

Vianett IMS 3.0 is a state of the art mobile service platform, which enables operators and media partners to market value-added mobile services or the end-user market.

ViaNett[®] IMS

- the easy way to handle mobile services

IMS is a message system that handles content and services meant for handheld units and mobile phones. The system is designed with the next generation of messages in mind.

IMS 3.0 is developed by ViaNett AS and Viva Technologies. The system is the result of three years experience from the highly competitive and advanced Norwegian mobile-market and successful launch of services in seven different countries outside Scandinavia. IMS 3.0 is a one-stop-shopping solution, which provides both content (logos, ringtones, picture messages etc.) applications (chat, voting, competition, flirt etc.) and billing towards telecom operators.

The module based system allows our partners to run a cost-efficient, high-volume business in different market segments and markets at the same time, on a platform that is designed for fast deployment of new services and technology.

Time and volume are critical factors in any successful, mobile service, and IMS 3.0 is designed for success. We will provide the best mobile services at all times, and take full responsibility for deployment and operation of all services on a platform that meets the highest demands for reliability and security. But mobile services are not just about technology and infrastructure. It's also about cost of operations and user-friendliness. Although IMS 3.0 is a highly advanced

software product, it's designed to be operated by non technical-staff. That allows our partners to run a cost-efficient and scalable business.

Invest in tomorrows technology!



IMS is designed with the next generation of messages in mind (EMS/MMS). IMS is a flexible and module based system, which makes it easy to implement new technology, services and content.

ViaNett IMS

- a complete SMS-system

IMS is separated into three parts. Each part is divided into modules, which can be updated separately.

ICS (Interactive Community Services)

ICS is divided into two parts:

1. ICS Admin which is a CRM system where You can register all your customers and campaigns.
2. ICS extranet where your partners/customers can administrate their services.

ICS contains the following services:

- Sport, to vote for the best player of the match.
- Subscription, to send news or results.
- Chat, on TV or through adds.
- Dating, with matchmaking based on profile.
- Sign Up, for special events and happenings.
- Competition
- Voting, on TV, Radio etc.
- Q & A.
- Flirt.
- Statistics.

IMS Gateway

Based upon worldwide agreements with telecom operators, ViaNett is operating a state of the art SMS Gateway for routing and billing of SMS messages. IMS Gateway also handles two other important services.

- Numberportability.
- Logging.

IMS Content base

IMS Content base is the system's database structure for all mobile entertainment content. In the system every object can be maintained and steered by criteria, which can be controlled in one of the IMS's support systems, IMS Admin. The criteria you can set on each element is:

- Owner of the object,
- Country the object are to be distributed,
- Language the object are to be expressed in,
- Active or passive status of the object.

ViaNett currently has 14.000 objects in 7 languages, for Nokia, Motorola, Ericsson and Siemens phones:

- Ringtones
- Logos
- Group graphics
- Picture Messages
- Flash
- Screensavers
- Dynamic SMS



Our list of references is growing rapidly. Contact us for updates!

These are some of our partners on the IMS-system:

Norway:

- Pan European Communication a.s.
- Chess Communication AS
- Viva Technologies

Spain:

- XTI Conexion
- Quintet Mobile S.L.
- Telelink Espana S.A

Thailand:

- VivaThai

SMS-solutions from ViaNett



Today ViaNett operates many large SMS solutions. This requires communication with telephone operators, content administration and statistics. Our solution is

appropriate for many countries. It is of high quality, and is a very good offer to those of you who want to focus on SMS-content , and would like to outsource the hosting and support part .

ViaNett SMS Klient is a solution designed for customers who need to distribute a variety of SMS messages and services. The solution introduces a service in which the customer receives a suggestion for a script that can be programmed into an existing solution the customer already has.



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