



## **Taral Networks Announces the Availability of the AirNginde Application-To-Person MMS Gateway**

*- Carrier grade platform developed to enable and manage the complexities of cross-carrier MMS delivery -*

**Lexington, Mass. & LONDON—May 12, 2003** – Taral Networks, a provider of infrastructure to wireless operators and content aggregators, today announced the immediate availability of the AirNginde application-to-person (A2P) Multi-Media Messaging Service (MMS) Gateway. AirNginde is the first and only technology designed to enable and manage the complexities of content delivery from any application server to any MMS-enabled device over any operator network.

Today's announcement reflects the strong commitment Taral Networks has made to support the needs of operators who wish to capitalize on the outstanding revenue opportunities presented by premium MMS. "AirNginde was designed from the ground up to support large MMS broadcasts, providing significantly better MMS throughput than competitive MMSC offerings—such higher throughput is critical for application-to-person messaging," said Vinit Nijhawan, Taral Networks' president and CEO. "We believe that premium A2P MMS content, such as interaction with TV shows, multimedia news and sports highlights, presents operators with the greatest revenue opportunity and that the market will explode once operators become aware that the technology they need to offer premium A2P MMS services is available today. We're excited to provide the technology that is allowing our customers to be first to market with premium A2P MMS services—the most promising of all customer wireless applications."

A recent study by Juniper Research found that by 2004 the bulk of revenue from MMS will be generated via content delivery and provisioning, at \$5.6bn, rather than pure peer-to-peer messaging, at only \$2.7bn. "MMS enables a wide range of A2P mobile information and entertainment services. These services will generate twice as much revenue as Peer-to-Peer messaging," commented Charles Lafage, Senior Analyst at Juniper Research. "MMS can deliver where WAP failed: easy to access to content and services over mobile networks and a revenue opportunity for operators and third party providers."

The SMSC made person-to-person (P2P) SMS possible, and the SMS gateway then enabled A2P SMS access. Correspondingly, the MMSC enables P2P MMS, but the unique requirements of A2P MMS can only be met with an MMS gateway, particularly

an MMS gateway such as Taral's which has been designed specifically for A2P MMS. A2P MMS gateway requirements include:

- *Content adaptation* to enable graphic designers to create different versions of content optimized for specific classes of devices.
- *Device management* to optimize content for the unique characteristics of the hundreds of different styles of devices on the market. P2P content originates from a picture phone, whereas A2P content can originate from many sources.
- *Scalability* to avoid disruption of the network or P2P traffic by a large broadcast, such as a recent SARS alert sent to 8 million SMS subscribers in Hong Kong.
- *Global interoperability* to enable content providers to not only inter-operate across local carriers, but to reach their users worldwide. For example, Manchester United has 50 million fans worldwide but only 8 million in the U.K; China is the second largest market for Manchester United.
- *Digital rights management* including forward locking and end-to-end security to ensure that premium content is available only to those who pay for it.
- *Standardized value-added service provider (VASP) provisioning* to speed "hot content" to market and minimize QA overhead.
- *Opt-in, Opt-out capabilities* to facilitate the matching of relevant content with interested subscribers based on their preferences.
- *Adult content control*
- *SPAM control*

Whether you need to interoperate with any of the leading Multi-Media Messaging Service Centers (MMSCs) or not, Taral's AirNginde A2P MMS Gateway was developed to address the requirements of operators who wish to tap the huge potential of A2P MMS while avoiding the need to make costly infrastructure investments. For example, AirNginde has successfully delivered MMS messages on all four of the operator networks in the United Kingdom (UK) enabling content providers to reach subscribers on all four networks. In addition, using inter-AirNginde communications, these UK content providers have the ability to reach subscribers to an AirNginde-connected wireless network anywhere in the world, regardless of whether roaming is in place between the networks.

With AirNginde, Taral Networks is the only company with the technology and expertise to meet all of the requirements of A2P MMS. And, because AirNginde utilizes the 3GPP industry standard web services protocol MMS MM7 to provision value-added service providers into the network, wireless operators and content aggregators can rapidly certify, deliver and deploy large quantities of complex, rapidly-changing third-party messaging

content while protecting network integrity and user experience. This allows the operator/aggregator to quickly and efficiently introduce a variety of “hot,” relevant content that is consistently tailored for a productive user experience; attract and manage a large number of value-added service providers; and offer differentiated services.

### **Pricing and Availability**

AirNgin is immediately available and is currently delivering MMS messages across all four operator networks in the U.K., as well as networks in Germany, Sweden, India, the United States, Canada, China and Taiwan. Taral Networks’ AirNgin can be licensed by aggregators and operators, with pricing starting at \$250,000. The company also offers customers the option of licensing the application through a revenue-sharing model. For more information on the AirNgin Application-To-Person MMS Gateway, call (781)674-0111, email [sales@taralnetworks.com](mailto:sales@taralnetworks.com) or visit [www.taralnetworks.com](http://www.taralnetworks.com).

Taral Networks will be demonstrating the AirNgin Application-to-Person MMS Gateway at Stand 87 at the Global Messaging 2003 Conference, to be held at the Olympia Conference Centre in London, May 13-14, 2003. To arrange for a demonstration please contact:

Leslie Drohan  
Boldbrook Marketing  
+1 508-836-4300  
[leslie@boldbrook.com](mailto:leslie@boldbrook.com)

Vinit Nijhawan  
Taral Networks  
Mob: +44 (0) 7919 271316  
(contact number at Global Messaging)

### **About Taral Networks**

Taral Networks is seizing the opportunity to capitalize on one of today’s fastest growing markets – wireless data – and the rapidly emerging demands for “anytime, anywhere” data access. The company is dedicated to enabling wireless operators to monetize their data networks by enabling and managing application-to-person multimedia messaging (A2P MMS).

Taral Networks’ AirNgin is an intelligent services delivery application that enables wireless operators and content aggregators to deliver multimedia content to any MMS-enabled device today—with or without an MMSC. In addition, AirNgin simplifies the process of certifying, delivering, and deploying large quantities of complex, rapidly-changing third-party messaging content while protecting network integrity and user experience. This allows the operator/aggregator to quickly and efficiently introduce a variety of relevant multimedia content that is consistently tailored for a productive user experience; attract and manage a large number of value-added service providers; and offer differentiated services.