

Press-Information

MYSMS LAUNCHES CLOUD-SYNCHRONIZED SMS ACROSS 8 DIFFERENT PLATFORMS, 100M TEXTS SYNCED DURING BETA

July 20, 2012 – Graz, Austria – mysms™ is a new platform-independent SMS service that synchronizes texts between a wide range of mobile, Web and desktop platforms – all through a single Cloud-based account. mysms also provides its users with the option of writing their texts using a full PC or laptop keyboard.

Currently syncing more than 100 million messages as part of its Beta launch in Europe and now available worldwide, mysms allows users to create, send and receive text messages on any device – just like using their smartphones. mysms provides free texting worldwide to other mysms users as well as detailed activity reports automatically delivered at no charge.

There are no proprietary messaging formats – the same SMS is available everywhere and synced for instant reply, no matter what device you are closest to. The app is a free download available on a wide range of platforms, including:

- Android®
- iOS®
- Mac® OS
- Microsoft® Windows®
- Facebook® app
- Chrome® Web browser app
- HTML app (available at mysms.com)
- Windows Phone (expected availability Q3 2012)

mysms may be downloaded from Google® Play®, iTunes®, the Mac® App Store™, Facebook, or the Chrome Web Store directly – links at <http://www.mysms.com/en/installation>

The mysms holding company, Up to Eleven™ Digital Solutions GmbH, was founded upon completion of a management buy-out in early 2012 of core assets from the Italian firm Buongiorno® S.p.A. Buongiorno (now a part of NTT DoCoMo®) is a mobile content provider boasting two billion customers across 57 countries.

An open API (Application Programming Interface) is available for developers seeking to integrate SMS functionality into their apps as well as supporting full OTT (Over The Top) carrier and IM options.

“According to Portio Research, 9,089 billion SMS messages will be sent in 2012 – mysms offers the best possible SMS experience via cloud synchronization across 8 different platforms with free messaging to other mysms users. No one else even comes close to us on multi-platform support – we bring a similar experience to iMessage™ only it works on Android as well as Facebook, Chrome and the Web,” said Martin Pansy, co-founder and CEO of mysms.

About mysms: mysms™ is a leader in multi-platform SMS services, enabling unique cloud-based synchronization, alerts and seamless creation of multimedia and text SMS. The company is headquartered in Graz, Austria with a satellite office in Sunnyvale, CA and is a division of Up to Eleven™ Digital Solutions GmbH. The company may be found on Twitter® as @UT11 in addition to its Facebook® fan page at www.facebook.com/ut11digital.

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