

## **Messaging Interoperability is Top Priority for Collaboration Between OMA, GSMA, CDG, 3GPP and 3GPP2**

### *Open Mobile Alliance Releases MMS version 1.2 Specification for Implementation*

London — November 11, 2003 — The Open Mobile Alliance (OMA), an industry organization committed to delivering open standards for interoperable mobile services across the world, today announced its Multimedia Messaging Service (MMS) version 1.2 enabler release. With this introduction, OMA fulfils one of the critical requirements for the commercial success of MMS by answering the industry's need for interoperability of MMS as well as its interworking between messaging systems.

Designed to provide a global industry standard for MMS application development, the MMS version 1.2 enabler release represents a starting point for the integration between MMS systems and current messaging systems, such as Internet-based email systems, across countries, operators and mobile terminals. OMA MMS version 1.2 specifications define a minimum set of requirements and conformance to enable end-to end interoperability of MMS applications, MMS capable handsets and servers, and content provisioning.

The successful completion of the OMA MMS version 1.2 enabler release is the result of the commitment of OMA member companies, in addition to requirements contributions from the mobile value chain, including operator community groups such as GSM Association (GSMA) and CDMA Development Group (CDG).

"The Open Mobile Alliance focuses the power of its collective membership and collaborates with other industry organizations to further accelerate interoperability," said Jari Alvinen, Chairman of the Board of the Open Mobile Alliance. "The OMA's commitment to accelerate the movement towards interoperability of MMS as well as its interworking with other messaging systems will help ensure a uniform, consistent and seamless user experience for messaging."

"The GSM Association (GSMA) agrees with OMA's approach, and fully endorses its effort to expedite standards necessary to enable interoperability. The GSMA is now moving this into the market so that consumers can enjoy seamless MMS services as quickly as possible," said Rob Conway, GSM Association CEO and Member of its Board.

"The experience of CDMA operators thus far shows that MMS promises to yield a vibrant business. The CDG recognizes the importance of the OMA's efforts towards ensuring universal and seamless access to multimedia messages across all types of mobile devices, networks and personal computers," said Perry LaForge, Chairman of the CDMA Development Group,

In an effort to accelerate MMS interoperability and messaging interworking, OMA encourages collaboration and participation from all mobile value chain members. OMA is working closely with GSMA and CDG to help bring in requirements from all participants in the mobile value chain into new standards, including operator community groups. In addition, OMA is collaborating with the 3G Partnership Project (3GPP) and 3GPP2 to align standardization efforts on different layers of MMS technology.

"MMS has been high on 3GPP's agenda since the start, as we believe it plays a vital role in introducing users to the sorts of features that will become increasingly available with 3G. As a result, we are delighted that MMS is being deployed so extensively and welcome the initiatives of the OMA to stimulate further collaboration between the diverse interest groups," said Asok Chatterjee, Chairman of 3GPP's Project Co-ordination Group.

"3GPP2 is excited to be working with the OMA on this industry-wide effort to assure MMS interoperability and interworking, and applauds the publication of its MMS version 1.2 enabler release," said Dr. Hideo Okinaka, 3GPP2's Steering Committee Chair.

OMA will hold its fourth OMA Test Fest scheduled for November 19-21 where MMS version 1.2 will undergo Phase 2 of interoperability testing.

To further accelerate interoperability, OMA hosted an MMS workshop in London for its membership, 3GPP members, and 3GPP2 members, prior to its latest Technical Plenary meeting on November 9-14. The MMS workshop identified how OMA, 3GPP and 3GPP2 can maximize the potential for their future work, in order to most efficiently and effectively benefit the entire industry. Specifically, these organizations will assess the current and future MMS and overall messaging initiatives to ensure that there is no duplication or overlap of effort; discuss how work is currently distributed amongst the

organizations; establish industry-wide metrics to guarantee consistency of requirements;; and develop processes for ongoing maintenance of previous releases.

Please Visit <http://www.openmobilealliance.org/documents.html> to obtain more details and download the complete OMA MMS version 1.2 enabler release.

#### About the Open Mobile Alliance (OMA)

The Open Mobile Alliance (OMA) delivers open standards for the mobile industry, helping to create interoperable services that work across countries, operators and mobile terminals and are driven by users' needs. To expand the mobile market, companies supporting the Open Mobile Alliance will work to stimulate the fast and wide adoption of a variety of new, enhanced mobile information, communication and entertainment services. The Open Mobile Alliance includes all key elements of the wireless value chain, and contributes to the timely and efficient introduction of services and applications.

For more information, please contact: