

## **Drutt Bulk MMS – Delivering millions of MMS in minutes**

**Stockholm, Sweden, 2004-03-10**

**Drutt Corporation, the market leading provider of device management and content integration products for mobile data services, announces the release of Drutt Bulk MMS – a specialized product for rapid mass distribution of MMS alerts to a large number of subscribers. It works straight out-of-the-box and is intended to run in parallel with mobile operators' normal MMS infrastructure. Drutt Bulk MMS removes the inherent bottlenecks in existing MMS solutions, which by nature are designed for person-to-person messaging.**

Content services, and particularly event-based MMS alerts, will generate a significant part of all MMS traffic in an operators' network. Some analysts estimate that 50% of the total MMS traffic will eventually come from alerts and content services. This is a dramatic change to the projections made only a few years ago when the MMS-C systems were implemented in the GSM networks. The prediction then was that almost all MMS traffic would be generated by person-to-person (P2P) messaging, and therefore the MMS systems were designed for this purpose.

P2P messaging is characterized by every message being processed and distributed individually. A user sends a message to the MMS-C, which looks up the recipient in a database, processes and distributes the message. This approach is unfortunately not sustainable for mass distribution of alert messages. Alert services have completely different requirements with a special focus on peak throughput. An alert is typically just one message, sent from an application, intended for a large number of concurrent users. For example, hundreds of thousands of recipients can be subscribing to a soccer goal alert.

Time is critical, the value of an alert decreases rapidly with time. The recipients must have access to the information shortly after an event occurs. This leads to extreme traffic peaks, where thousands of messages per second must be distributed.

**Drutt Bulk MMS** is designed to resolve the mass distribution of MMS alerts. It is a complement to operators' existing MMS infrastructure that removes the bottlenecks related to P2P messaging. It is a "black box" solution, which accepts content in any format as input, creates the MMS message and distributes thousands of MMS per second as output – without involving the MMS infrastructure in place. Based on well-proven components from Drutt Corporation, including Drutt Rendering and Transcoding, optimal presentation to any device is ensured.

Drutt Bulk MMS is implemented using the same core engine as Drutt Rendering, which was recently benchmarked at IBM's Linux Service Provider Lab in Oregon. Using a Grid configuration for ultimate processing throughput, Drutt Bulk MMS can deliver 10,000 MMS messages per second in a typical UNIX blade installation with 28 CPUs, several orders of magnitude faster than conventional MMS servers

Drutt is an experienced provider of time critical MMS alerts. In 2002, we offered the world's first live coverage of a major sporting event - the Soccer World Cup

MMS alerts could be the killer application for the summer Olympics, but there are real challenges attached. Drutt offers a simple and powerful solution based on mature technology commercially deployed with 20 operators worldwide. In short, Drutt Bulk MMS helps operators catch the premium alerts revenues – without risking the existing infrastructure.

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