

Mobile 365 Operator Charging Gateway Creates a Single Billing Interface for Mobile Messaging Solutions

Gateway Enables Content Providers to Easily Bill for WAP, SMS, Web, and MMS Content Downloads across the Globe

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Cannes, France, 14.02.2005 - Mobile 365, the global leader of mobile messaging services, today announced its Operator Charging Gateway. The new product provides a single interface to operator billing systems around the world, enabling content providers to apply a charge directly to a subscriber's mobile phone account for downloaded content, including ring tones, logos, wallpapers, and games.

Integrating directly with multiple, diverse operator billing systems, the Gateway enables content and service providers to charge for mobile content downloads sold via Web and WAP storefronts, as well as for SMS and MMS content. Mobile billing can be charged across the spectrum of wireless air protocols (GSM, CDMA, TDMA, and iDEN).

In some markets, depending on operator regulations, the Gateway can be used to charge for products other than mobile content, such as Web fulfillment services (movie tickets, music downloads, etc.) and the purchase of pre-paid credit. Mobile operators in Europe and Asia, including China, have already connected to the Mobile 365 Gateway.

"The Operator Charging Gateway enables content providers to easily tap into the lucrative mobile download marketplace by managing the complex billing process," said Jörgen Nordin, Vice President of Product Management for Mobile 365. "By providing a single interface, the Gateway makes the complexity and diversity of operator billing systems transparent to the content provider. Removing this significant technical hurdle frees content providers to focus on what they do best—create new, ever-richer content."

Content providers connected to the Gateway are able to deploy the same content libraries across multiple operators with little or no redevelopment. The Gateway is flexible enough to establish price tiers or specific pricing per content ID for each operator, and also provides handset authentication and purchase approval/rejection from the operator to eliminate bad debt.

Statistical, transactional, and revenue reports give content providers immediate visibility on product performance, the information to handle customer support, and the ability to reconcile operator revenue payments.

Mobile 365 provides a single point of contact to content providers and operators for technical integration. The Gateway runs over the Mobile 365 network—an operator-grade, high-volume delivery infrastructure that is fault-tolerant and scalable to meet the highest standards—and is backed by outstanding 24x7x365 customer support.

About Mobile 365

Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services. Delivering over one billion messages per month, Mobile 365 is the global leader in mobile interoperability messaging, including SMS, MMS, WAP, and Instant Messaging. With links into more than 500 mobile operators around the world, Mobile 365's global connectivity and network reliability inspire confidence that your inter-operator messages and interactive campaigns get successfully delivered, and that your revenue is always processed quickly. Headquartered in Chantilly, Virginia, USA, Mobile 365 has global offices in Beijing, Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, Paris, San Mateo (California USA), São Paulo, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Dunkin' Donuts, Vodafone, and more. For more information, visit: www.mobile365.com.