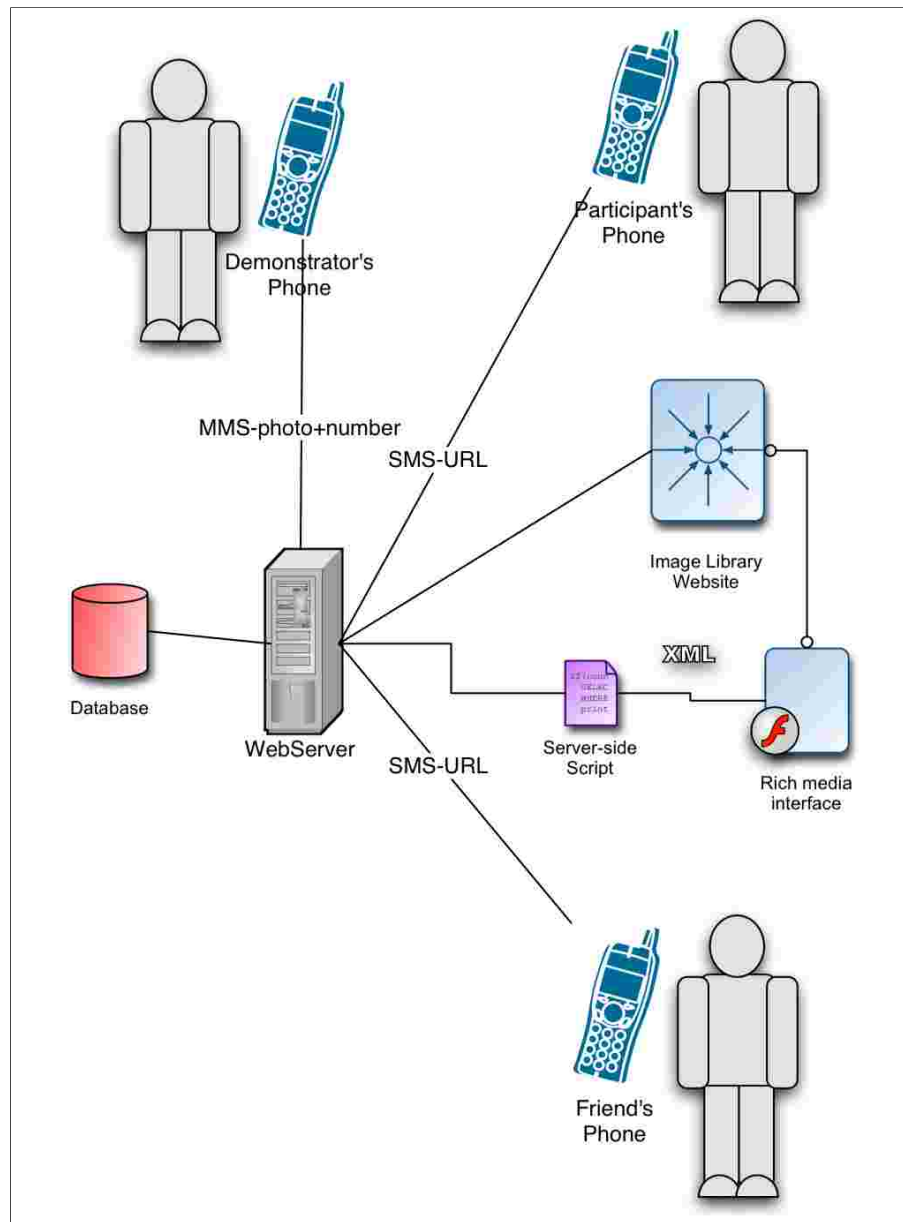


image library systems in support of MMS/Picture messaging



To assist in the exhibiting and promotion of advanced mobile phones, creative-cognition developed a system to collect messages from demonstrator's phones. The participant is then sent an SMS informing them of the image library url, and their image code. At which point the user has the opportunity to email or SMS a friend.

Triggered by a scheduled task, a central ASP collection script uses JMail to scan an email drop-box. Non-authenticated emails are logged and discarded. On those which pass authentication, ASPJpeg is used to resize and save off attached photos, and the message body is parsed and data logged to an access database. Asynchronous requests are then sent to

an external SMS provider in-order to prompt the participant to visit the image library.

The image library is made up of a campaign branded micro-site, again implemented in ASP. Participant users are given the functionality to enable public display of their image, otherwise images default to private access only. Public images are browsed as pages of thumb-nails on which a click will reveal the full-size image.

Recent versions employ a flash based rich media front end, with communication achieved through XML feeds.

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