



BondWireless
Wireless Application Service Provider



Microsoft
CERTIFIED

Partner

Corporate Summary

Bond Wireless is an innovative mobile messaging applications company providing award winning mobile and wireless technology solutions, wireless application and technology services to corporate clients worldwide. Bond Wireless provides international connectivity, supplying access to a range of Short Message Service (SMS/Text Messaging) gateway services that support with two-way text messaging capability and reach mobile users in over 150 countries and 500 network operators and carriers. As a mobile messaging service provider, Bond Wireless enables businesses to harness the power of mobile technology to improve their competitive advantage. Bond Wireless recognises the importance that wireless technology will play in the development of ubiquitous broadband services. As the availability of wireless broadband access unfolds, the sophistication of the messaging and content applications that can be supported increase many fold.

SOFTWARE PRODUCTS

Bond Wireless has developed a suite of enabling technologies that form the building blocks for the development of mobile messaging solutions, including:

DESKTOP/WEB MESSAGING PRODUCTS

Bond Wireless offers a range of tailored SMS messaging systems that allow cost effective SMS messaging from the office PC or network environment to the mobile workforce or customer. The delivery of messages via the web is facilitated by either internet/intranet/extranet based applications, or via our .NET based stand alone Campaign Messenger product. In addition to this, we provide the customers with the ability to receive messages via a web page, or their own application using our XML Web Services to access our two-way network.

- CAMPAIGN MESSENGER™ ([HTTP://MESSENGER.BONDWIRELESS.COM/](http://messenger.bondwireless.com/))

Campaign Messenger is a unique direct-marketing tool that enables organisations large or small to create simple but highly effective marketing promotions without the expense of normal direct marketing campaigns while ensuring the security and the privacy of the customer database on the desktop, not a third-party web-hosted database.

- CALL CENTRE MESSENGER™

Call Centre Messenger is a server based module that enables call centres large or small to use SMS messaging as a simple but highly effective customer contact tool to reduce the outbound call holding times and improve the delivery of time critical information.

SMS AV (AUTHENTICATION AND VERIFICATION) [PATENTED.]

SMS AV is a server-based module that provides the ability to send secure SMS. Messages are encrypted when sent to recipients and can only be retrieved with the correct password sent from their cell phone (caller id is used). This unique approach, ensures that only the targeted recipient can read the message and eliminates non-repudiation problems by notifying the sender of a successful decryption. The application is carrier and phone independent, and does not require any modification to SIM cards.

SMS PRINT [PAT. PEND.] ([HTTP://SMSPRINT.BONDWIRELESS.COM/](http://smsprint.bondwireless.com/))

SMS Print is a Windows-based print-driver that sends SMS from any application that can print. It provides the user with the ease of sending SMS by simply using the Print function in their windows-based applications, and provides the developer with any easy way to program SMS capability into existing software applications. This means that the user does not have to copy and paste information into a web browser (or manually enter into a phone) to send an SMS message.

SMS-TO-EMAIL AND EMAIL-TO-SMS

These products provide businesses with an easy entry point into the SMS network. Email-to-SMS can be quickly incorporated into existing corporate email broadcasts; an SMS message can be CC'ed to each email recipient in addition to the standard email message. And for urgent email that needs to be replied to on-the-run, SMS-to-Email can be used: a road-warrior can quickly send an email over via SMS with our SMS-To-Email product.





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SMS REPLY

SMS Reply (incoming SMS) describes a range of solutions that enable a mobile user to send an SMS message to trigger an event such as entering a competition or voting, receiving some form of content, initiating a transaction within an application; for example as the communications component of a job dispatch system or virtual ticketing. The message is received via a dedicated number/s hosted with our SMS Gateway platform. The message is then directed to its final destination by fax, email or HTTP. Bond Wireless currently provides this service in over 15 countries and have plans to expand the service further. SMS Reply is available in either:

- STANDARD SMS REPLY

Standard SMS Reply utilises a normal mobile phone service number (long code) as the message destination, triggering a standard SMS charge for the user. The number is either unique to the application being pursued or uses a defined code entered by the sender to direct the processing of the user's request.

- PREMIUM SMS REPLY

Premium SMS utilises a special shortcode number as the message destination which can charge the sending user based on the value of the content or the activity being pursued. The charges are collected by the carrier and the revenue generated is split with the customer/content provider. This service is excellent for high volume, low value transactions such as surf reports, weather, train timetables, competitions, horoscopes, stock quotes etc.

SMS ALERTS

SMS Alerts are messages sent upon the trigger of an event. We have systems for stock price alerts for over 35 stock exchanges worldwide; monitoring of web sites and several other alert based systems.

TOOLSET

The Bond Wireless ToolSet enables existing organizations to improve the operation of existing business processes by adding SMS capability to their own IT applications. Utilizing the ToolSet would enable organizations to operate a range of integrated SMS services, secure m-commerce transactions, integrate mobile messaging into CRM and ERP software, ICT operations management and any enterprise marketing activities that could be enhanced by SMS technology.

HARDWARE PRODUCTS

Bond Wireless a distributor for Motorola's new wireless broadband offering, the Canopy™ system. The Canopy™ system makes delivering low-cost broadband wireless Internet to consumers and businesses faster and easier than ever before. The platform is easily deployed and extremely cost-effective, so service providers can focus on delivering high-speed, high-quality service to their customers. It delivers fixed wireless broadband service, while also minimizing costs normally associated with large communications networks and is an ideal cost effective last mile solution. With Canopy™, Bond Wireless and Motorola bring radio technology to the ISP market place. It's simply the best solution for providing high-speed Internet to customers over the last mile. As the Canopy solution is wireless, start-up costs are more affordable than any other connectivity options. A single-site Motorola Canopy system can begin serving a surrounding two-mile community quickly in the 5.2GHz band and up to 10-miles using a passive reflector in the 5.7GHz band.

CONSULTANCY

Bond Wireless has recruited a core team of wireless and mobile technology specialists that form our expert consultancy services. Bond Wireless has been actively engaged with a number of business, corporate and government clients supplying advice on industry mobile and wireless solutions. We have proven ourselves internationally by winning the International Asia-Pacific ICT award for Communications Applications in 2002 and have been formally recognized by Microsoft as a Certified Partner.

CONTACTS

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