



DATA SHEET



KEY BENEFITS

Global Connections

Reach over one billion global wireless customers with VeriSign and its network of over 500 of the world's leading wireless service providers in the following regions:

- + Eastern and Western Europe
- + North America
- + Asia Pacific

Personalized Support

Experienced, knowledgeable Account Managers to set up and manage your program as well as reliable network operations, 24/7/365 network support and on-demand technical support.

Agnostic Delivery

Delivers content and messages to wireless phones, pagers, WAP phones, personal digital assistants (PDAs), Research In Motion® pagers, instant messaging and email applications. We deliver to these devices using SMS, MMS, pSMS, SMPP and web services.

Program Intelligence

Maximize transaction success rates and billability with our intelligent notifications, error detection, program logic, quality assurance, detailed transaction reporting, realtime billing notifications and reconciliation/auditing tools.

Reliability and Scalability

Secure infrastructure ensuring industry leading service quality and scalability, meeting the needs of the world's largest companies.

VeriSign® Mobile Content Delivery Network Premium Messaging

VeriSign processes over four billion text messages each month and is a world leader in short messaging service (SMS) and multimedia service (MMS) delivery, mobile content premium billing, reporting, and settlement. The VeriSign® Mobile Content Delivery Network provides messaging and/or billing connectivity to wireless operators across the globe. These relationships enable VeriSign to reach over 600 million global wireless subscribers and lets our customers focus on developing and marketing branded content, applications and programs. VeriSign manages the complex carrier interfaces, relationships, distribution, billing, reporting and customer service.

VeriSign provides shortcode support and premium billing in the following countries:

- | | | | |
|------------|------------------|---------------|------------------|
| + Austria | + Poland | + Sweden | + Czech Republic |
| + Germany | + Romania | + Switzerland | + Canada |
| + Hungary | + Russia | + Ukraine | + Denmark |
| + Slovakia | + United Kingdom | + Finland | + Norway |
| + Spain | + United States | | |

VeriSign Mobile Content Delivery Network is a robust, device-agnostic, cross-carrier messaging and content delivery solution that allows companies to deliver and bill for mobile content and send and receive time- and event-sensitive messages and alerts both domestically and internationally. In response to evolving wireless technologies, companies are seeking new ways to interact with consumers, conduct commerce, send event alerts, and sell premium content. Leveraging wireless SMS and MMS capabilities, companies seeking to leverage the mobile channel can seamlessly link wireless devices with core business applications and entertainment services, send and receive actionable alerts, and execute mobile transactions.





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KEY BENEFITS *(continued)*

Reduced Cost-Per-Acquisition

VeriSign's wealth of mobile merchandising expertise and consumer lifecycle management tools enable customers to better qualify leads, improve conversion rates and get the most out of their customers.

Flexible Integration Options

Suite of integration tools including:

- + XML-over-IP or HTTP; the API set offers complete two-way messaging, multicasting to static or dynamic groups, security over Secure HTTP (HTTPS), and device authentication and authorization
- + Java™-based connectors
- + SMPP 3.3/3.4, Computer Interface Message Distribution 2 (CIMD2), and Universal Communications Processor (UCP) connectors for advanced messaging support

+ Broad Mobile Content Distribution

The service is capable of delivering content and messages to wireless phones, pagers, WAP phones, personal digital assistants (PDAs), Research In Motion® (RIM®) pagers, instant messaging applications, and email applications. Our messaging solution simplifies wireless content delivery by:

- + Supporting virtually all popular wireless messaging protocols and connectivity standards including, SMS, MMS, pSMS, SMPP and web services
- + Utilizing “intelligent rendering” technology to adapt to the screen size of diverse wireless devices
- + Interconnecting with popular desktop-based instant messaging applications and offering complete email support
- + Leverages VeriSign's superior security infrastructure, the most robust Internet and wireless service provider technology

+ Enhanced Multimedia, Multi-device and Multilingual Message Support

Support for standard protocols to deliver multimedia content, as well as numerous image, audio and video media formats, such as:

- + Cross-carrier multimedia A2P off portal messaging including extensive protocol (MM7/MM4/MM3) support
- + Support for picture messaging, customizable ring tones, and logos
- + Delivery of other binary data including picture messaging, vCards, and vCals to wireless devices
- + Extensive handset and multilingual support

+ Robust Intelligence Maximizes Billability and Conversion

VeriSign utilizes real-time delivery receipts and billing notifications, sophisticated error detection, as well as intelligent logic to maximize billability and transaction success rates. VeriSign's rapid message delivery keeps consumers engaged, leading to higher conversion rates. VeriSign customers benefit from access to detailed transaction reporting, real-time billing notifications and reconciliation/auditing tools through our customer extranet. By using this information, customers can fine tune their programs, enhance marketing campaign effectiveness and improve the quality of their consumer profile data.

+ Faster Time-to-Market with Automated Provisioning

VeriSign customers receive personalized attention from an Account Manager who understands their business and can bring their programs to market weeks sooner than the competition. More importantly, a VeriSign Account Manager enables your program to meet high quality standards by leveraging VeriSign's deep carrier relationships, knowledge of carrier-specific rules and latest mobile marketing guidelines.

+ Secure, Reliable Global Network

Secure delivery is enabled through network redundancy, 3DES encryption, user-level authentication, data masking, and physical security. All messaging data is protected from the enterprise application to the wireless platform, through the service provider gateway, and to the wireless device.

Visit us at www.Verisign.com for more information.

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