



# Specifying MMS for Rich functionality and guaranteed interoperability

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MMS Group/Messaging Working Group,  
Open Mobile Alliance

# Agenda



- What is OMA ?
- Overview of MMS architecture
- Features in OMA MMS 1.1 and OMA MMS 1.2 enabler releases
- Solid progress and recent achievements in MMS interoperability
- Collaboration with other standardization organizations

# 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

*“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.”*

# OMA's mission



- The mission of the Open Mobile Alliance is to facilitate global user adoption of mobile data services by specifying market driven mobile service enablers that ensure service interoperability across devices, geographies, service providers, operators, and networks while allowing businesses to compete through innovation and differentiation.

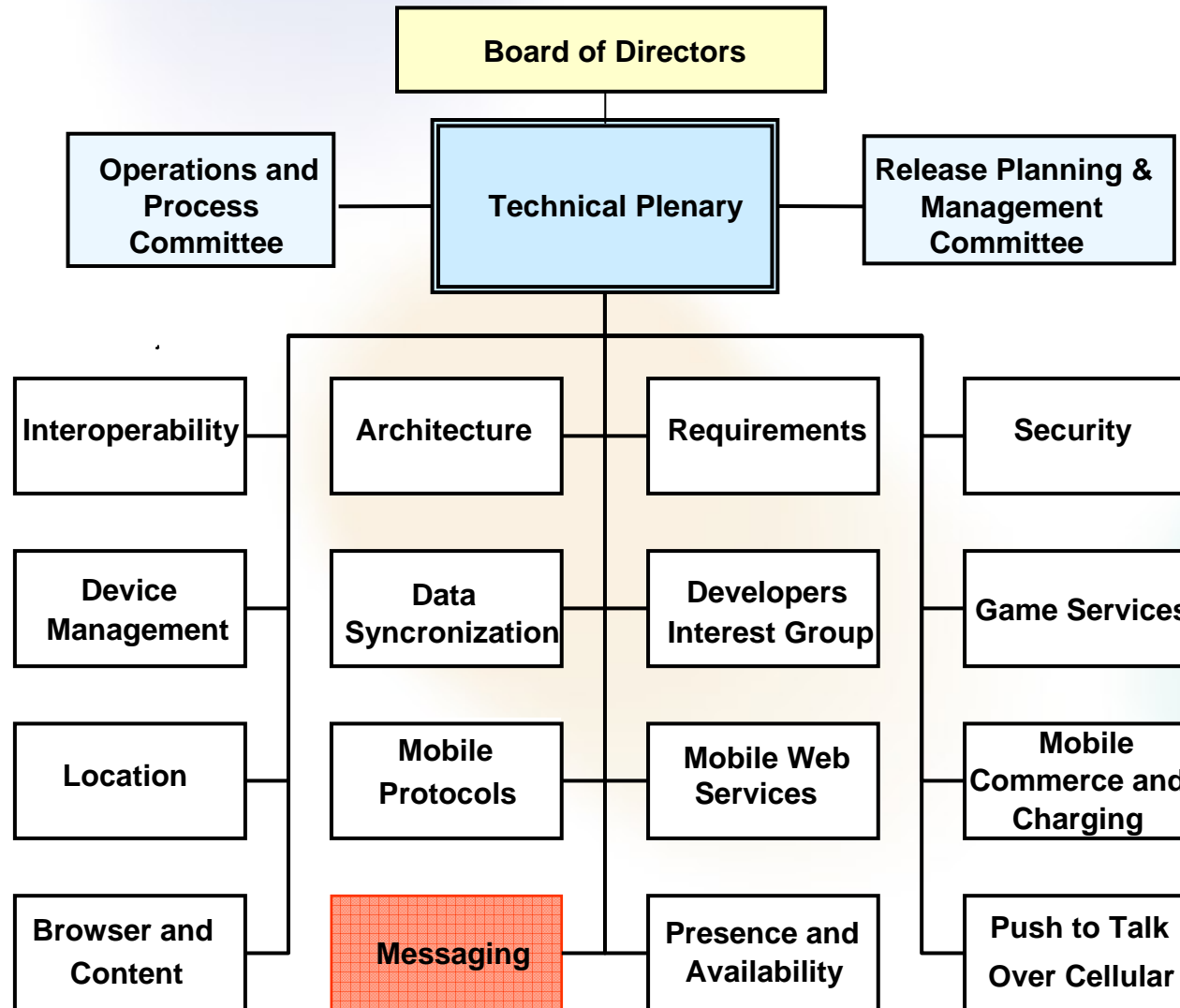
# Membership Update



- As of October, 2003, OMA has approximately 300 companies – representing the entire mobile value chain
  - Mobile Operators
  - Wireless Vendors
  - Information Technology Companies
  - Content Providers & Others



