



Integrate SMS directly into your own applications and solutions through a simple API

PRODUCT DESCRIPTION

Mobile Gateway

Operating Scandinavia's most critical messaging services requires a certain configured high-capacity infrastructure and the most dedicated technical setup. During the last 8 years, the Unwire Mobile Gateway has handled a lot of high demanding services spanning from peak load TV shows, where the audience submits several million SMS-votes within few minutes, to services for transportation companies and financial institutions where message delivery is of highest priority.

By using the Unwire Mobile Gateway, your value adding mobile services can reach more than 20 million of the highest spending mobile subscribers in the Nordic Region. The gateway is directly connected to all mobile network operators within Denmark, Sweden, Norway and Finland, supporting all popular message types offered by each individual operator, including SMS, MMS and WAP-push. Premium services can be billed in all rates available through the operators in each specific country, and the gateway supports payments for both digital and non-digital items.

Access to the gateway is achieved through a well documented standard API allowing developers to build applications which instantly sends and receives messages from the end users. Routing of incoming messages to the correct application can be based on short code and/or keyword(s) in the message entered by the end user. Furthermore, call-back notifications related to outgoing

messages provides accurate information about the current delivery and billing status of each individual message transaction. All daily tasks can be carried out through the online administration interface, including keyword management and traffic statistics overview.

As an alternative to the standard gateway access, Unwire also offers advanced session management that handles intelligent routing to support messaging dialogues between the service providers and end users. Furthermore, all Unwire standard platforms are fully integrated with the gateway, allowing rapid adoption and launch of services as your demand expands.

SUPPORTED MESSAGE TYPES

- SMS
- MMS
- WAP-push
- Bookmarks
- Binary SMS
- Flash SMS



➔ BENEFITS



- Nordic access to all mobile operator networks
- Proven peak performance record for TV shows and other events with high load
- Integrates with all major protocols (e.g. EMI/UCP, CIMD, SMPP etc.)
- Premium services in all available rates and flexible VAT
- Allows mPayment services (non-digital goods)
- Single standard API for third party integration
- Fully integrated with the entire Unwire Mobile Platform portfolio
- Comprehensive reporting and statistics capabilities
- Option for 24/7/365 support

➔ KEY FEATURES *



- Supports SMS, MMS and WAP-push messages
- Routing by keywords
- HTTP/XML interface for integration with third party applications
- Access through dedicated or shared short codes hosted by Unwire
- End user transactions log for customer support
- Configuration through online administration interface
- Message delivery status
- Alphanumeric sender in messages

* When supported by carrier

ABOUT UNWIRE

Unwire is the largest Scandinavian supplier of innovative mobile solutions to companies in Europe, and offers a wide selection of mobile solutions which are able to handle a high number of transactions in a stable and secure way. Unwire was established in 1999 and is today market leader within mobile solutions in Scandinavia.

➔ HOSTED & MANAGED BY UNWIRE

As the entire mobile platform is hosted and monitored by Unwire, all major technical hurdles associated with launching mobile services are removed, and the highest possible performance and availability can be guaranteed.

Unwires highly skilled and experienced technical staff performs all required maintenance caused by the frequent changes and updates in mobile operator interfaces, billing systems, handset profiles etc.

The platform is rapidly scalable, and new product features are continuously released to fit evolving customer requirements in the mobile marketplace.



➔ CONTACT

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