

## SMS in Betting Industry proposition

**Security and mobile infrastructure performance are the key issues in the market's acceptance of SMS in betting and gambling. Although mobilizing a dynamic industry such as gambling is a challenge for mobile operators, the potential for implementation of SMS in the industry is tremendous.**

### The Issue: Lack of Transparency in SMS Betting

For a successful SMS implementation in gambling, transparency in the betting process must be met. In the case a gambler who has sent a message at the defined time slot is excluded from a betting competition because the operator's SMS-Centre was unable to process the large amount of SMS received in short time frames, this inhibits the use of SMS by gamblers.

Upgrading SMS infrastructure capacity to handle SMS traffic peaks is also important to process the reception of large amounts of SMS in short time frames. Operators and service providers usually do not have enough capacity to process a high quantity of messages, which creates delays in the SMS betting process. Many betting messages face the risk of being lost or delayed, what inhibits gambling business to use SMS as a communication channel with its customers.

### The Potential



1. Participant sends SMS to a Long Number with keyword, e.g. Tennis + the amount of money to gamble.
2. Participant receives SMS asking to guess the correct answer, e.g. Who won women's Wimbledon in 2001?
3. Participant responds with the keyword + answer.
4. Participant receives SMS with the result.

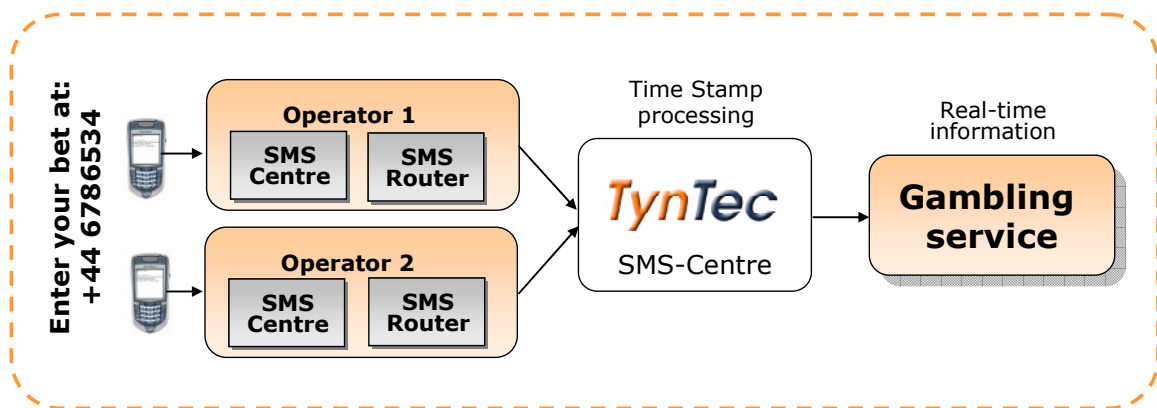
### The Solution: Time Stamps and Scalable Infrastructure

Through a patent-pending technology, TynTec's **SMS-MO** enables service providers to solve the real-time delivery issue by enabling the reception of large amounts of SMS messages in short time frames. Additionally, TynTec provides the "time stamp" feature enabling the operator to record the sending time of each message.

### SMS-MO Overview

- SMS-MO is based on Long Numbers (e.g. +447624 800), which are internationally accessible reception numbers and are available on a long-term basis, and can be obtained directly from TynTec.
- SMS-MO provides a Time Stamp on every message recording the time the SMS was sent and thus enabling the recipient to get a guaranteed register that the SMS was sent at the right time frame. This feature is critical to enable an effective betting process through SMS, helping operators and service providers to better visualize the incoming messages that have been sent in the right time frame.

## The SMS Reception Flow



## Benefits

### Transparency to gambling

The time stamp feature provides the necessary information to accurately identify the participants who have sent the message within the right time slot.

### High performance in SMS reception

The SMS-MO service provides a high performance reception platform which is proven to receive millions of messages in short time frames.

### Long-term assignment of numbers

This solution can be made available for long term implementations and the numbers can be assigned exclusively, enabling betting competitions to have their "own" number, which can be promoted and remembered by the participants. Additionally, by using Long Numbers global players can run international gambling competitions.

## TynTec Leadership

TynTec's USP is based on cutting-edge technology, deep level access into mobile telecoms network (SS7) and excellence in customer service. These principles guide TynTec to provide customers the best experience in mobile messaging services:

### SS7 connectivity

Through network partners Manx Telecom, Digicel Jamaica, Alands Mobiltelefon and CTM Macau, TynTec has direct access into the deep level telecoms network (SS7 connectivity). This means that TynTec can send SMS direct to recipients, without having to go through SMS-C's of other operators.

### Cutting edge technology

TynTec's patent-pending SMS-C is a highly secure and reliable messaging platform, able to have full control over the handling of all messages sent or received, providing 100% guarantee that all messages are delivered.

## Contact Details

**Isle of Man**  
11 Hope Street  
IM1 1AQ Douglas  
Isle of Man, UK

**London**  
20 Eastcastle Street  
W1W 8DB  
London, UK

**Munich**  
Klenzestrasse 57b  
80469 Munich  
Germany

**Dortmund**  
Wittekindstr. 105  
44139 Dortmund  
Germany

**Singapore**  
NSC Executive Centre  
Level 28 Gateway East  
152 Beach Road  
Singapore 189721

**Tel:** UK: +44 207 436 0283 • Germany: +49 89 202 451 202 • Singapore: +65 6827 5611

**Emails:** sales@tyntec.biz • marketing@tyntec.biz • partners@tyntec.biz