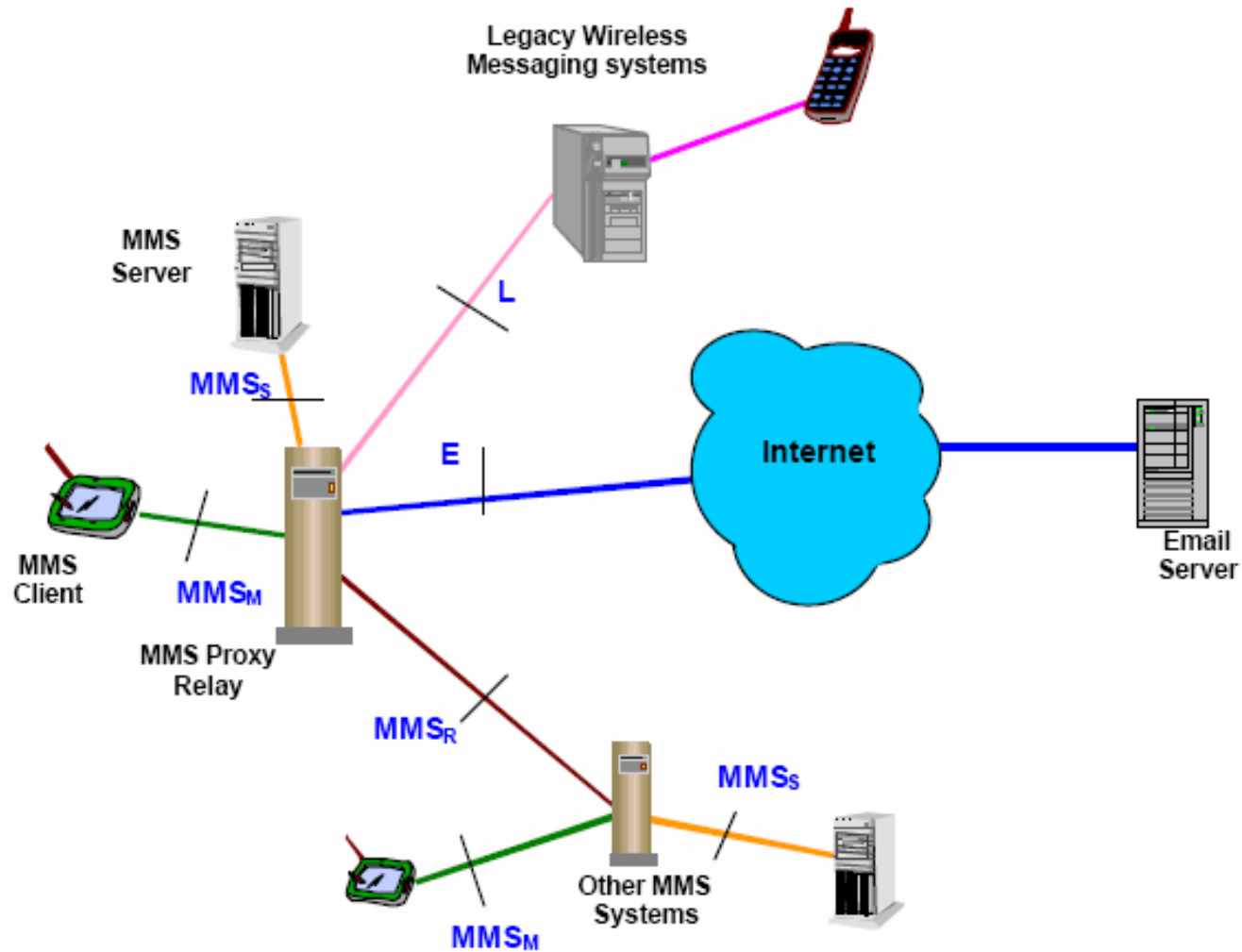
# Messaging Working Group



Petra Söderling:

See notes pages  
for details

# Overview of MMS architecture



# 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

# Definition of the MMS Content Domains

Unclassified  
MMS Content  
Domain  
IETF, W3C...

Standard  
MMS  
Content  
Domain  
3GPP: TS 26.140

Core  
MMS  
Content  
Domain  
OMA MMS 1.2  
Conformance  
Document

100 % IOP

Image Basic

Image Rich

Video Basic

Video Rich

Content  
adaptation

# Creation modes for terminals



- To facilitate MM's being sent outside of Core MMS Content Domain, *creation modes* for terminal configuration have been defined in MMS 1.2 in order to maximise interoperability:
  1. **RESTRICTED**: Terminal shall only create and submit MMS's compliant with the Content Classes
  2. **WARNING**. In this mode, a terminal shall *guide* the user to create and submit only MMS's that are message conformant to the MM Content Classes. This guidance may, for instance, be implemented as warnings to the user.
  3. **FREE**. In this mode, a terminal may allow the user to add any content to the MM.

# MMS interoperability

- MMS 1.2 provides 100% interoperability between content classes
- Creation modes for terminal configuration maximises interoperability between MMS Content Domains
- Implementations of OMA MMS have been tested for interoperability in OMA test fest #3, June 2003
- Implementations of OMA MMS will be tested for interoperability in OMA Test Fest #4 in November
- Specifications evolution is heavily driven by interoperability needs

# Collaboration with other organizations

- OMA is actively working with other industry organizations in order to ensure the necessary market requirements and technical interfaces to be taken into account when specifying MMS service enablers, e.g.
  - 3GPP and 3GPP2
  - GSMA and CDG



**oma**

Open Mobile Alliance

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