



TynTec: TynTec becomes GSM Associate Member to help globalise SMS delivery

Enterprise SMS Operator joins worldwide telecoms alliance to aid SMS Hubbing Initiative

June 13th, 2006 - London, UK - Enterprise quality SMS operator TynTec today announces its membership of the GSM Association. The UK-based company will join the global trade organization with the aim of helping develop the SMS hubbing initiative, part of the Open Connectivity project, recently formed and sponsored by the GSM Association, with the aim of streamlining the process of delivering SMS across the world.

TynTec will take its experience gained delivering secure and guaranteed SMS on a global scale, to help major operators across the world develop a new simple and secure structure to deliver messages as part of the SMS Hubbing Initiative. TynTec provides International Messaging Transit (IMT) as an SMS hub solution. This connects operators directly to a single SS7 hub, eliminating the bi-lateral roaming and interworking agreement processes still necessary to send seamless international messages. IMT simplifies the SMS delivery process, vastly improving the efficiency of the current bilateral roaming system and gaining in cost effectiveness.

Michael Kowalzik, CEO, TynTec, said "To be a member of the GSMA and to be involved in the SMS Hubbing Initiative is strong verification of the TynTec approach to SMS delivery. This is a great opportunity for TynTec to be involved in a global scheme which could change the way SMS is delivered across the world, something which is core to our business.

"With such a vast quantity of text messages sent every year it makes sense that operators across the world come together to find a way of delivering these in a cost efficient and reliable way. We believe by using an IMT approach as part of an SMS hub this can be achieved and save operators a lot of time and money which is currently wasted forming agreements with one another."

The GSM Association is the global trade association representing more than 690 GSM mobile phone operators across 213 countries of the world. In addition, more than 150 manufacturers and suppliers support the Association's initiatives as key partners. The primary goals of the GSMA are to ensure mobile phones and wireless services work globally and are easily accessible, enhancing their value to individual customers and national economies, while creating new business opportunities for operators and their suppliers. The Association's members serve more than 1.9 billion customers - 78% of the world's mobile phone users.

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About TynTec

TynTec (www.tyntec.biz) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom and Digicel Jamaica, TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 260 networks in 125 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers.

TynTec works with some of the world's leading companies such as British Airways, Accenture, Unilever and TNT who use TynTec's enterprise quality SMS products to facilitate internal and external corporate communications. Additionally, TynTec works with a wide range of SMS aggregators and resellers such as m-blox, Netsize, and Mobile365.