



## Grundlagen Und Geschäftsmodelle Von Multimedia Messaging Services (Mms)

By Florian Luchinger

Grin Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Studienarbeit aus dem Jahr 2002 im Fachbereich Informatik - Wirtschaftsinformatik, Note: sehr gut, Universität Bern (Institut für Wirtschaftsinformatik), Veranstaltung: Proseminar Mobile Business, Sprache: Deutsch, Abstract: Wird die Entwicklung der mobilen Datendienste betrachtet, so kann festgestellt werden, dass eine Evolution von Text zu Multimedia stattfindet. Diese Transformation ist durch die drei Schritte Short Message Service (SMS) - Enhanced Messaging Service (EMS) - Multimedia Messaging Service (MMS) gekennzeichnet und wird in folgendem Zitat auf den Punkt gebracht: „Over time, the nature and form of mobile communication is getting less textual and more visual. Die geschätzten Umsätze, die bis etwa 2006 mit mobilen Applikationen gemacht werden sollen, variieren zwischen 7.8 und 27.4 Milliarden Euro (mit einem erwarteten Durchschnittswert von 18.9 Milliarden Euro). Die vorliegende Arbeit ist in drei Kapitel gegliedert. Im 1. Kapitel werden einleitende Erklärungen dargelegt. Im 2. Kapitel werden die theoretischen Grundlagen und mögliche Geschäftsmodelle von MMS erklärt. Im ersten Abschnitt wird auf Abgrenzungen und Definitionen von SMS, EMS und MMS eingegangen. Darauf werden im zweiten Abschnitt die Inhalte von MMS-Applikationen, die Funktionsweise, der Aufbau, die Verbringung und die Geräte (Devices) erläutert. Im dritten...



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Grundlagen und Geschäftsmodelle von Multimedia Messaging Services (MMS) (German Edition) (German) Paperback " August 17, 2007. by Florian L chinger (Author). See all formats and editions Hide other formats and editions. Home Services Experienced Pros Happiness Guarantee. Amazon Ignite Sell your original Digital Educational Resources. Amazon Rapids Fun stories for kids on the go. Amazon Web Services Scalable Cloud Computing Services. Audible Listen to Books & Original Audio Performances. Book Depository Books With Free Delivery Worldwide. Define: Multimedia Messaging Service " Built to expand upon the text limitation of the SMS (SMS stands for Short Message Service) protocol, MMS allows users to broadcast text messages greater than 160 characters. They can also send a multimedia message including audio recordings, images, video and more. MMS builds on the success of SMS by making messages appear more visually appealing, resulting in even higher engagement and cut-through. You know the saying a picture is worth a 1000 words? Well, when you ve only got 160 characters to spare, adding MMS may be well worth consideration when decid Multimedia Messaging Service (MMS) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network. Users and providers may refer to such a message as a PXT, a picture message, or a multimedia message. The MMS standard extends the core SMS (Short Message Service) capability, allowing the exchange of text messages greater than 160 characters in length. Unlike text-only SMS, MMS can deliver a variety of media, including up to forty seconds of video