DESCRIPTION

The Multimedia Messaging Service (MMS) is regarded as the best-of-the breed of proven messaging technologies, surpassing SMS and electronic mail to offer a truly multimedia experience to mobile users. The first commercial solutions appeared on the market in 2002 and the penetration rate of MMS is now quickly approaching the required level for mass-market adoption. By leveraging accessible technologies, MMS has gained wide acceptance from major market players and provides great business opportunities for the whole telecommunications industry.

- Introduces usage scenarios and provides a comprehensive description of enabling technologies for MMS, from version 1.0 to version 1.2 (featuring message content classes, video support, online message boxes, digital rights management, etc.)

- Demystifies MMS standards by clearly illustrating technical explanations with numerous practical examples, from the design of multimedia messages to the interfacing of applications with MMS centres

- Sheds light on common implementation pitfalls and known interoperability issues

Based on the author’s own experience as a standardization expert and software architect for one of the major handset vendors, Multimedia Messaging Service provides a stimulating practical reference book for network operators, content designers, device manufacturers and developers of messaging applications, and will also appeal to researchers and students.
ABOUT THE AUTHOR

Gwenaël Le Bodic is a software architect for Vodafone Global in Germany. His activities for Vodafone include the study and design of MMS architectures for large multi-operator environments. For several years, he used to be a mobile Internet and standardization expert for Alcatel’s mobile phone division in France. His activities for Alcatel included participating and contributing to the development of messaging technologies and services in the scope of 3GPP and OMA standardization processes. He was responsible for the design of the software architecture of the messaging solution for Alcatel’s first two MMS phones. A certified engineer in computer sciences, Gwenaël Le Bodic obtained a Ph.D. in mobile communications from the University of Strathclyde, Glasgow. He is the author of many research publications in the field of mobile communications. He wrote the book Mobile Messaging (Wiley & Sons Ltd, November 2002) covering various messaging services and technologies. Gwenaël Le Bodic can be contacted at gwenael@lebodic.net.

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