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One97 launches Video SMS, a fun way to send messages

Express delivery by your very own Avatar.

New Delhi, 28th March '07 - [One97 Communications Pvt. Ltd.](#), in partnership with [NMS Communications](#), is proud to launch the Video SMS service for the first time in India. Video SMS is the innovative, interactive and fun way to send P2P messages on mobile phones. A user selects an Avatar (an animated personality) from a range of choices and this combines with the Voice message, to be delivered as an MMS to the recipient. The Avatar lip-synchs the sender's voice SMS to create a "talking video message". The application serves both current 2G and prospective 3G markets and does not require a change of handset.

Sending a Video SMS is a simple process with the user dialing into the short code, giving the recipient's phone number, recording the voice message, confirming it before choosing an avatar from the menu. The message is delivered as a WAP link to MMS which can be retrieved at a convenient time. The cost of messaging is charged to the sender but repeated retrieval is charged to the recipient.

Video SMS application is perfect solution for a dominant segment of mobile users which demands entertainment applications that allow self expression. It gives 2G users a taste of 3G applications and has the inbuilt flexibility of being used as a simple voice SMS or a video sms. A user friendly application without any requirement to download a client, it has the potential as advertising supported service with special *avatars*.

Commenting on the launch, *Vijay Shekhar Sharma, Managing Director, One97 Communications* said, "Mobile users are constantly looking for innovative, entertaining and personalized message delivery solutions. We, at One97

Communications work to develop applications that address these desires. Video SMS application enables end-users to exchange funky personalized messages.”

About One97 Communications

One97 Communications is India’s pioneer and leading full-range mobile Value Added Services provider offering VAS portal, content services, VAS up-selling and Grace Subscriber Management solutions to telecom operators, corporate and media houses. The One97 commitment is to deliver high performance, reliable, value-added and network services for top global telecom companies and enterprises by introducing innovative and localized content creation, interaction and delivery mechanisms.

NMS Communications is a leading provider of technologies and solutions for converged and mobile networks. They also offer innovative mobile handset applications and technologies. This portfolio of client-based 3G and IMS mobile applications for smart-phones and feature-phones complements NMS’s network based applications and technology. Founded in 1983, they employ more than 400 people, with offices around the world. Their customers and partners include the world’s leading telecom equipment providers, application developers, and mobile and converged network operators.

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