

## **Appload launches the Appload Message Gateway.**

**Appload, the Swedish provider of over-the-air content delivery and management technology, has launched its new Appload Message Gateway (AMG), enabling service providers to push content and services to mobile phone users using SMS, MMS or WAP Push.**

AMG is a gateway between mobile applications and messaging centres of multiple standards – such as SMS, MMS and WAP Push. Service Providers can push content of any type over these channels to users, or alternatively users can subscribe to personalised push services and attractive MMS content. By utilising AMG, service providers can centralise all messaging traffic into one single point of control.

The primary focus of AMG is to route and translate subscriber interaction to application servers such as the Appload Content Server. This enables pushing of content, as opposed to just user-initiated content download. Different charging methods are possible, including content-based and subscription based charging as well as Premium-SMS charging and pre-paid charging with in-advance credit checks.

“AMG makes it possible to build any number of exciting push, pull, and interactive services to a multitude of mobile devices.”, says Johan Lübcke, Appload System Architect, “An example of a service Appload can deliver is integrating AMG to a positioning system allowing you to send your messages to users in a specific area. This allows you for example to keep your mobile workforce up to date or send promotional offers to customers depending on their location.”, he adds.

The toolkit of ready-to-go building blocks include account management, enabling easy creation of accounts and send-lists utilising either the web interface or a programming interface. AMG provides monthly, per account based, reports on how many messages have been sent and enables flexible business models, such as pre-reserving a certain number of messages.

### **Key benefits:**

- ❑ Delivery of rich SMS, Smart Messaging, EMS and MMS content
- ❑ Support for multiple content providers
- ❑ Prepaid and content-based charging
- ❑ Easy to use service development kit (no tools required!) to develop new services.
- ❑ Persistent message queues.
- ❑ Support for SMPP, MM7 and WAP PAP protocols

“Never before has it been so easy to create attractive and cost-efficient messaging services”, says Fredrik Wångberg, VP Marketing and Sales, “By utilising the full feature set of AMG it is possible to develop innovative messaging services in a matter of hours to leverage on the booming market of mobile messaging”, he continues.

**Appload Nordic AB** is a Swedish based company founded in 2001. The company focuses on developing state-of-the-art, wireless enabling technology and software for over the air (OTA) downloading of mobile content to mobile phones and develops, markets and sells the Appload Content Server (ACS). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH. For more information please visit: [www.applload.com](http://www.applload.com)