

FMS - Font Messaging Service

Bring your customers real personalization solutions in messaging.



Mobile operators are constantly trying to supply new products and services which will encourage MMS usage on their networks. Operators invested tremendous amount of resources in their MMS infrastructure but unfortunately, the traffic volume is having a hard time growing. The need for market education and lack of simple and useful products are only a fraction of the difficulties the operators have to deal with in the race for reviving the MMS world.

In addition, operators are searching for personalization products that will increase the data communication usage in their networks. Considering these pains and needs, Fontip, a pioneer in the personalization field, developed the FMS system which provides the operator a new experience in messaging for their customers.

FMS system enables users to download a client application to their handset, type colorful and personalized text messages with fonts and icons and send it to any MMS enabled device. The FMS platform is based on the SMSC and MMSC infrastructure of the operators and maximizes the MMS traffic usage.

Features:

Easy Download

Compatible to all Java devices (Midp1).

The download process of the application is as basic as downloading any game or Ringtone.

Personalization

Combine fonts, icons and slangons in text messages. The SMS has finally evolved.

Simple GUI

The user interface of the application is intuitive and based on the regular SMS GUI.

Multi Language

FMS system (client + server side) supports messaging in every language used in regular SMS. All fonts and icons are adjusted per language and "culture".

Recipients – Client Free!

The recipient of Fontip messages doesn't have to install anything. Every MMS supported device can receive Fontip messages.

Content Download

The system includes a constantly updated library of fonts and icons offered for download to the client and used inside messages.

Personal Signature

The client application enables the end user to add his own logo/avatar at the end of each message.

Reports

The FMS system generates automatic reports about number of messages and downloads usage in different combinations.

More Fontip Services:

- FMS Campaign System
- Personal Handwriting
- FMS Advert

Benefits:**For The Operator:**

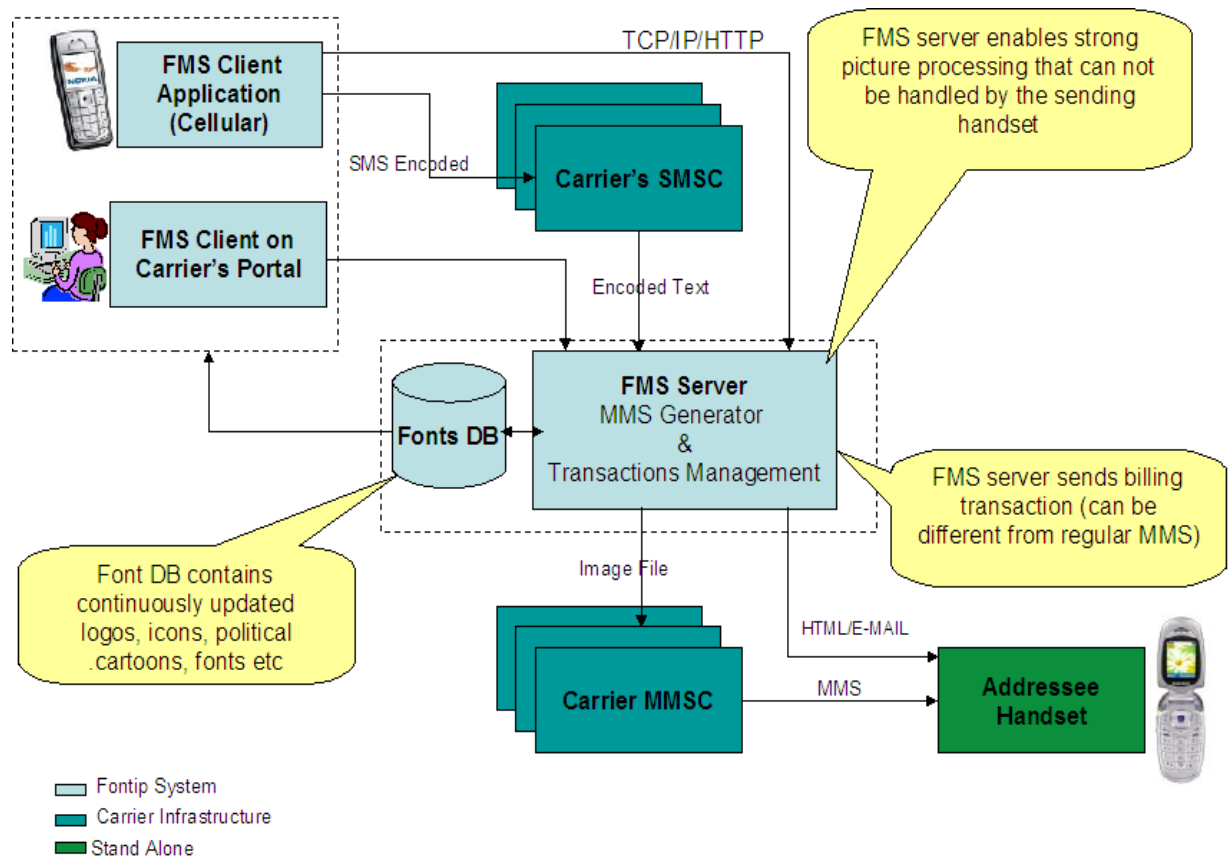
- ✓ Reviving the MMS world
- ✓ New source of revenue from messaging
- ✓ Innovative
- ✓ New revenue stream from content download.

For The End User:

- ✓ Personal touch!
- ✓ Express yourself
- ✓ Simple
- ✓ Send the perfect greeting card
- ✓ Add your signature/logo in each message

System Requirements:

- GSM network infrastructure.
- HTTP Protocol for server side connection.
- MMSC
- SMSC

FMS System:**Contact Us:**

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About Fontip:

Fontip is pioneering the personalization field in cellular messaging. Fontip solutions help operators maximize their MMS traffic and Data usage by providing new expression abilities to the messaging world.

Fontip R&D branch is located in Israel and its headquarters are located in Cyprus.