



# Establishing MMS Interoperability to Drive Ubiquity and the Commercial Uptake of Services

2003 CDMA Americas Congress  
8-10 December  
Miami, Florida

Mark Lipford  
OMA Board Member

# What is OMA



- The OMA is designed to be a center for mobile service specification work, stimulating and contributing to the creation of interoperable services
- Ultimately, interoperable service enablers implemented by multiple vendors can result in:
  - Interoperability between infrastructure, devices and services
  - Enriched user experience across service providers
  - Compelling new mobile services
  - Healthy competition between suppliers, operators and developers
  - Faster time to market

*“No matter what device or operating system you have, no matter what service you have, no matter what carrier you use, you can communicate, access and exchange information.”*

# Impacts of OMA

- Specifications will ensure the proliferation of mobile data services
  - Services across network generations (2G, 2,5G, 3G...)
  - Facilitation of a seamless user experience for accessing services between networks and devices
  - Enabling interoperability between the mobile and the fixed Internet
  - Growth in different areas of the wireless industry, such as messaging, browsing and downloading will be stimulated

*OMA vision creates opportunity, and minimizes risk*

# OMA Today



- Over 340 member companies in OMA today
- Consolidation of 6 Industry Fora
- Creation of 16 Technical Plenary Working Groups and 2 Committees
  - Including Messaging WG with two sub working groups: Instant Messaging and Multi-media Messaging
- Produced 16 new enablers available for product implementation
  - Including:
    - MMS 1.1
    - MMS 1.2
    - IMPS 1.1
    - IMPS 1.2
- Facilitated 91 interoperability tests between technology implementations from various vendors, including IMPS, DS, DM and MMS
- Hosted 6 Technical Plenary meetings

# MMS Interoperability

- MMS 1.2 provides 100% interoperability between content classes
- Creation modes for terminal configuration maximizes interoperability between MMS Content Domains
- Implementations of OMA MMS in past Test Fest and future Test Fests
- Specifications evolution is heavily driven by interoperability needs

# Features in OMA MMS Enabler Releases

	Content Class	Media Types	Max size	Presentation
MMS 1.1: Conformance Document 2.0	Image Basic	Still Image, bitmap graphics, speech audio, text	30 KB	MMS SMIL
MMS 1.2: Conformance Document 1.2	Image Rich	Still Image, bitmap graphics, speech audio, text, <u>synthetic audio</u>	<u>100 KB</u>	MMS SMIL
	Video Basic	Still Image, bitmap graphics, speech audio, text, synthetic audio, <u>video</u>	100 KB	MMS SMIL
	Video Rich	Still Image, bitmap graphics, speech audio, text, synthetic audio, video	<u>300 KB</u>	MMS SMIL



[www.openmobilealliance.org](http://www.openmobilealliance.org)