

Factsheet

Reach millions in minutes

Release 1.8 feature highlights

Improved user interface

Embedded Geographical Information System (GIS)

Parallel message handling to multiple Cell Broadcast Centers

API extensions (enables 3rd party application development)

Support for RSS content intake

Enhanced exporting function

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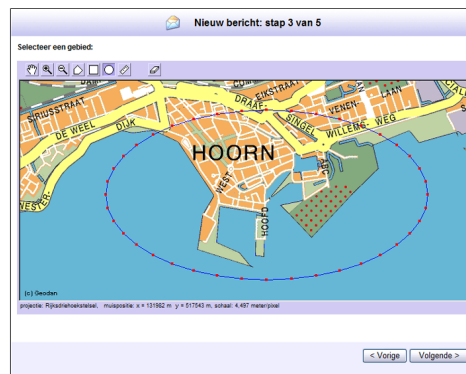
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BackStream's Content Casting Center is a comprehensive cell broadcast messaging system. It consists of a **content management system**, a **gateway** to multiple cell broadcast centers, a **geographical information system**, and **network management tools**.

BackStream's Content Casting Center is optimized to work with **LogicaCMG's** Cell Broadcast products, the leading global provider of mobile messaging solutions.

BackStream's Content Casting Center offers everything governments and mobile operators need to:

- ◆ Reach millions of mobile phones in minutes
- ◆ Send messages to specific locations and areas
- ◆ Greatly improve level of service to subscribers or citizens
- ◆ Introduce new streaming information services



BackStream offers the Content Casting Center as a **hosted solution** as well as a **server-based platform** for deployment in your own data center.

Scalable, robust and secure

BackStream's Content Casting Center is built around a scalable, robust and secure application server. The application server offers important features like support for XML, RSS, SOAP, XML-RPC and sports a fully programmable API.

Web-based

The web-based user interface allows the management of messages, users, groups, rights, network and reporting wherever you are. This is especially important during emergency situations when the user interface must be reachable using any available PC or web terminal.

Application Server Provider ready

Commercial content providers who wish to license cell broadcast channels to multiple user groups can start right away with BackStream's Content Casting Center.

Serve multiple networks

A unique feature is the center's ability to handle multiple cell broadcast centers located at different mobile operators. This allows commercial content providers and governments to reach millions of people even when they are scattered around different mobile operators.

Tracking & Tracing

The Content Casting Center carefully tracks all messages flowing in and out of the system to the networks of multiple mobile operators. Full accountability is achieved via the center's comprehensive tracking & tracing capabilities.

Secure

The Content Casting Center is compatible with SSL, IPsec and encrypted VPN connections.

Application Programming Interface

BackStream's Content Casting Center offers the industry's most advanced and extensive API for developing custom cell broadcast applications.