

## Press-Information

### **MYSMS ANNOUNCES MORE THAN 500M TEXT MESSAGES ARE NOW CLOUD-SYNCHRONIZED ACROSS 8 DIFFERENT MOBILE & DESKTOP PLATFORMS**

December 3, 2012 – Graz, Austria – mysms™ – a world leader in cloud-based SMS communications – today announced on the 20<sup>th</sup> anniversary of the first SMS that it has synced more than half a billion text & multimedia messages directly to the Cloud since launching out of Beta in the 2<sup>nd</sup> quarter of 2012. With the recent announcement of Evernote® integration and premium iOS™ and Android® tablet versions coming before the end of 2012, mysms is on track to becoming the equivalent of iMessage for Android phones with the additional advantage of being truly platform independent.

mysms is a 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 allows users to create, send and receive text messages on any device – just like using their smartphones. mysms also enables users to write their texts using a full PC or laptop keyboard and read/respond to them from virtually any device.

mysms is also based on an open API. 3<sup>rd</sup>-party services can integrate with mysms and create unique features on top of SMS communication (as was accomplished with Evernote). The app is a free download available on a wide range of platforms, including:

- Android
- iOS
- Windows Phone 7 and 8 (Beta)
- Mac® OS
- Microsoft Windows
- Facebook® app
- Chrome® Web browser app
- HTML 5 app (available at [app.mysms.com](http://app.mysms.com))

“mysms user adoption has exploded on all platforms in the last few months and we have surpassed our closest competitor, MightyText™ in virtually every category,” said Martin Pansy, CEO and co-founder of mysms. „Not only are we truly cross-platform with support for iOS and Windows Phone compared to Mightytext, but we also support OTT messaging and will be on iPad, Windows 8 and Android tablets in a few weeks’ time – and our open API is what allowed us to integrate with Evernote and create a truly all-encompassing archival and cloud-based messaging solution.”

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

**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 @mysms in addition to its Facebook® fan page at [www.facebook.com/mysms](http://www.facebook.com/mysms)