Next Messaging : From SMS To EMS To MMS

Synopsis

The intention of this report is to increase understanding of functionality and opportunities enabled by the Enhanced Messaging Service (EMS) and Multimedia Messaging Service (MMS). Education is the principle means of achieving this objective- by providing the first and only single source for accurate and comprehensive information about the development and deployment of EMS and MMS around the world. “Next Messaging: From SMS to EMS to MMS” explains and interprets both the existing and future aspects of EMS and MMS. It provides both an explanation of these developments, and analysis to help interpret them. The idea is to identify the critical success factors for the Enhanced Message Service (EMS) and Multimedia Messaging (MMS)- now and in the future.

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