



## **TEXTMAGIC CHOOSES TYNTEC FOR SMS SERVICES**

*Online-to-SMS services provider deploys 2-way SMS from mobile messaging operator*

**July 15<sup>th</sup>, 2008 – London, UK:** Mobile messaging operator TynTec ([www.tyntec.com](http://www.tyntec.com)) today announces that it has been selected by TextMagic ([www.textmagic.com](http://www.textmagic.com)), the online SMS service provider, to power the company's messaging services. Under the deal, TynTec will provide TextMagic with incoming and outgoing SMS messaging to underpin its online SMS communications service.

TextMagic will be using TynTec for the two parts of its services. When users send a message via TextMagic's online, API or email SMS interfaces, TynTec's high-reliability SMS sending (MT) capabilities will power the communication. By using TynTec in this way, TextMagic can take advantage of its local time stamping capabilities, meaning the recipients of messages will always have accurate local time stamps on their received messages. TextMagic will also use a TynTec-hosted long number to manage incoming reply messages. As well as offering high-reliability in message receipt, this TynTec service will give TextMagic the ability to use memorable and marketable numbers.

By deploying TynTec's services at the heart of its products, TextMagic will be able to take advantage of the company's significant geographical reach, covering 400 networks in 160 countries. In addition, the TynTec's promise of high speed (under 15 seconds) messaging transmission will further enhance TextMagic's offering to its customers. TextMagic also takes advantage of a real-time Mobile Number Portability check and reliable delivery notifications.

Priit Vaikma, TextMagic, said: "TynTec offers us everything we need in an SMS services provider – as well as a reliability promise for both sending and receiving, they can give us massive geographical reach at a competitive price point. Our customers use TextMagic to send and receive SMS from their computers – they want their text messaging to be quick, cost-effective, reliable and measurable. Working with TynTec we can offer all of this and more."

Michael Kowalzik, CEO of TynTec, said: "TextMagic has been providing SMS services since 2002, and by using TynTec,, TextMagic are getting the best of both worlds – they get the speed, reliability and reach that we can offer through our unique technical infrastructure combined with a great price point that means that they can maintain their margins in a competitive market."

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### **For more information:**

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### **About TynTec**

TynTec is a mobile messaging operator, offering enterprise-quality SMS services to mobile network operators, enterprises, internet companies and mobile services providers.

The company offers operator-level messaging services through its unique multiple points of connectivity into the deep level (SS7) global mobile network and its proprietary technical infrastructure. Because TynTec acts as a messaging



operator it can offer more advanced and reliable services than traditional SMS providers and can back up its services with rigorous service level agreements (SLAs).

TynTec offers its clients a broad range of messaging services including outbound mobile messaging (Enterprise and banking messaging, SMS Hubbing), unified inbound communications (e.g. reception of voice, SMS, fax, etc.) and real time network data (e.g. home network, location and/or subscriber availability information).

Based in the UK, Germany and Singapore, TynTec works with clients including O2, Lufthansa Systems, Accenture, British Airways, Unilever and Skype.

#### **About TextMagic**

TextMagic develops easy-to-use web-based text messaging solutions for small businesses. For any business looking to engage with customers through their mobile phone, TextMagic's flexible online text messaging solution allows the creation of personalised, relevant SMS messages from any computer with Internet access that reach customers on their mobile, wherever they are. The company was founded in 2001, and has more than 5,000 active paying customers, ranging from small organisations to global blue chip companies. TextMagic's service has helped hundreds of companies change the way they talk to their customers and employees, offering an inexpensive, secure and scalable way to add text messaging to their business communication arsenal. For more information, visit [www.textmagic.com](http://www.textmagic.com)