



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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MMS is a revised form of the Short Message Service protocol which includes multimedia messages. MMS enhances communication by using a standard quality approach for transmitting and receiving multimedia messages that contain images, texts, graphics, audio files, video clips etc. MMS may only be used in electronic devices containing a specific service. and multimedia tools, including devices, are cell phones, laptops, personal computers, portable devices, etc. The GPRS and 3 G both the networks are especially suitable for use with MMS. GPRS operated MMS is slow in the functioning and takes a con The Multimedia Messaging System allows a user of a mobile phone to send messages containing multimedia objects, such as images, audio or video clips. MMS has very quickly gained the popularity of SMS among mobile users. Alongside, the need for a secure communication became more imperative. Hiding information, especially in images has been an attractive solution for secret communication. 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 The Multimedia Messaging Service (MMS) is as its name suggests the ability to send and receive messages comprising a combination of rich media including text, sounds, images and video to MMS capable handsets. As detailed in its "Data on MMS" report, Mobile Streams believes that: The transition from Short Message Service (SMS) to Multimedia Messaging Service (MMS) is as important on mobile phones as the transition from DOS to Windows was for the PC. It represents a revolution. MMS presents a revolution to the end user in terms of the richness of the messaging services, however it is d