

## Messaging system bridges mobile and internet for Kyivstar

Ukraine's largest mobile operator, Kyivstar, has become the region's first celloco to enable its subscribers to create and send MMS and SMS messages from a PC.

It has deployed Comverse's *Messaging PC Client* which uses technology from TeleMessage, a provider of cross-platform media messaging management systems and applications.

The service integrates mobile messaging seamlessly with two of the most commonly-used PC activities: emailing and web browsing. By prominently positioning a 'Send SMS & MMS' button on the toolbar at the top of

the screen, the application is said to make it easy for PC users to compose messages and enhance them with pictures and video clips.

Comverse says that the service can help operators broaden their reach beyond traditional boundaries to boost ARPU.



The application places an "easy to use" Send SMS & MMS button at the top of the PC screen