



**Mobile Imaging for Web and Wireless
digitalVanity Software sets new yardsticks with
personalized MMS messages**

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Personalized Multimedia Messages as well as the introduction of speaking pictures and multimedia contents - those are the accents of the "S2V Technologie" of digitalVanity.

The technology platform is MMS-C-independently usable and fully mobile-focused. Targeted customers are MMS system developers, institutions, agencies and photographers, publishing digital contents for the use of communication and documentation.

The S2V technology offers all features of classical MMS services, however delivers a crucial step in the spectrum of personalization: via Browser individual texts can be transferred by users to pictures and objects. Users can convert their pictures into all usual MMS environments.

Frank Otto, managing director of digitalVanity software OHG: "the S2V technology offers full flexibility for its integration into existing and future MMS landscapes. It is designed for enterprises of all magnitudes. Our goal is the optimization of content once put down by MMS offers, the multiple use as well as the medium-neutral expenditure are key. No brand enterprises, no agencies and no media service providers go past this topic today."

Key features of the S2V technology is that objects can be personalized in the form of pictures and Multimedia files via text input over the web or mobile terminals. The data formats and communication protocols for the usual web browsers and mobile transfer systems are converted. Using an open interface the S2V technology is compatible with all considerable MMS-C manufacturers.

Data security is guaranteed by a skillful multiple packaging and controlled rights of access. Fully automated content modulation takes place via the S2V motion technology. The media management system permits an intelligent analysis in existing volume of data and ensures a high quality of the results.

app. 1.800 characters

digitalVanity

digitalVanity Software OHG conceives, develops and delivers the most modern software applications for mobile terminals. The emphasis lies in the range of the automated treatment of pictures. Mobile phones, Smartphones or PDAs will profit from completely new functions for mobile entertainment.

The technology produces fully automatic synchronous and realistic video tie-clips for example from arbitrary text or language messages. For the users of mobile terminals digitalVanity delivers exciting, entertaining and informative functions and new service offers.

Mobile multimedia communication becomes alive and creative. digitalVanity Software OHG offers partnerships to network carriers, technology vendors, service providers, ASPs and media enterprises to enter into an attractive and promising business field - mobile imaging.

digitalVanity Software OHG also offers consulting and training concepts to

the following topics: Medium management, m-marketing, e-marketing, Workflow and process optimization as well as Coaching.

More information on <http://www.digital-vanity.com/>

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