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Mobile
email

for the mass market

Mpathix Mobile Email: Drive more Revenue from your Data Investment

Mpathix Mobile Email utilizes your existing data network and MMS system to "push" emails directly to your subscribers' mobile phone. The immediacy and personalized nature of mobile email can help drive up revenue generating activity through increased MMS and voice usage.

What is Mass Market Mobile Email?

Mass market mobile email is a service designed for consumers and small to medium sized businesses who want to access their email on their existing mobile phone. Unlike corporate mobile email users, mass market users don't need an expensive smartphone. Emails are pushed directly to their standard mobile phone, allowing them to receive and reply to email messages while away from their computer.

What is the Best Way to Deliver Mass Market Mobile Email?

Until recently, the two primary approaches to mobile email solutions were specialized smartphones and client/browser applications. These approaches have had limited success in generating mass-market acceptance of mobile email. To fully realize this mass-market opportunity, network operators are now introducing mobile applications that are designed specifically for the consumer segment. As shown in the table, email to MMS clearly distinguishes itself as the solution that best meets the needs of the mass market.

Consumer Needs	Smartphone	Client/Browser Application	Mobile email Email to MMS
Works With Any Device		☑	☑
Low Monthly Cost			☑
Easy-to-Use			☑
Easy to Set-up			☑
Impulse Buy		☑	☑
Push Capability	☑		☑

Figure 1: Delivery Options for Mass Market Mobile Email

Network Operator Benefits

Leverage your data network investment to generate revenue: Mpathix Mobile Email utilizes your existing data network and MMS system to "push" emails directly to your subscribers' mobile phone. The immediacy and personalized nature of mobile email can help drive up revenue generating activity through increased MMS and voice usage.

Self Purchase and Provisioning: Mpathix Mobile Email can be integrated to enable "self purchasing/provisioning" via your website, SMS shortcodes, or WAP browser. This enables impulse purchases, while lowering sales and distribution costs.

Mobile Advertising: The personalized nature of mobile email makes it the perfect channel to generate advertising revenue. Mpathix Mobile Email can support the insertion of email banner advertisements to help facilitate your mobile advertising strategy.

Subscriber Benefits

Works with any MMS Capable Phone: Mpathix Mobile Email works on any MMS capable phone so there is no need to purchase an expensive smartphone.

No Software Upgrades Required: Unlike competing solutions, Mpathix Mobile Email doesn't require users to open a browser, download an email client or purchase a handset with an email client embedded.

Familiar User Experience: Mobile emails are automatically pushed directly to the inbox on the user's phone. This provides a familiar user experience and eliminates the need to open a browser or query an email account.

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Subscriber Benefits

Advanced User Control: With Mpathix Mobile Email, users have full control; they choose when and which emails they will receive.

Easy Setup for Existing Email Services: Mpathix Mobile Email supports the most popular web-based email, POP3 and IMAP4 services. What's more, Mpathix offers a Smart Configuration tool which enables users to effortlessly setup accounts and retrieve emails from their current providers.

Full MMS Reply Capability: Mpathix Mobile Email supports full MMS reply capabilities including voice recordings, audio and picture files, further personalizing the email experience.

How it Works

Subscribers can set-up their mobile email account from the easy-to-use, web-based Smart Configuration tool. Once set-up, Mpathix Mobile Email will poll the corresponding email accounts and forward copies of emails to the MMSC to be relayed to the subscriber's phone. Mobile replies are relayed back through the MMSC to the Mpathix Mobile Email system where they are sent to the originating email address. Mobile email maintains the email address information in the replies so that they appear to be coming from the subscriber's personal email account.
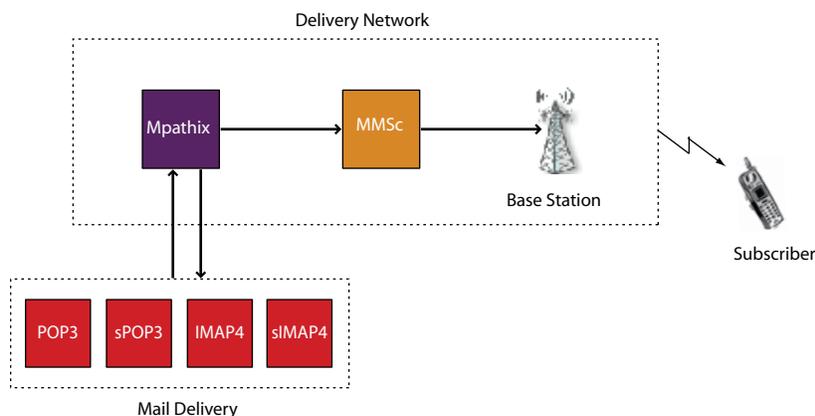
Technical Specifications

Email Interfaces
- POP3
- Secure POP3
- IMAP4
- Secure IMAP4
- Popular web-based email (eg. Gmail, Yahoo! Mail, AOL)
- MS Exchange

MMSC Interfaces
- MM3
- MM7

About Mpathix

Mpathix is a leading provider of Voice and Data Messaging solutions to wireless, landline and VOIP network operators. The Mpathix suite of voice and data messaging solutions include voicemail, voicemail to mms, unified messaging, mobile email and auto attendant.

As evidenced by our broad and diverse list of customers, our open architecture and standard interfaces provide network operators of all sizes with the scalability, flexibility, reliability, and ultimately long term value, they need to compete effectively.

From our Toronto, Canada headquarters and US Sales Offices, Mpathix supports customers throughout the USA, Canada, Caribbean, Latin America and Asia/Pacific regions.

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