



**Real Rich Communication Service (RCS) leverages the operator's existing infrastructure and messaging services to provide enhanced communications across multiple devices, regardless of network technology.**

## The Opportunity

The growing number of internet-ready devices in today's market has created a communication environment that is more dynamic, yet more complex than ever before. Frustrated users are demanding that operators manage the complexity of multiple messaging services and devices by offering simple and intuitive internet-like messaging experiences that will allow them to access their messages across all their devices with a single identity and a single bill.

As the industry gradually moves away from conventional messaging silos (e.g., SMS, MMS, email, IM), operators are exploring new and innovative opportunities to maximize their messaging revenue potential. By converging existing messaging service platforms, operators can boost revenues and ARPU, increase customer loyalty, and reduce costs.

## The Solution

Real Rich Communication Service is an IP-based messaging solution that allows fixed, mobile, and integrated operators to deploy enhanced, cost-effective messaging services that subscribers can use seamlessly across their communication devices.

With Rich Communication Service, users can read, send, and reply to any message on any device. From their fixed phones, 3G mobile phones, video phones, PCs, netbooks, e-book readers, TV, and other emerging IP enabled devices, users can hold messaging conversations whenever and wherever they want. Rich Communication Service supports all two-way message types including SMS, MMS, video messages, voice mail, and email via one or more devices.

In addition, Rich Communication Service offers users the convenience of a single identity and a single bill, as well as message management and self-care services like Central Message Storage and Address Book Integration.

## How It Works

When a Rich Communication Service subscriber sends a message from any device, the message is delivered to the Real Gateway through the best network available at the time of send. This ensures the fastest and most reliable message delivery. Once the Real Gateway receives the message from the subscriber, it stores the message in a highly secure proprietary message cloud and delivers the message to its destination. The Real Message Handler receives and sends SMS, MMS, voicemail, and video messages and forwards them to the recipient on the same or different wireless network.



# Rich Communication Service

The Real Rich Communication Service platform delivers high speed/high capacity messages – up to 300 million messages per hour with no latency – and interoperates across disparate messaging platforms, operator networks, and handsets. Plus, Real Rich Communication Service is based on industry standards such as Converged IP Messaging (CPM) from Open Mobile Alliance (OMA). Together, these architectures allow operators to deliver seamless, cost-effective enhanced messaging services that can be deployed quickly.

## Features

- Single identity across multiple devices – one number for all messaging services
- Support all message types across multiple devices
- Messages stored in RCS Cloud
- Search, read and reply to messages from any device or from the web
- Address book integration across all devices
- New message notifications to IP-enabled devices
- Group messaging
- Real-time push for favorite contacts and social networking relationships
- Operator/service provider branded text-only line

## Benefits

- Provides a common messaging user-experience across mobile phones, fixed phones, personal computers, emerging IP enabled devices and television
- Increases customer loyalty through broadening of operator-branded messaging experience on multiple devices
- Eliminates end user frustration caused by messaging service silos
- Enables operators to act as a bridge between traditional SMS/MMS messaging and messaging with IP-enabled devices
- Reduces operator costs compared to competing systems
- Offers flexible, modular configurations to meet different deployment capacity requirements
- Supports emerging IP-enabled devices
- Scalable system managed through one centralized operations, administration, maintenance and provisioning facility
- Delivers friendly web-browser tools and standard interfaces for provisioning, network management and fault management
- Supports new and innovative applications, maximizing operator messaging revenue potential

## The Real Difference

Our deep history with delivering profitable, market-leading messaging services makes Real the logical partner to help operators bring their messaging platforms and services to the next level. With services like Rich Communication Service, Real strives to enhance existing data services that have proven successful for our customers.

As a leading, full-service digital entertainment solutions provider, Real's managed services are currently deployed with 84 mobile operators in 45 countries. Mobile operators seeking to engage their subscribers in new and innovative ways will find an experienced and trustworthy partner in Real.

## Contact Us

For more information, please contact [SaaS@real.com](mailto:SaaS@real.com) or visit our website at [www.realn networks.com](http://www.realn networks.com)

