

Press-Information

MYSMS ANNOUNCES ANDROID & IOS TABLET-OPTIMIZED APPS FOR SENDING & RECEIVING FREE SMS FROM ANYWHERE IN THE WORLD

December 18, 2012 – Graz, Austria – mysms™ – a world leader in cloud-based SMS communications – today announced immediate availability of its new Android® Tablet app for creating, sending and receiving free SMS messages anywhere in the world that are cloud-synced with their mobile phone. Optimized to take full advantage of the larger screen and CPU cycles offered by tablets, mysms users can now take full advantage of a full-sized portable keyboard for easy texting.

mysms is a platform-independent SMS service that has synchronized more than half a billion text messages in the last 6 months between a wide range of mobile, Web and desktop platforms – all through a single Cloud-based account. Evernote® integration is also included with this upgraded app, allowing texts to be archived and searched directly within Evernote for easy discovery of phone numbers, names, addresses and more (as well as moving texts to a new phone or tablet).

Available immediately from the Google® Play® store at <https://play.google.com/store/apps/details?id=com.mysms.android.tablet> mysms also has an iPad® optimized version which will be available from the App Store® by the end of December. mysms is on track to becoming the worldwide standard for full-featured cross-platform messaging and already far surpassed platform-specific alternatives such as MightyText™.

mysms is based on an open API, allowing 3rd-party services to integrate with mysms and create unique features on top of SMS communication (as was accomplished with Evernote). The app is 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)

“The creation of tablet-optimized apps for mysms is a real win for our users,” said Martin Pansy, CEO and co-founder of mysms. “Who wouldn’t want the ability to use a full-sized keyboard for texting – supporting both Android and iOS™ gives our users the most SMS tablet platform options out there.”

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