1. Record Nr. UNINA9910830164803321 Autore Le Bodic Gwenael **Titolo** Multimedia messaging service [[electronic resource]]: an engineering approach to MMS / / Gwenael Le Bodic Chichester; ; Hoboken, NJ, : J. Wiley, c2003 Pubbl/distr/stampa **ISBN** 1-280-27156-6 9786610271566 0-470-34047-9 0-470-86251-3 0-470-86252-1 Descrizione fisica 1 online resource (271 p.) Disciplina 621.3845 Soggetti Multimedia systems Mobile communication systems Personal communication service systems Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references (p. [235]-240) and index. Nota di bibliografia Nota di contenuto Multimedia Messaging Service; Contents; Preface; About the Author; 1 Introduction to MMS; 1.1 MMS Success Enablers; 1.2 Commercial Availability of MMS; 1.3 MMS Compared with Other Messaging Services; 1.3.1 SMS and EMS; 1.3.2 Electronic Mail; 1.3.3 J-phone's Sha-mail and NTT Docomo's i-shot; 1.3.4 RIM's Blackberry; 1.4 MMS Added Value and Success Factors; 1.5 Billing Models; 1.6 Usage Scenarios; 1.6.1 Person-to-person Messaging; 1.6.2 Content-to-person Messaging; 1.6.3 Further Applications; Further Reading; 2 Standardization of MMS; 2.1 MMS Standards; 2.2 Third Generation Partnership Project 2.2.1 3 GPP Structure 2.2.2 3 GPP Specifications: Release, Phase and Stage; 2.2.3 3 GPP Specifications: Numbering Scheme; 2.3 Third Generation Partnership Project 2; 2.4 WAP Forum Specifications; 2.5 Internet Engineering Task Force; 2.5.1 IETF Documents; 2.5.2 Internet

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Sommario/riassunto

The Multimedia Messaging Service (MMS) is regarded as the best-ofthe 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