



Photo SMS is an easy, fun way for users to personalize their messages by combining SMS text with pre-selected photos or images into an MMS (multi-media message). It enhances simple text messaging by adding a visual aspect that makes messaging more personal, and expands the mobile service provider's portfolio.

The Opportunity

Available on approximately 300 networks worldwide, MMS is the next step in the SMS product evolution. In 3G markets, the emergence of services using Premium MMS as a delivery platform, such as music downloads, video downloads, games, and mobile commerce, are expected to drive significant growth.

The success of MMS in the U.S., due to the interoperability between mobile operators, has helped providers around the world realize the potential of the product. Today many mobile operators are using innovative ideas to promote the service, such as bundling MMS with other data services. Additionally, mobile operators are focusing on providing online picture sharing via MMS, fueling consumer adoption of the service. The introduction of international MMS roaming could further boost volumes. Worldwide MMS traffic volumes are expected to increase from 27.26 billion in 2006 to 131.40 billion in 2012 (Portio Research).

The Solution

Photo SMS is a flexible, user friendly application allowing subscribers to send an image or photo with their text message. The sender simply types a text message using SMS, and Real's Photo SMS service automatically combines the text with a pre-defined photo image, converting it to an MMS message. After the user registers for the service, they simply upload a picture(s) to be used in their messages, either via their mobile device, web or MMS. The photo can also be edited online so the sender can personalize the message. This unique personalization tool makes messaging more fun than straight text, and encourages a viral spread.

Photo SMS boasts features that encourage subscriber use by giving them flexibility and control. A few of the most popular options are time-based, group-based and event-based selections; celebrity pictures; and user-defined pictures.

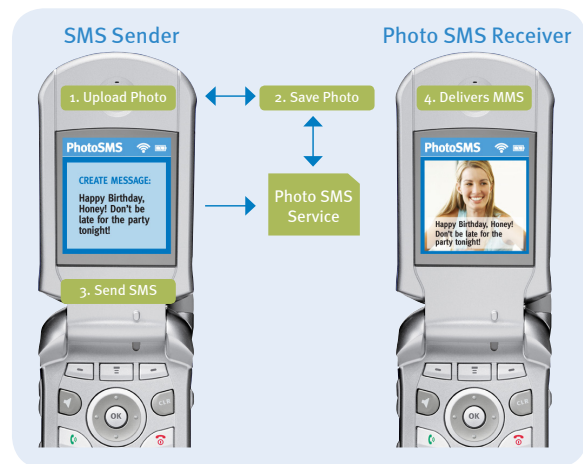
In addition to consumer applications, Photo SMS presents compelling opportunities for businesses looking for new ways to reach their customers on their mobile devices. The service could be used to remind customers of appointments, sell additional services, or invite people to events.



Deployment Options

Photo SMS is a fully managed, scalable service. Real provides the application hosting, deployment, management, operations and customer care services, helping the mobile service provider reap the revenue rewards of increased MMS traffic.

There is no handset dependency, and the service is easily integrated into the mobile service provider's network with minor configuration changes. Various image formats are available, and photos and text are automatically sized, making the service very user-friendly. There is flexible interoperability to the MMS gateway based on 3GPP/3GPP2 standards, and Photo SMS is now available to mobile service providers in the U.S., Europe, Middle East, and Africa.

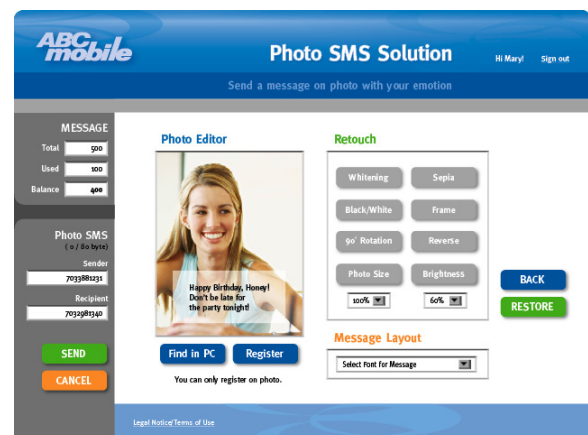


The Real Difference

Real is the leading provider of messaging interoperability solutions in North America. Using our intelligent messaging infrastructure, mobile operators encourage SMS revenue by enabling their subscribers to send and receive SMS messages to anyone, anywhere. Real continues its commitment to deliver cutting edge services providing personalization and creativity to subscribers and new revenue streams for carriers. Photo SMS boosts messaging usage, raises awareness of MMS services and improves revenue for MMS services.

An End-to-End Solution

Real is the global leader for delivering integrated digital entertainment solutions to communication service providers worldwide. Photo SMS offers an exciting new service to add to your portfolio encouraging personalization and stimulating new revenue. Through our ASP model, Real provides collaborative service to our customers, not just technology. For this comprehensive solution, Real becomes a trusted collaborator to the mobile service provider with ongoing support for effective service operations and marketing consultation. We invest in our customers' success with well managed services that are continuously enhanced and optimized to meet the changing needs and desires of this fast-paced market.



Sender can edit a photo on the web to create personalized messaging.

Contact Us

For more information, please contact realnetworksasp@real.com or visit our website at www.realnetworks.com