



The eText Broadcaster is a PC client application, designed to work with the e-Messaging Server Text Messaging Gateway. The eText Broadcaster application allows fast delivery of bulk SMS or WAP push messages using recipient data that is stored in internal databases.

The eText Broadcaster allows broadcasts to be created in advance, scheduled for delivery, and re-used as necessary. Full logs and charging information are kept (by broadcast).

By accessing corporate databases directly, you can be sure that recipient information is always up-to date, and the administrative costs of exporting or duplicating data are avoided.

User Authorisation

The eText Broadcaster includes a full user authorisation system to ensure that only appropriate people can access corporate databases, and send text messages. A user can only see his or her own broadcasts.

Broadcast projects

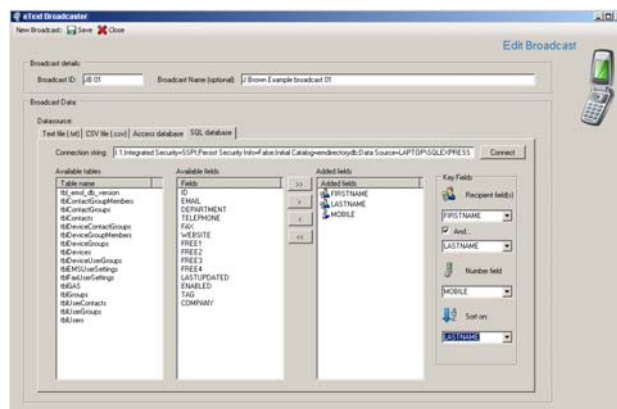
The eText Broadcaster uses the concept of 'broadcast projects', where a user can select the data source, enter the message, and make final recipient adjustments - then save the complete project for sending at a scheduled time, or for re-use at a future date.

Direct access to data

The eText Broadcaster allows direct access to SQL databases, Microsoft Access databases, Excel files and Text files.

Selection of fields

All tables and columns in the data source are automatically displayed, allowing the user to select the appropriate name and mobile telephone number fields, and the sequence in which the final broadcast list should be displayed.

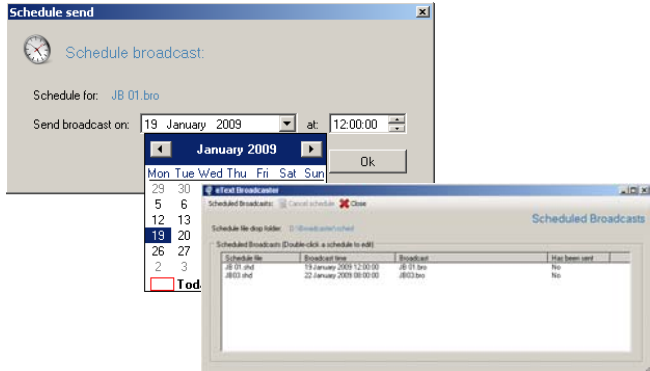


Final adjustments

The eText Broadcaster allows recipients in the extracted list to be deselected, and recipients not in the list to be added. The message body is then added in order to form the final project. The project can then be submitted for sending immediately, scheduled for later, or kept for an appropriate time. The same project can be submitted multiple times, with changes to the message content, if required.

Broadcast Scheduling

Broadcasts can be scheduled for any date and time in the future, using a simple 'date picker'. Each user can display a list of his or her currently scheduled broadcasts, and can change broadcast dates and times, or stop broadcasts as required.



Queues and Logs

When each project is submitted, the user can monitor progress. When the broadcast is complete, a full log is available with message totals. A statistics option is available, providing traffic loading and user charging.

Different message types

The eText Broadcaster will send standard text messages (maximum 160 characters), long messages (up to 1000 characters), or 'WAP push' messages where the message comprises a url which will cause a web page of your choice to be opened on the mobile telephone when the message is read.

Reply handling

The e-Messaging Server can optionally include the facility for recipients to reply to text messages. A 'virtual mobile number' can be allocated, which will appear as the sender number in all outgoing messages. If a recipient replies, the message will be routed back and placed in a folder (as a txt or xml file) or routed to an email mailbox. The sender telephone number and message content is then available for application processing.

e-Messaging Server

All sending (and receiving) of text messages, plus user authorisation, project archiving and logs is handled centrally by an e-Messaging Server software package that runs on any standard Windows server. Text messages are delivered and received via an Internet Portal, with message credits purchased from e-Messaging Solutions. There is no requirement for contracts with cellular network providers. Sending and receiving using GSM transceivers, and your own SIM cards, is also available.

Summary

The eText Broadcaster provides a fast and simple way of sending large volume text message broadcasts using your own databases. Broadcast projects can be prepared in advance, scheduled and re-used. Full user security and audit trails are provided. Broadcast messages can be text messages or Web links, and replies to messages can be integrated with your business applications.

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