

# PREMIUM SMS OVERVIEW

mBlox processes over \$500 million in mobile transactions per year.



## mBlox Premium SMS Overview

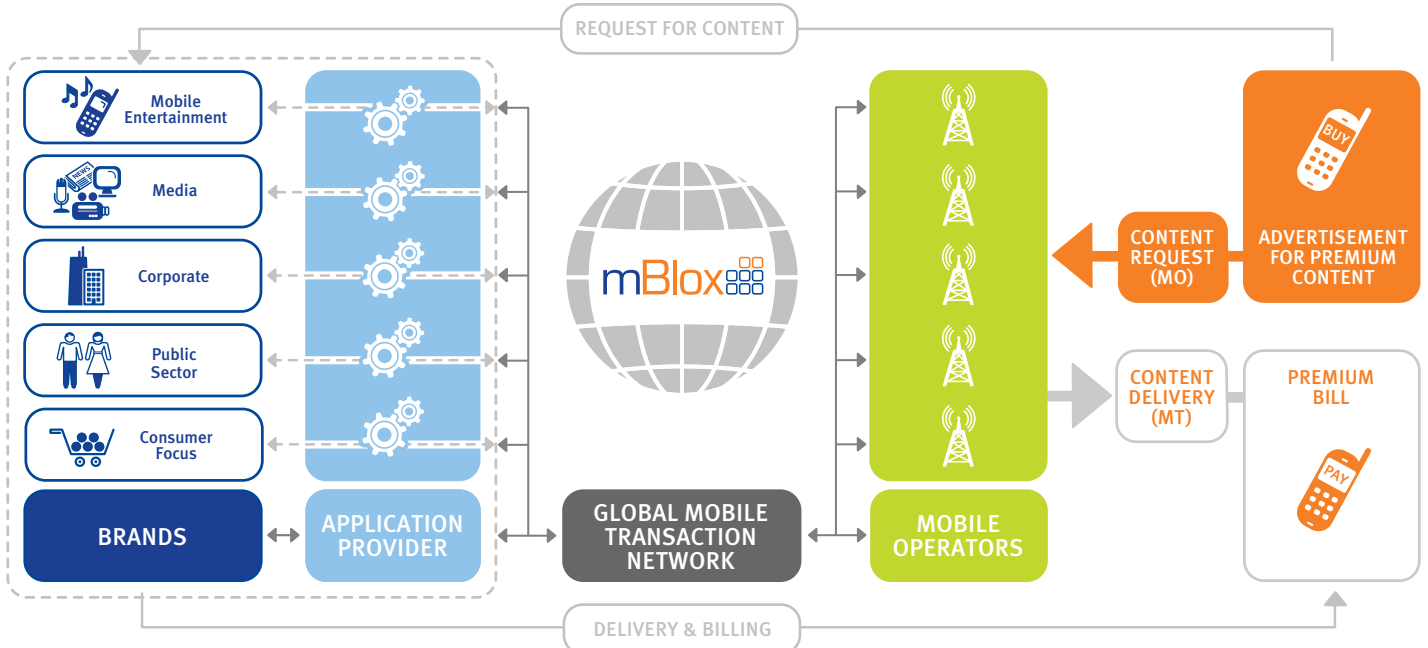
The market has spoken: For mobile services delivery and billing, Premium SMS (PSMS) is the model of choice. Consumers like it because it doesn't require them to register or divulge personal information. Content providers prefer it because they rapidly benefit from a new, easy-to-implement revenue stream. Highly effective, PSMS simply outperforms other micropayment solutions.

mBlox's Premium SMS service helps companies take advantage of mobile payments and quickly generate revenue, selling news updates, games, chat and other content. As the world's largest mobile transaction network, mBlox offers companies a recognized, reliable and comprehensive PSMS service.

At the heart of our network is the mBlox Mobile Transaction Platform which is architected, designed and deployed on a global scale, with global reach, and is backed by superior service and technical support teams. mBlox has been intensively developing and evolving its platform since 1999.

mBlox is committed to providing clients with dependable message transport, accurate financial settlement and extensive geographic coverage in more than 180 countries. Focused exclusively on the infrastructure services of delivery and billing, mBlox is in the business of connecting content providers with their customers.

## Transaction Flow for Premium SMS



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## Features and Benefits

### Global Experience, Local Expertise

A pure specialist in billing and delivery, mBlox has connected businesses with customers globally since 1999. We handle the commercial and technical challenges of PSMS transactions arising from the complexities of a multi-operator networks with our extensive market knowledge and experience in each of the 15 countries we serve.

### Single Connection, Global Connectivity

One connection to mBlox provides PSMS connectivity in 15 countries around the globe, letting you operate efficiently and cost-effectively.

### Short Code Activation and Support

With extensive local market experience, mBlox provides short code procurement, set up, activation and management, to rapidly provision accounts and minimize carrier lead times.

### Status Reports

mBlox message status reports track campaigns in near real-time so you can accurately predict PSMS revenue generation, with our mBlox Premium Transaction Tracking (mPTT) service which interprets disparate operators' error codes allowing clients to:

- increase successful billing ratios
- increase revenue

### Multiple Interface Options

Connect to mBlox's PSMS service through a choice of standards-based interfaces via Java, SMPP or XML interface options to suit a wide range of business needs.

## The mBlox Difference

Being competitive these days means focusing all the resources you can muster. Why lose any sleep to mobile delivery and billing challenges? Join the many companies that already rely on mBlox's services and global mobile transaction network to handle their messaging needs. It makes sense for so many reasons:

### Industry Leadership

With long-standing carrier relationships and years of participation with industry organizations, we've built a reputation of trust and stature in the messaging marketplace.

### The Technical Edge

Superior system-level control — thanks to our carrier-grade SMSCs and our telecommunications network expertise and resources — gives mBlox the edge in solving the most demanding messaging problems.

### Pure Focus

We never compete with customers. Our efforts are focused purely on maintaining the highest quality network infrastructure to serve our clients.

### Industry Experience

mBlox's wealth of industry experience sets us apart — for example, we were the first network in Europe to offer mobile billing in the United States.

### Global Customer Support

Our three network operation centers in the United States, Europe and Asia-Pacific region deliver complete 24/7/365 regional support.

## mBlox premium SMS connectivity is offered in the following countries:

Australia	Denmark	Ireland	Sweden
Austria	Finland	Netherlands	United Kingdom
Belgium	France	Norway	United States
Canada	Germany	Spain	

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