

Send SMS From Your Computer

Mobile messaging from your computer is now as easy as browsing the worldwide web. This brochure will tell you about the ways you can send and receive messages from your computer.

All the messages you send using the tools described in this brochure, go through our high performance SMS gateways or our own mobile messaging network, which are directly connected to operators and provide you with carrier-grade delivery to over 3 billion subscribers on the planet.

Whether this is your first time using SMS or you are a seasoned sender, we have everything you need for one or two way SMS, including friendly and helpful Support around the clock wherever you are.

Web SMS

Web SMS lets you send and receive messages through a Web browser, to and from mobile users all over the world. It's part of our Command Center customer Web interface and is provided at no charge.

So, whether you're sending messages to conference delegates from your hotel room abroad or promoting your products from your office, Web SMS is a very versatile tool.

Key features of Web SMS include:

- Ability to specify the sender (as number and/or letters) with dynamic sender ID*.
- Message Delivery Reports that will tell you when a message was received.
- All international characters supported.
- Scheduled sending – ideal for those in a different time zone or offline when you want messages to be sent.
- Send multimedia messages (MMS).
- Option to receive SMS through dedicated Inbox by purchasing a Virtual Mobile Number.
- Contact management – organize your contacts and send to specific groups.
- View subscriber information (e.g. for checking a number's validity) using our HLR Look Up tool.



Web SMS allows you to send messages in two ways:

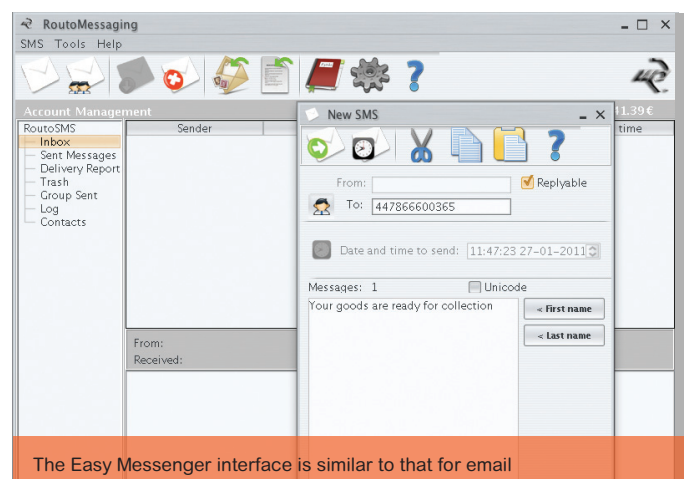
- Simple Bulk SMS - for sending the same SMS content to mobile users.
- Advanced Bulk SMS – for sending the same SMS content customized with fields populated from cell data in your spreadsheet.

Easy Messenger Desktop SMS Sender

Once this tool has been downloaded (at no charge), it can be launched from your desktop, enabling you to send and receive SMS from around the globe, in the same way you do with emails.

Key features of Easy Messenger include:

- Compatible with operating systems running Windows, Mac and Linux.
- Ability to specify the sender (as number and/or letters) with dynamic sender ID*.
- Message Delivery Reports that will tell you when SMS was received.
- All international characters are supported.
- Scheduled sending – ideal for broadcasting to mobile users in different parts of the world.
- Receive SMS simply by ticking a two way SMS option, which populates the sender ID with a Virtual Mobile Number.
- Contact management – organize your contacts to send messages to different groups.

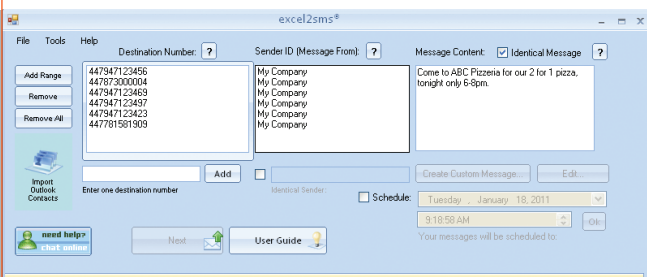


excel2sms®

It's now possible to send SMS without ever leaving your spreadsheet of contacts!

Using our excel2sms add in software, you can send messages directly from your spreadsheet document. Just select the mobile numbers you want to send to, the SMS content and identity of who the SMS sender is, then click and it's done.

excel2sms is a popular productivity tool developed by RoutoMessaging that helps make bulk SMS sending effortless. One of the unique features included with this product, is the way SMS delivery reports automatically appear as a separate worksheet, ready to forward on to your colleagues, showing the campaign status.



Create and send messages with simplicity

But the value of excel2sms stretches beyond marketing and promotional campaigns. This software enables you to create SMS content templates and customize the message content based on cells you select in your spreadsheet. There are other useful features, such as scheduled sending of SMS for when you're going to be offline.

Available for a small annual license fee, excel2sms also gives you 50 Euros of credit included at no additional charge with the first year's license, to get you up and running straightaway.



Mobile messaging for any business

How To Start Sending SMS From Your Computer

To start sending through any of the ways mentioned in this leaflet, the first step required is to sign up for an account at www.routomessaging.com. Creating an account takes only a few moments, there's no charge incurred and no obligation put upon you if you just want to test. You can download excel2sms and Easy Messenger desktop sender within the Products section of our Web site.

How Much Do Messages Cost?

We deliver to over 800 operators and have a range of competitive Price Plans for high quality SMS delivery within the Pricing and Coverage section of our Web site. If you have large volumes, special requirements or issues with your current provider, contact us and we'll do everything we can to improve your service

Partner With RoutoMessaging

We operate a number of partner opportunities for businesses wanting to capitalize on the growth of mobile messaging, including online affiliation and a white-label reseller service. For more information on these services, please contact us.

*Subject to any restrictions of the destination operator.

Contact Us

Routo Telecommunications Ltd
 48 Charlotte Street
 London
 W1T 2NS
 United Kingdom
Call us +44 (0) 870 231 7777
Email sales@routomessaging.com
www.routomessaging.com

Your Success.
 Delivered.

Company Registration No. 04546322