Management** – Contains subscriber profiles for privacy, preferences and opt-out details.

- **Flexible Billing** – Online charging for A2P and P2P and Diameter billing for prepaid.