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SOURCE: PRODUCT FOCUS

Vantrix Media Controller

Available: Out now

Content adaptation specialist Vantrix has developed a system that lets users control the content of mobile websites. The Media Controller allows the user to enforce rules and policies on multimedia traffic.

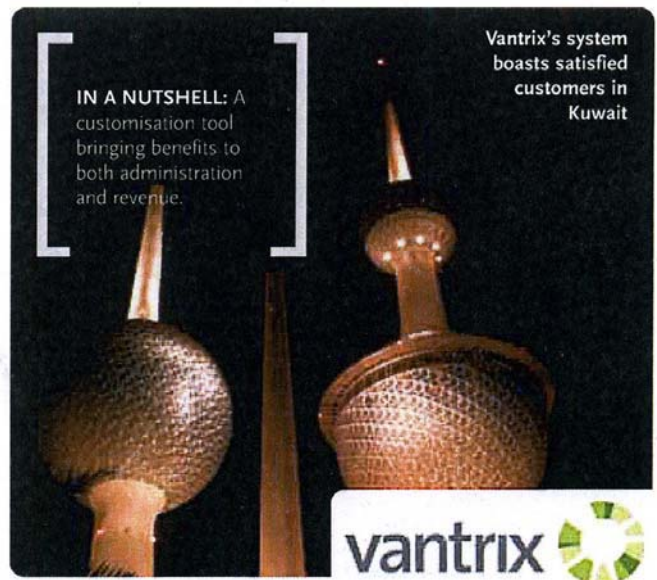
The system comprises a number of key features: anti-spam filters and anti-virus software to block unsolicited MMS messages, protecting customers and closing a loophole for malware; a content filtering system that looks for suspicious extensions and judges whether the content is suitable for its recipient; the addition and insertion of dynamically customised advertising in MMS messages, VOD or mobile TV/radio services.

Additionally, the MMS 2 email system bridges the MMS compatibility gap, allowing the customer to picture message any other phone.

Media Controller is an integral component of Vantrix's Mediadvance platform, upon which all its products and solutions are built. This approach provides customers with a convenient single point for the management, provisioning and administration of all its multimedia services.

The system has been deployed by operators in Saudi Arabia, Kuwait and the US with considerable savings to its customers.

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IN A NUTSHELL: A customisation tool bringing benefits to both administration and revenue.

Vantrix's system boasts satisfied customers in Kuwait

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