

## ABSTRACT

The GSM 1800 system that build by PT Indosat - M3 have primary function as mobile communication provider and its possible to applying message service like SMS ( Short Message Service ), EMS ( Enhanced Message Service ), dan MMS ( Multimedia Messaging Service ).

MMS is a Multimedia Mesaging Service, that can send a message / bundle a text message with a message type like audio, text, images even video on wireless network.

At this moment PT Indosat – M3 cooperate with Boleh.net as content provider. Application from External Application can be content provider which prepare images with MMS format, that connect with MMSC over interface MM7, so that the subscriber can access images trough MMSC.

With applying application from External Application will add new features to the subscriber and this is new innovation from MMS.