

# Press Release



## IMMEDIATE

11 February 2003

## mymobilephone announces 2-way email2sms

### mymobilephone and 2-way email2sms

Expanding upon the success of its existing email2sms service, mymobilephone.com.au has announced plans to launch a 2-way email2sms service. The service will allow existing corporate email2sms users to receive sms reply messages in the form of an email directly to a PC.

Targeted specifically at SME's, the service is unique and one of the first of its kind in Australia. It will provide a simple, reliable, low cost, 2-way messaging solution between the desktop and a mobile phone without the need to install additional hardware or software.

The facility is expected to be available from mid-March 2003.

### how 2-way email2sms works

email2sms allows an email message to be converted and delivered as a sms text message to any GSM mobile phone. Traditionally, the recipient has not been able to reply directly to an email2sms message due to the limitations of sms messaging technology. When 2-way email2sms is enabled, a dedicated email2sms mobile number is assigned for the corporate account. All outgoing email2sms messages for the account are tagged with this dedicated mobile number.

To reply to the email2sms message, the recipient need only "reply" directly to the message on their mobile phone. Reply messages are automatically forwarded to a specified email address for each account. No message formatting or special syntax within the message is required by the sender.

2-way email2sms will be available as an option with corporate email2sms accounts only.

### services available from mymobilephone.com.au

**web2sms** – allows an sms text message to be send from the web to mobile phone

**sms2email** – send an sms text message from a mobile phone and have it sent as an email to any email address. FREE service

**email2sms** – allows an ordinary email to be sent to a mobile phone and displayed as an sms text message. The service also supports message reply capability (2-way email2sms).

**ringtones** – for compatible Nokia, Ericsson and Motorola mobile phones

**logos and picture messages** – for compatible Nokia mobile phones

**mymobilephoneSHOP** – on-line store which offers great deals on the latest mobile phone brands including Nokia, Siemens, Motorola, and Ericsson and also provides a range of accessories and PDA's from leading manufacturers including Compaq, Palm and Casio. Choose from mobile phone plans using the Vodafone and OPTUS networks.

**groovynews e-newsletter** – FREE monthly newsletter on mymobilephone.com.au services, new mobile phones and mobile phone news

### about mymobilephone.com.au

mymobilephone.com.au is an Australian based provider of leading wireless business and entertainment services to mobile phone users. mymobilephone.com.au believe in keeping things simple and above all, fun and easy to use. Visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au) for more details or contact Harold Dimpel on +61 410 622 272.

www.mymobilephone.com.au  
info@mymobilephone.com.au  
ABN 20 101 150 565  
Tel 0410 622 272  
Fax 0414 029 123  
Po Box 602 CURTIN ACT 2605

download cool ringtones and graphics direct to your mobile!  
send and recieve email from your mobile plus lots more fun stuff!  
visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au)