



PRESS RELEASE

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WEST CENTRAL WIRELESS TO PROVIDE PICTURE AND VIDEO MESSAGING BY DEPLOYING INTEROP TECHNOLOGIES MULTIMEDIA MESSAGE SERVICE CENTER (MMSC)

Customers benefit from the latest technology and West Central Wireless benefits from high-visibility into network

FORT MYERS, FL—January 14, 2011—[Interop Technologies](#), a provider of [core solutions](#) for [messaging](#), [device management](#), and [connectivity gateways](#), announced that it will provide West Central Wireless, based in San Angelo, Texas, with its hosted turnkey [Multimedia Message Service Center \(MMSC\)](#) solution. The implementation will enable West Central Wireless to offer customers the most up-to-date messaging features available.

The Interop Technologies MMSC will enable West Central Wireless customers to combine photos with text, audio, images, videos, and animations to send to others. They will even have access to an MMS Composer to manipulate pictures with effects and audio clips for distribution to friends' mobile devices via MMS.

Together with the Interop Technologies hosted [Wireless Application Protocol \(WAP\) Gateway](#), West Central Wireless will have high visibility into usage information, reporting statistics, and accounting information—all stored in robust, clustered databases. Through the WAP Gateway, staff can monitor top links, content, and off-portal traffic, as well as validate and manage links and images in their customized WAP deck.

“Adding the Interop MMSC to our suite of offerings, including the Interop Short Message Service Center, will take our customers to the next level in messaging and technology. We look forward to promoting this service to our customers,” said Mike Higgins, Jr., General Manager, West Central Wireless.

“We are proud to continue our long-standing relationship with West Central Wireless and help the company deliver the latest technology to its subscribers,” said Fred Farrell, Vice President of Sales, North America, Interop Technologies.

The Interop Technologies solutions are massively scalable to support huge MMS volumes affordably, and West Central Wireless will have the ability to easily migrate to next-generation technology if and when its business needs change.

About Interop Technologies

Interop Technologies (<http://www.interoptechnologies.com>) provides core wireless solutions for [messaging](#), [device management](#), and [connectivity gateways](#). The company's unmatched deployment flexibility enables operators of all sizes to compete immediately, and 4G-ready architecture makes migration to next-generation technology simple. With a lengthy history in the wireless service provider business, Interop is a trusted partner to wireless and broadband operators worldwide. Interop provides the world's fastest SMSC, a massively scalable MMSC, next-gen 4G messaging solutions, "one-click fix" SCOPE™ Device Management, a state-of-the-art Common Short Code Gateway, and a WAP Gateway with comprehensive toolset. Interop maintains its corporate headquarters and a network operation center (NOC) in Fort Myers, FL, with a fully redundant NOC and office in Dallas, TX, and offices in Hong Kong.

About West Central Wireless

West Central Wireless (<http://www.westcentral.com/>) is a regional wireless communications provider in West Texas, headquartered in San Angelo, with offices in Brady, Brownwood, and Kerrville, and more than 30 other locations. West Central Wireless provides home GSM services in a 26-county area, utilizing both 850 and 1900 MHz spectrum and has national roaming affiliations to provide nationwide communications services to its customers. West Central Wireless also provides high-speed wireless DSL Internet under the company West Central Net.