



## **Sybase MOBILE 365 LAUNCHES DESKTOP SMS, A NEW MESSAGING APPLICATION**

*Helping Companies Cut Costs and Increase Effective Communication with Customers and Employees via SMS*

**London, 5 July 2005** – Mobile 365, the global leader in mobile messaging and data services, today announced the launch of Desktop SMS in partnership with Red Oxygen, developer of enterprise products and services. Compatible with all current versions of Microsoft® Outlook and IBM® Lotus Notes, Desktop SMS is a “plug-in” application enabling users to send, receive, forward, and reply to SMS directly from their familiar email environment. Desktop SMS is available immediately via Mobile 365 in Europe, Asia, and Australia, and leverages the company’s global SMS delivery platform.

“This agreement leverages the best of both companies to create a great customer offering: powerful software from Red Oxygen, and global and reliable SMS delivery from Mobile 365,” said Jorgen Nordin, Vice President of Product Management for Mobile 365. “Mobile data solutions that are simple, reliable, and cost-effective make compelling business sense for corporations.”

Desktop SMS enables businesses to save money and time by replacing expensive and time-consuming voice calls with SMS. Desktop SMS adds a “New SMS Message” button to the Outlook or Lotus Notes toolbar, enabling users to send SMS to individuals and groups using their existing address book and distribution lists. SMS replies return directly into the user's email inbox or mobile phone. Among other features, users can also receive SMS reminders for appointments stored in their calendar. No hardware, servers, or proprietary handsets are necessary. Company rollouts are simple, and installation takes about two minutes per desktop.

The service also offers an API to SMS enable any other dynamic business application, and a powerful online reporting and administration available 24x7x365. All SMS messages are delivered over Mobile 365’s robust, operator-grade, global SMS delivery network.

“Desktop SMS can really help businesses reduce telecommunications costs and improve staff efficiencies,” explains Red Oxygen founder and CEO, Tom Sheahan. “For example, a pharmaceutical sales manager can install Desktop SMS and communicate key selling messages, new pricing, and quotas to sales reps visiting doctors. Sales reps can also install Desktop SMS and receive SMS reminders for appointments stored in their calendar. Desktop SMS makes repeat voice calls, leaving voicemails, or being trapped in long conversations a thing of the past.”

Organizations that benefit most from Desktop SMS are those dependent on communicating time-critical, two-way information to mobile staff or customers. This generally includes businesses in the pharmaceutical, airline, utility/energy, fleet/distribution, consulting, legal, and recruitment industries.

Typical Desktop SMS users are sales managers, fleet managers, field engineer managers, call center staff, and personal assistants. These users send SMS to out-of-office staff, such as sales reps, truck drivers, field engineers, security and maintenance staff, and consultants. Desktop SMS is currently being used by tens of thousands of other enterprise users in organizations around the world, such as Philips, Pfizer, Deloitte, ACNielsen, and Siemens.

To learn how Desktop SMS can help your corporation save money, improve communication, and increase efficiency, go to: [www.mobile365.com/services/products/desktop\\_sms.php](http://www.mobile365.com/services/products/desktop_sms.php)

### **About Mobile 365**

Delivering nearly two billion messages per month, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, WAP, and Instant Messaging. With links into more than 500 mobile operators around the world, Mobile 365's global connectivity and network reliability inspire confidence that your inter-operator messages and interactive campaigns get successfully delivered, and that your revenue is always processed quickly. Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, Paris, San Mateo (California, USA), São Paulo, Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, Cingular Wireless, T-Mobile, Telcel, Telefonica, and O2. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Dunkin' Donuts, Vodafone, and more. For more information, visit: [www.mobile365.com](http://www.mobile365.com).

### **About Red Oxygen**

Since 2001, Red Oxygen has designed and marketed technologies that provide a compelling business application for SMS that is simple to use and more cost effective than other wireless technologies. Red Oxygen's intuitive "plug-in" software, API, and online reporting and administration facility make it simple for customers to save time and money when communicating with out-of-office staff via SMS.

Red Oxygen has tens of thousands of enterprise users in organizations such as Philips, Pfizer, Deloitte, Siemens, ACNielsen, and more. In addition, Red Oxygen has partnered with and launched Desktop SMS through mobile operators, including Swisscom Mobile (Switzerland) and 3 (Sweden).

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