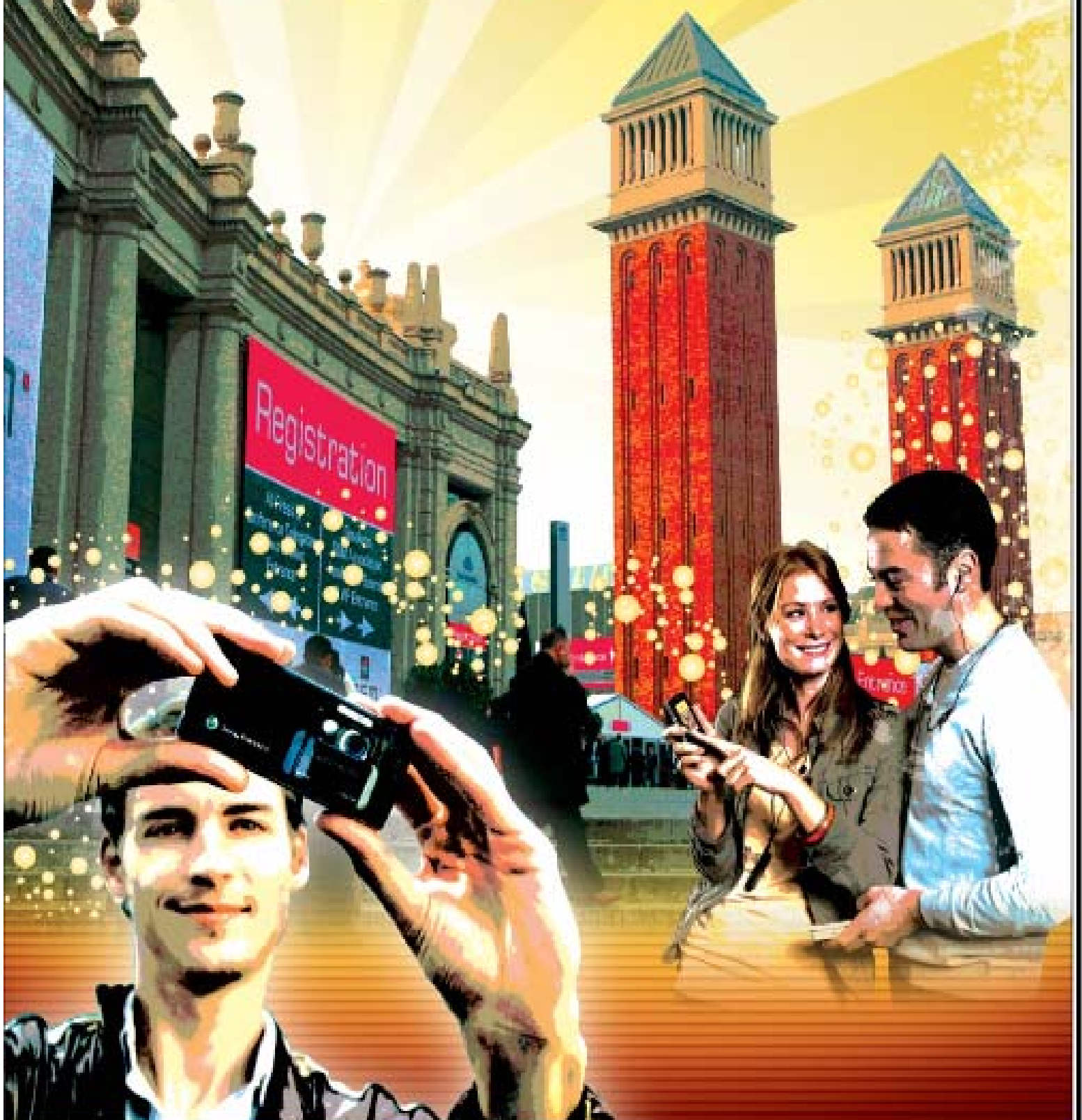


GSM™ review online

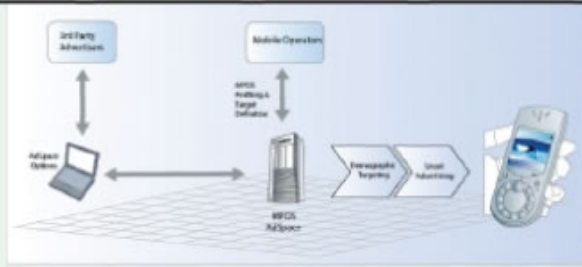


Accurate advertising

Xiam, a company that develops mobile middleware and application software, had an interesting offering to show operators at the World Congress: a system that, it says, lets them build up profiles

of their users. The MPOS AdSpace solution pulls together data from various sources within a mobile operator's network and IT systems, enabling advertisers to target customers more accurately, says the company. The solution allows mobile operators to gather customer data from disparate sources, including billing and CRM. Location-based information may also be added to a user's profile.

In addition to gathering user data, the Xiam solution also controls how advertising is delivered—whether through SMS, MMS, a push WAP message or streamed video message.



www.xiam.com