

# MMS Wireless Application Development



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出版者:McGraw-Hill

出版时间:2003-6

装帧:

isbn:9780071411783

Jumpstart your MMS application development. Perfect for building multimedia messaging APPs that work on media - capable handsets worldwide, this guide

provides a thorough tutorial in MMS programming interfaces, applications, and distribution - putting you steps ahead in delivering today's hottest mobile applications. Wireless software expert Scott Guthery teams with mobile commerce specialist Mary Cronin to show you how to: design, build, and integrate MMS messaging into your application environment; preview your applications with a 'build it yourself' MMS testing platform ; create code that harnesses the profit power of synchronized animated graphics and audio for mobile messaging; kick off your own applications with step-by-step examples and sample code; make a business case for content-rich mobile applications; partner with application aggregators, content providers, and MMS infrastructure vendors to accelerate adoption of your apps. This book is for you if - you want a one-stop resource on MMS application design, development, and integration; you are building multimedia apps for a variety of mobile devices; you need to understand the business and distribution models for MMS services; you want to see some sample code for compelling MMS applications; you are looking for detailed technical information on MMS messages; you develop content for wireless carriers or wireless media providers; you want to learn from the early adopters of multimedia wireless services; and you need comprehensive answers on MMS interfaces and standards. Other books offer application overviews. "Developing MMS Applications" gets you writing code.

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