



# NowSMS/MMS 2006 Gateway

**A powerful, multi-functional and affordable SMS and MMS solution**

NowSMS 2006 is an easy to install, extremely powerful, multi-functional content delivery solution for SMS and MMS messaging.

NowSMS 2006 is a fast track to deploying and developing SMS, MMS, WAP Push and OTA solutions.

An MMS Gateway, WAP Push Gateway and Multimedia Messaging Centre (MMSC). NowSMS even supports many of the non-standard protocol variations deployed by major MMSC vendors.

An affordable development or full production system for mobile operators, test equipment manufacturers and mobile phone manufacturers.



SMS Text Messages • SMS Binary Messages WAP Push • MMS Messages • MMS Notifications • EMS Messages • WAP Multimedia Push • WAP OTA Settings • WAP Bookmarks • OMA Provisioning Content (OTA ) • SyncML OTA Settings • XML Settings for (browser, MMS, SyncML, Wireless Village/IMPS, push-to-talk and more • WAP vCards • OMA Digital Rights Management: forward lock, combined delivery and separate delivery.

Free evaluation software available at [www.nowsms.com](http://www.nowsms.com)

Now SMS/MMS Gateway v2006.03.09

MMSC Users	MMSC VASP	MMSC Routing	SSL/TLS	Serial #
Service	SMSC	Web	SMS Users	2-Way
				MMSC

Activate MMSC Service  
 HTTP Port Number:

SMTP Port Number:   Require AUTH  
 IP Address:

Local Host Name or IP Address:   
 Domain Name for MMS E-Mail:

Enable SMTP Smart Mailer  
 SMTP Relay Host:

Enable POP3 Server  
 POP3 Port Number:

Enable MMS Delivery Receipts  
 Enable Dynamic Image + Audio Conversion  
 Scale Images to:  Screen Size  Max Supported Size

Enable E-Mail to SMS Support  
 Domain Name for SMS E-Mail:   
 Max SMS messages per e-mail:   
 Authorised E-Mail to SMS/MMS Senders

Retry MMS Delivery Notifications  
 Attempts:  Delay (minutes):

OK Cancel Apply Help

## MMS Gateway Connectivity

- MM7
- Proprietary MM7 variations for:  
Ericsson, LogicaCMG and AnnyWay
- MM4
- MM3 (SMTP)
- MM1
- EAIF (Nokia proprietary MM1)
- MM1 over a GPRS modem

## SMS Gateway Connectivity

- SMPP
- UCP/EMI
- CIMD2
- HTTP
- GSM Modem (ETSI GSM 07.05 / 3GPP TS 3.005)

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# NowSMS/MMS 2006 Gateway

## Examples of how customers use NowSMS:

**SMS Gateway** – NowSMS can manage simultaneous connections to one or more SMSCs, supporting the major SMSC protocols, including SMPP, UCP/EMI, CIMD2, HTTP, and/or GSM modems. NowSMS handles the low level protocol details, and makes it easy to switch between different providers, as well as making it easy to add additional connections for situations where it is advantageous to route messages for different countries via different providers.

**2-Way SMS Application Enabler** – NowSMS is a great tool for enabling rapid development of interactive SMS applications and services. When NowSMS receives an SMS message, it can be configured to dispatch that message to a script running on an HTTP server, to a local executable program, or local script or batch file. This provides a simple way to get received messages into an application, so that the application can perform custom processing on the message. The application can generate a simple reply back to the received message, or perform more advanced application specific logic.

**MMSC** – NowSMS is an Multimedia Messaging Service Centre, or MMSC. It has the capability to support person-to-person (phone-to-phone) MMS messaging, as well as application-to-person and person-to-application MMS messaging. Over 20 mobile operators are using NowSMS as an MMSC to enable multimedia messaging on their networks.

**MMSC for Application to person messaging** – In many environments, NowSMS is implemented as a secondary MMSC to enable application to person MMS messaging, while another MMSC provides person-to-person MMS messaging services.

**MMS Gateway** – NowSMS can interface to existing MMSCs using MM7, MM4, or EAIF. It can also interface to operator MMSCs over a GPRS modem using MM1. NowSMS handles the low level protocol details, and makes it easy to switch between different providers, as well as making it easy to add additional connections. NowSMS even supports many of the non-standard protocol variations deployed by major MMSC vendors.

**WAP Push Proxy Gateway (PPG)** – NowSMS makes it easy to send WAP Push messages, supporting push message submission via a simple HTTP interface, as well as support for the more advanced Push Access Protocol (PAP) interface. NowSMS also includes support for Multimedia WAP Push, which can be used as a lower cost alternative to MMS for the delivery of multimedia content.

**OTA Provisioning Gateway** – NowSMS supports OTA (Over-the-Air) provisioning based upon the Nokia/Ericsson OTA specification, and the Open Mobile Alliance (OMA) Provisioning Content specification. These protocols allow browser, messaging and synchronization settings to be sent to devices over SMS. OMA Provisioning also supports additional setting types, such as those used for Push-to-Talk, e-mail, and more.

**Digital Rights Management (DRM) Enabler** – NowSMS provides a simple interface for sending out MMS or WAP Push messages with DRM Forward-Lock enabled. NowSMS also supports the encoding of more advanced DRM rights messages by supporting OMA DRM 1.0 with full support for both combined delivery and separate delivery.

**SMSC Multiplexer** – NowSMS allows multiple applications to share SMSC connections by functioning as an SMPP server. Applications designed to submit messages using SMPP can connect to a NowSMS server, and NowSMS can route the messages over any of its supported SMSC links. NowSMS can also support multiple clients connecting in to submit messages over an HTTP/Web interface..

**E-Mail to SMS or MMS Gateway** - NowSMS can be configured to provide bidirectional e-mail to SMS and MMS support.

**Testing Tool** - Because NowSMS supports a wide range of protocols, NowSMS is a popular tool for device manufacturers and testing labs.