

## **TynTec provides Managed Services to Manx Telecom**

*Two-Way-SMS service for mobile carrier's business customers launched*

September 24, 2003 - Douglas, Isle of Man, and Dortmund, Germany - TynTec, a leading European wireless service provider, and Manx Telecom, the Isle of Man based telecommunications company, today announced the closing of a long term Managed Services agreement. Employing TynTec's Managed Services, Manx Telecom has recently launched its Two-Way Online SMS service, which is used by a wide range of Manx Telecom's business customers. TynTec's Managed Services allow mobile carriers to offer full two-way SMS functionality to its business customers, even via its own number range and without the high upfront investment of purchasing a specialised platform. Target customers for such functionality include online portals or instant messaging providers that are often already using the carrier's SMS-C for outbound messaging.

Manx Telecom's recently launched service allows recipients of SMS messages sent by a business customer via the carrier's Online SMS platform to directly reply. These reply SMS messages can either be viewed via the customer's online account or forwarded to a designated email account. "This service offers an ideal way for mobile personnel to keep the office informed of their activity, and for management to deploy them more effectively" said Graham Shimmin, Data Products Manager of Manx Telecom. "It also enables customers to come back with real-time responses to marketing activities, for example, to order products or request product literature - directly from their GSM mobile phone."

"TynTec provide us with a fully managed service that is specifically tailored towards business-critical messaging applications," said Chris Hall, CEO of Manx Telecom. "TynTec's solution not only gives us the competitive edge we need to provide state-of-the-art services to our business customers, it also dramatically increases the profitability of our SMS offering".

"We are seeing considerable opportunities for mobile carriers to grow their revenues with online businesses such as internet portals and instant messaging providers ," said Ralph Eric Kunz, TynTec's CEO. "All of these companies want their users to be able to respond to SMS messages sent out from their sites by using mobile phone numbers of local carriers. TynTec offers an ideal solution pairing low upfront costs with extreme scalability."

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### About TynTec:

TynTec combines the direct SS7 signaling access of a mobile network operator with the seamless cross-network offerings of a professional services company. The company guarantees superior service levels for the global reception and delivery of SMS and MMS messages. TynTec serves content providers, retailers and corporate customers by providing standard and premium SMS services (Push and Pull, 2 Way and Premium SMS, delivery receipts for all networks, own number range). The company serves telecom operators by providing managed services such as Two-Way-SMS, MMS, GSM-TDMA Messaging Interconnect and IP Messaging Offloading. TynTec partners with application developers by granting a seamless channel to market into the wireless space. Representative customers include content providers, retailers, corporations and telecom operators that require high reliability and performance for crucial business or consumer services. TynTec is based on the Isle of Man with a sales office in Germany. For further information, please visit [www.tyntec.biz](http://www.tyntec.biz).

About Manx Telecom:

Manx Telecom was formed in 1987 and is a wholly owned subsidiary of mmO2. The company holds licences to run fixed and mobile networks on the Isle of Man. In December 2001, Manx Telecom became the first telecoms company in Europe to have a live 3G mobile phone network.

Manx Telecom has a portfolio of high quality Internet services and is a key player in the Isle of Man Government's strategy to develop the Island's potential as an offshore e-commerce centre.

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