

CASE STUDY

Delivering “Anytime, Anywhere” Access to Sports News for mSports

The Client

mSports was created to develop and market interactive sports applications designed for mobile devices. The company wanted to be first vendor to market with a solution optimized to deliver a wide range of sports content and services to cell phones and PDAs.

The Challenge

The company targeted its initial application at the Major League Baseball season of 2003. Time-to-market pressures made rapid, error-free development crucial for the viability and profitability of the mSports product.

mSports turned to Trigent to design and build an application server to deliver mobile content. Trigent defined the overall architecture for the mSports Enterprise Server, and determined the best design approach that would also address time to market needs.

The Solution

Trigent developed server technology to receive XML data feeds from content providers, and deliver data on request to a variety of mobile devices through an XML interface. Key elements of the mSports Enterprise Server include:

- ❑ mSports Information Database, which receives XML data feeds from content providers to be sent to mSports applications
- ❑ Event Data Listener, which obtains live and daily information for each sporting event
- ❑ Supplemental Information Listener, which includes game schedules and specific team and player information
- ❑ mSports Application Server, which delivers mSports data to applications on mobile devices
- ❑ User Account Loader, which manages account authorization based on authentication information supplied by a cellular company or ISP



“Trigent has given us the IT cornerstone to support our mission, and the team’s technology expertise and speed of development meant we were able to reach customers for this year’s Major League Baseball season.”

Karen Holtzblatt, CEO
mSports, Inc.

Tools & Technologies

- ✓ Java platform
- ✓ jBoss application server
- ✓ SQL database
- ✓ XML
- ✓ JMS server
- ✓ Servlets

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The Results

mSports Baseball, the first in the mSports application suite, launched in September 2003, delivering access to play-by-play scores of ongoing and completed games, logs of past games, and up-to-the-minute game and seasonal statistics for every player. Initially distributed through Nextel on the Motorola color phone, AT&T Wireless has also signed on as an mSports Baseball distributor.

With a turn-key publishing architecture that gives content providers and branding partners a simple solution for delivering information and services to fans, mSports today is well positioned to add new applications and capabilities, and to be the provider of choice for media companies, newspapers, sports teams and arenas.

For more information about mSports, visit <http://www.msports.us>.