



Novosoft SMSC

mobile.novosoft-us.com

As SMS continues to be increasingly popular among subscribers, and the number of new SMS-based value-added services increases, operators more than ever need SMS-processing facilities with enhanced performance. As SMS messages are used in inter-subscriber communication, for system messages and as a bearer for other value-added services, selecting an SMS centre and the vendor are crucial to the operators' overall business.

Powerful, fast, scalable and cost-effective Novosoft SMS Centre allows GSM operators to easily process increasing text traffic and provide subscribers with value-added services based on SMS technology.

Specific Features

- Future-proof: extendable performance from 200 sms/sec and higher;
- Open interfaces for integration with external services over SMPP;
- Robust and reliable solution based on Sun/Solaris platform;
- Convenient tools for remote administration and monitoring.

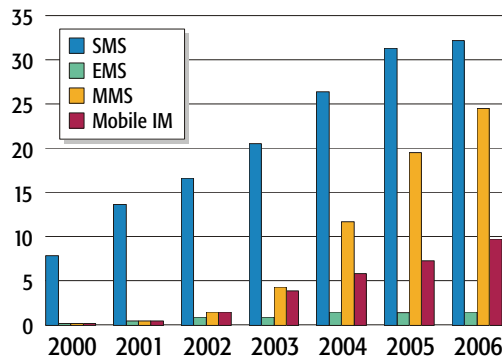


Figure 1. Forecast of messaging revenue growth, 2000-2006, MUSD (Source: Baskerville)

Key features

- Multilingual Support: supports all languages, including USC2 character sets;
- Transliteration: if receiver's handset does not support national language, messages' characters are automatically substituted with Latin characters;
- Extended Messages Service (EMS) and Smart Messaging support: transmission of logos, images, ringtones, vCard, and vCalendar records.

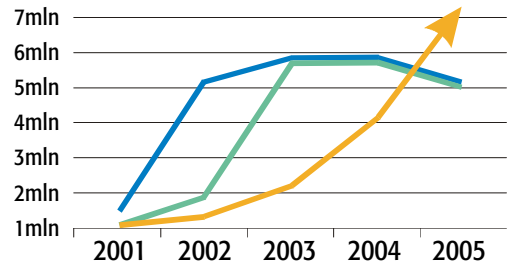


Figure 2. Worldwide Wireless Messaging Subscribers - User forecasts. Source: Cahners In-Stat Group; Wireless Messaging Fusion, August 2001

- Unstructured Supplementary Service Data (USSD) support: fast interactive data exchange between subscriber and applications;
- Special message-handling features: users are offered a range of features, for example, forwarding of Short Messages, similar to call diversion for voice call messages;
- E-mail to SMS Gateway, web to SMSc support;
- Long messages transmission;
- Non-text messages support for transmission of service data;
- OTA-platform integration capability for delivery of content and user applications;
- Multiple addressing including international, short, local, alpha-numeric numbers;
- Delivery priority support for better control of the SMSC work load and services' performance;
- Traffic logging;
- Message delivery notification: sends a confirmation of message receipt to sender.

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