

PROTEI Mobile Portal

System overview

PROTEI Mobile Portal is a server with dedicated software for supporting a wide range of services with the use of SMS and USSD technologies.

Mobile Portal allows content providers to:

- Deliver information on demand (pictures, texts, logos, melodies);
- Distribute messages by subscription (information channels, mobile advertising);
- Run SMS quizzes and polls.

Content delivery on demand

These services are intended for distributing ring tones, logos, postcards and different text materials for mobile phones. These services work in 'demand-response' mode.

On receipt of an incoming request, the required media is identified on the basis of the message body and the service number to which the request was made. A reply message containing the required media is sent back to the user.

Content delivery by subscription (information channels, mobile advertising)

This group of services is intended for the regular or one-off distribution of text messages for users who have previously sub-

scribed for the service. Subscription-based services are ideal for delivering weather, news, sports results, stock quotes or other regularly-changing information.

The system administrator creates messages and distribution schedules (a list of time intervals allowed for distribution). User lists can be created manually by the administrator or automatically generated by the user profile management subsystem.

Message distribution is triggered automatically by the update of information in any channel with active registered subscribers. Channels can be updated manually using the administration system or automatically using the publishing interface.

SMS Quizzes and polls

An open interface allows external applications to be used to run polls and quizzes through the Mobile Portal. A dynamic web interface is provided for displaying results of polls.

Interfaces

- SMSC interface: SMPP v.3.4 over TCP/IP;
- ESME interface:
 - SMPP v.3.4 over TCP/IP;
 - HTTP;
 - SMTP (with the use of Email-to-SMS utility).

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