Talaria Mobile Content Delivery System

Higher Education Overview

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The Talaria Mobile Delivery System

Communication - Content and Consumption

Every University has a fundamental need to communicate with their various audiences - students, alumni, faculty, sports fans, parents and more. Countless hours and effort have been spent to create great content for those audiences and now Talaria makes it easy to consume that content on the audiences' device of choice - mobile. Talaria is a mobile content delivery system that delivers your news, your photos, your events, your videos, your sports information and more in a delightful user experience that encourages your audiences to consume your content.

No longer confined to a web portal or easily ignored emails, your leadership now has a direct, unfettered communication channel that is actually listened to. Your alumni now has a curated source of information and news to help them to understand their alma mater. Your students now have insights to everything that is happening at the university literally at their fingertips.

Talaria is about communication of content gathered across diverse sources, both inside and outside of a University. Think of it as your engagement engine, one that can be used pull along your audiences to more specific functionality such as schedules, grades, and donations through links to other applications or mobile websites.

Talaria Higher Education Advantages

Talaria is composed of a robust, state-of-the-art mobile content engine and award winning mobile native applications. Combining both the science of mobile data management and the art of mobile user experience, Talaria apps are designed to communicate with internal and external audiences in ways that engender high levels of engagement. Advantages include:

Delightful User Experience

Talaria provides a superior user experience that leads to users more frequent and extended engagement with app content. Our apps are better designed, faster to load, faster to navigate, cache data for offline use, are more responsive, and provide better navigation than PC or mobile web sites.

Rapid Deployment

The Talaria user experience and data feeds are customized for each organization and audience using Mercury's proprietary rapid development process. You can be engaging your audiences with highly professional mobile apps in as little as 60 days with content limited only by your imagination and existing sources.

Data Optimization

The Talaria content engine ingests, optimizes, stores, personalizes, and feeds content to the Talaria apps. Existing content feeds, often designed for high-bandwidth pipes, are mobile-optimized by the Talaria engine for a rich, responsive and cost-effective mobile experience, eliminating the need to change existing data structures and sources.

Personalized Information, pushed

Talaria was built from the ground up as a personalized information system. With user management and comprehensive analytics, Talaria has everything necessary to both communicate user-specific content to audience members and track their information consumption. Talaria can also push user-specific alerts when new content is available, an improvement over relying on users to remember to "pull" news from a web site.

Available in the Cloud or Your Premises

The Talaria system has a flexible architecture and ownership model. Talaria is offered as a cloud service that includes both the applications and the content engine, or for more flexibility the content engine software can be purchased and operated on in-house servers.

Built-in Advertising

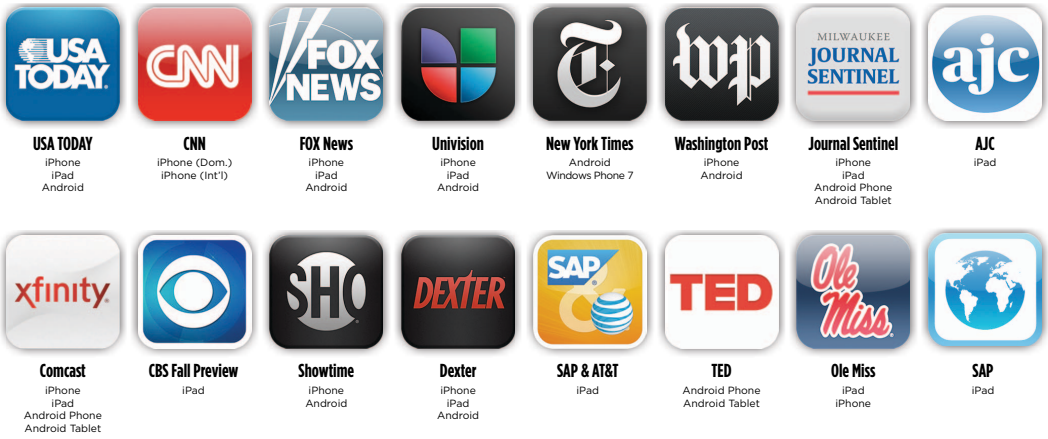
Advertising inventory and reporting is built into the Talaria platform, allowing organizations to feature internal news, school partner content, public service announcements or externally sourced material. Revenue from ads can even offset its cost.

Reliable & Proven

The Talaria system is battle tested. It is used by more than 50 million users and currently serves over 40 billion stories per year with 99.95% uptime. First introduced in 2012, Talaria is already in use by SAP AG, Johnson & Johnson and the University of Mississippi. Feedback has been overwhelmingly positive, and this word cloud expresses the feelings of 850 users of the Ole Miss app.

About Mercury

Mercury, in business for over 15 years, has more experience in the mobile news & information business than any other company. Mercury built the following major news & information applications, most of which are powered by Mercury's M³ content delivery engine.



Mercury apps are highly ranked by the people who matter: users. Many have achieved #1 in their category and almost all have 4+ star ratings. Mentioned in many books and magazine articles, one Mercury app even won the vaunted television Emmy.

The company is regularly recommended both by Apple and Google.

For more information about Talaria:

visit talaria.io

download Talaria for HigherEd Product Guide

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