

Overview

Netxcell's Cell Broadcast Center (hereinafter referred to as Netxcell CBC) is designed for creation and simultaneous delivery of the messages (CB messages) that are broadcasted across a cell radius to all the users of mobile networks. Same CB messages can be broadcasted across the entire network coverage area that comprise of multiple cells or within specific cells). The system can function both in GSM and UMTS.

Subscribers, whose mobile terminals are set up for receiving CB messages, will receive information on the selected topic. It can be location-based news, emergency alerts, subscriber location data, information on traffic jams, etc. Information can be supplied either by the operator, or by content providers.

Netxcell CBC will improve the operator's bottom-line by creating additional revenue flows from the advertisers who will use cell broadcast channels for better exposure. The message broadcast center will enable fast delivery of useful information to a huge number of subscribers, boosting their loyalty.

Features

- CB Message Creation
- Selecting CB Message Delivery Scenario
- CB Message Broadcast
 - a. Delivery of alphanumeric or binary messages to subscribers within specific geographical area.
 - b. Delivery of alphanumeric or binary messages to subscribers in accordance with the selected time scenario.
 - c. Using CB channels for message transfer
 - d. Control over CB message transfer
 - e. Keeping reports on CB message transfer
- Integration with other systems of the operator

- News and Weather forecast
- Emergency Alerts and guidelines

Benefits

- Operator revenue enhancement
- Subscriber loyalty improvement
- Capability to define message broadcast areas
- Real-time message broadcast
- Large volume of CB messages
- Multi-language push service
- Advertising opportunities
- Broadcast of binary sequences
- Emergency Location based services
- Reduced costs
- Minimized CAPEX on the network evolution