

"enhancing your mobile phone experience"

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## PRESS RELEASE

### Cool MMS composer takes MMS messaging to the next level !

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**Wireless Central**, an Australian based, mobile phone software development company has released a new MMS messaging application for *Nokia 3650 / Nokia 7650* phones. Cool MMS is an MMS composer designed for the Series 60 Platform based on the Symbian OS, allowing users to compose versatile, multi-page MMS messages based on Cool MMS Templates. With these templates users can compose MMS messages based on an endless variety of themes, creating presentations in a form of greeting cards, invitation cards, business cards or everyday messages.

#### Features of Cool MMS

- Multi-page MMS messages
- Template-based with endless themes
- Real Time Preview allows viewing of the changes as they occur
- Minimum Storage as saved messages do not embed message content
- Message Planner allows planning of the outgoing messages as a reminder
- Incorporation of contacts allows users to include the recipients contact details in messages. Useful for sending invitations
- MMS Size Compatibility uses compression to allow users to set the maximum MMS size to ensure compatibility with the network and recipients phone
- Includes 11 Cool MMS Templates
- Template download feature. Additional templates can be browsed and downloaded from any Cool MMS Template server

#### Product Evaluation

Cool MMS can be freely evaluated without imposing any time limits, and its full functionality is only limited by the actual sending of the MMS messages. To be able to send MMS messages from Cool MMS you must purchase an unlock key.

#### Product Availability

Evaluate (FREE) or Buy (14.95 EUR) from [www.wirelesscentral.com.au](http://www.wirelesscentral.com.au) or [www.softwaremarket.nokia.com](http://www.softwaremarket.nokia.com)

#### Cool MMS Templates

Browse or download the available templates from [www.wirelesscentral.com.au/CoolMMS/Templates](http://www.wirelesscentral.com.au/CoolMMS/Templates) or [www.wirelesscentral.com.au/wap](http://www.wirelesscentral.com.au/wap) using your mobile phone.

New Cool MMS Template services managed by our partnering content-providers are expected to emerge in the near future.

#### Template Builder Software For Cool MMS / Content Provider Solution

Template Builder software is a PC application designed to help build Cool MMS Templates for use with the Cool MMS composer. Content providers can take advantage of this application to set up a collection of their own templates, allowing for them to be downloaded by subscribers providing an additional revenue stream. Cool MMS Template services can be accessed directly from Cool MMS software and purchased templates delivered over-the-air (OTA). Attractive Cool MMS Template licenses are available. For more information, email [partners@wirelesscentral.com.au](mailto:partners@wirelesscentral.com.au)

#### About Wireless Central

Wireless Central is a mobile phone software development company formed in 2002 and led by the company's MD Mr Rod Rolirad. The company was formed to develop applications that can utilise the emerging mobile phone technologies and service the increasing mobile user base in Europe, South East Asia, South Africa, Australia and the Americas. The company aims at working closely with major phone manufacturers with a view of developing exciting new content that makes the most of the available technologies. Main areas of interest include location-based services, entertainment, games, productivity and storage applications.