



mMAG

An easy and convenient way for enabling individuals to express themselves in mobile!

UGetMobile – A Mobile Internet Community Service for Europe.

“Mobile Magazine – mMag” is the name given by a European consortium to a project where an easy-to-operate platform for generating mobile community websites with a number of value added services, UGetMobile, will be launched throughout Europe.

The communication platform features an exciting range of services and functionalities mainly designed to support companies in the small and mid-sized enterprise sector (SMEs) in building information pages and new mobile services. With UGetMobile interest groups can build communities where members can communicate with one another regardless of whatever technology infrastructure they are using. UGetMobile is a one-stop-shop that offers mobile operators, service and content providers and end users a simple and convenient platform for generating, operating and managing mobile services, delivering content via web portals and for deploying a broad range of communication services.

The UGetMobile service bridges the gap in the mobile content and services value chain that exists between mobile operators and end-users. Right now internet users who create content and services on the web – like social networking, blogging or using sites for photo distribution – have no way of doing so for mobile apart from some rudimentary blog support. Three major barriers for end-users have caused this gap; they are:

- (i) complexity of building services against low level operator gateways such as MMSC and SMSC gateways
- (ii) lack of tools to automate the creation, deployment, hosting and delivery of mobile websites and value-added services, and
- (iii) Difficulties in positioning content and services (and finding them) on mobile operator networks.

UGetMobile advances the state of the art in Web 2.0 services by providing an internet service that enables end-users to "get mobile" – i.e. use the internet to create mobile websites and access the operator’s mobile value-added services such as SMS (Short Message Service), MMS (Multimedia Message Service), blogs, LBS (Location Base Services), video and e-mail.

With the mMag project, the European partners can bring the Mobile Internet to groups who were previously denied access to mobile data dissemination and communication by high technical and organisational hurdles. Project partners from Germany, Ireland, Greece, United Kingdom, Spain and a partner from China deploy the various technical infrastructures available in their own countries to test and demonstrate seamless mobile communication.

The mMag project forms part of the European Union’s eTEN programme for the provision of electronic services throughout Europe. The project has a lifecycle of 18 months. Project partners are: AePONA Ltd., UK; The Fraunhofer Institute FOKUS, Germany; Telefonica, Spain; Telecommunications Software and Systems Group (TSSG) - part of Waterford Institute of Technology, Ireland; Aceno Mobile Services Ltd., Ireland; and OTE, Greece.

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Website	www.mmag.org
Contact	Hélène Haughney, phone +353 (0)51 302974 or email at hhaughney@tssg.org
Participating Countries	Germany, Greece, Ireland, Spain, UK