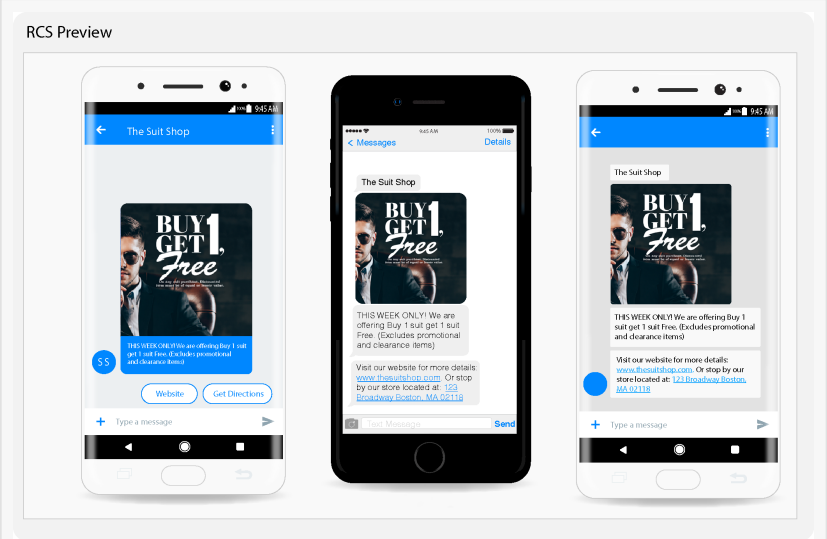
# Seamless A2P RCS Message Transcoding Service Launched

*Skycore enters the RCS messaging business by expanding it's A2P MMS content transcoding and optimization technology to support Android Messages App.*



RCS MMS SMS Fallback

WALTHAM, MA, UNITED STATES, February 28, 2017 /EINPresswire.com/ -- Skycore has been at the forefront of rich media communication technology for over 10 years providing A2P MMS Gateways, MMS transcoding, MMS optimization services and content personalization technologies to carriers, service providers and marketing organizations.

Today Skycore is pleased to announce the expansion of their MMS content transcoding and optimization service to support A2P RCS messaging. Skycore's messaging platform has always provided MMS optimization for both the destination handset and mobile network, in recent year's handset capabilities have far exceeded the limits put on A2P MMS messaging by individual mobile network operators. The new RCS transcoding and content optimization service will provide customers with the ability to create content optimized for RCS enabled phones, preview that RCS content in a web based emulator alongside the native MMS fallback and native SMS fallback versions. The preview for RCS messages will be available in an Android view while the MMS fallback will be available in iPhone, Android and feature phone views. Skycore's RCS offering will enable customers to deliver seamless rich media communications to their subscribers regardless of whether RCS is activated and allow the marketing team or agency to review and approve what and how each message is being delivered to various devices before sending.

> It is going to be years before RCS penetration is 100%. We intend to bridge the handset capabilities gap so businesses can deliver the most engaging messages to all customers using both RCS and MMS."
>
> *Rich Eicher*

Skycore's RCS to MMS fallback and RCS to SMS fallback technology is valuable to many parts of the A2P messaging ecosystem. Carriers will be able to generate revenue by terminating A2P MMS as a fallback to RCS. They will be able to generate revenue from A2P MMS from iPhone subscribers which do not have access to RCS.. In addition, carriers who implement MMS fallback will be able to differentiate themselves from their other carriers who fallback to plain SMS. Text messaging service providers will need to add RCS to stay relevant. Brands and Businesses will expect to be able to utilize the full spectrum of RCS capabilities. Until RCS is widespread, service providers will need to

offer MMS as a fallback mechanism in order to remain competitive and more closely match capabilities of RCS on iOS devices.

Learn more about Skycores RCS to MMS technology by visiting https://www.skycore.com/messaging/rcs/

Skycore LLC, a Boston-based mobile messaging infrastructure company established in 2003, to help carriers, businesses and marketing service providers leverage rich media mobile marketing and mobile commerce when engaging with customers.

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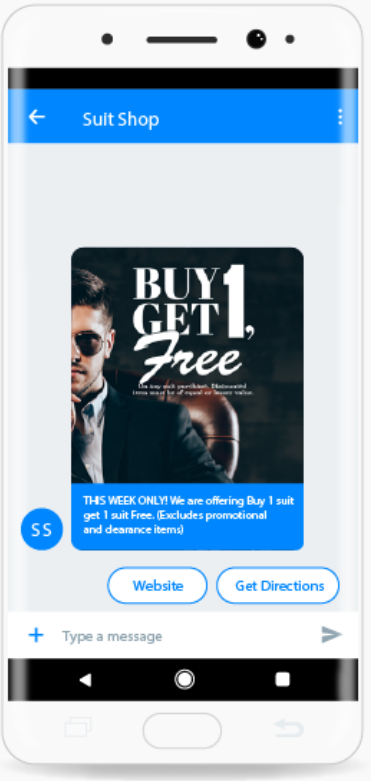
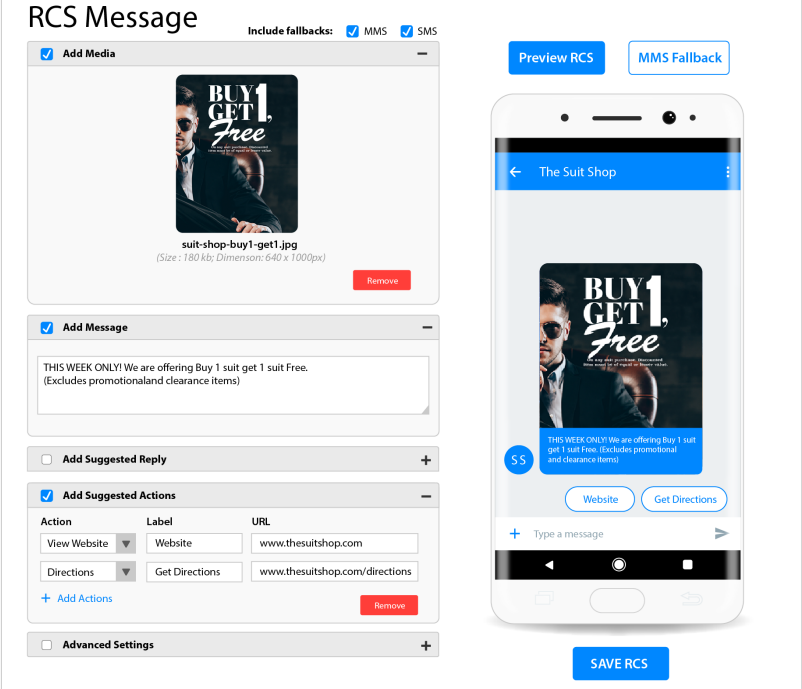



RCS Messages Example




Seamless A2P Messaging Composer

This press release can be viewed online at: http://www.einpresswire.com

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