



## ***HSL Introduce Competition in Mobile-to-Mobile SMS Texting***

*Edinburgh, Scotland, 15<sup>th</sup> February 2006*

HSL (Hay Systems Ltd), the leading reputable provider of reliable SMS gateway services, is announcing the introduction of the technical services for MNOs (Mobile Network Operators) and MVNOs (Mobile Virtual Network Operators) to provide an alternative choice for consumers in mobile-to-mobile and mobile-to-application SMS.

Thanks to their recent and ongoing enhancements in their network infrastructure and SS7 connectivity, HSL can now provide the underlying technical service to allow consumers to send an SMS text message from their mobile via HSL's own SMSCs to the destination mobile number. The service is expected to bring increased competition in the retail market and reduce the cost of SMS to consumers.

This service can be used in many different ways, and supports both pre-pay and post-pay payment models. In addition, consumers can send their SMS to either regular mobile numbers or shortcodes. SMS can also be sent from a subscriber on their own home network or also when the subscriber is roaming on a supported network

The tremendous growth in SMS messaging, and its development from a popular trend to an essential communication tool, is evident when looking at the recent UK statistics for December 2005 announced by the MDA (Mobile Data Association). During December a total of 3.1 billion text messages were sent in the UK alone. Further, figures show an estimated increase from 83 million SMS per day to 100 million SMS per day from 2005 to 2006. Given this

increase in demand for text messaging, a service that will assist with handling text messages sent from consumers by making it more cost-effective and efficient will undoubtedly benefit the market.

Mobile subscribers (individual consumers or corporate users) will be able to use the service instead of their own operator's text messaging services, giving them more choice and better pricing for the sending of the SMS. Existing mobile operators will also be interested in using the service as an underlying technical platform provider, effectively outsourcing their SMSC function to service their own regular mobile subscribers. Similarly, MNOs and MVNOs will find the service useful in providing a text-only service to subscribers for other MNOs.

HSL are delighted to be announcing this addition to their expanding portfolio of SMS services, and the company look forward to discussing the details of this service further with interested parties. Additional information regarding HSL and their mobile messaging solutions can be found at <http://www.hslsms.com>, or alternatively HSL can currently be visited at the 3GSM World Congress in Barcelona on Stand G98 in Hall 2.

ENDS

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About HSL:

HSL (Hay Systems Ltd) were founded in Edinburgh, Scotland in 1999 and offer high quality and cost-effective mobile messaging services with a global network coverage of more than 400 mobile networks.

HSL's services are operated across three independent service sites based in the UK and North America, and the company has office locations throughout Europe.

The robust, reliable infrastructure and SS7 connectivity on offer with HSL is utilised by many types of organisation, including both large and small enterprises and other wireless service providers and mobile networks. Key clients of HSL include BAA, DHL, Cisco Systems, Sony Ericsson and Schlumberger.

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