

### Media Contact

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## ZED-3 RELEASES SOFTWARE TO AUTOMATE SENDING SMS MESSAGES

*Unique GTXT software links to Outlook and databases for flexible control of communications with mobile phones*

**MILPITAS, CA, 20 April 2009** – Zed-3 today announced its GTXT software that easily allows a user to send and receive text messages between a PC and a mobile phone. The GTXT software can integrate with Microsoft Outlook, can send messages at a scheduled time, and can link to a database to send custom messages to recipients.

The GTXT software provides seamless integration with Microsoft Outlook that makes sending and receiving an SMS as easy as sending an e-mail. A user can use the contacts that are already in his or her address books. When the GTXT software runs on a PC without Outlook, a user can create SMS contacts locally.

Scheduling is a powerful feature on the GTXT software. A user can schedule the sending of a message at a particular time or recurring multiple times in the future.

A user can link the GTXT software to a database. The GTXT software will extract various content from the fields of the database to create the text message and send the SMS to a contact whose mobile number is also in the database. The sending of the message may be triggered by a change to a field in the database or upon a schedule. Again, the schedule could be for a single occurrence or a recurrence.

Commenting on the release of this software, Nick Ho, Manager of Product Marketing at Zed-3, said, "The GTXT software gives great flexibility for a company to keep in touch with its customers. We are seeing great demand for this automation with customers in banks, car repair garages, schools, and distribution companies. There is a wide variety of applications where a company is

trying to be more efficient and does not want to employ a person to make a phone call when sending an SMS message is less intrusive for the recipient.”

The GTXT software communicates with the GS8 modular gateway to send and receive the SMS. Zed-3 introduced the GS8 modular gateway in May 2008; it accommodates plug in modules for analog, GSM, and CDMA. The system permits connectivity of phone calls between any of these interfaces and the SIP interface on the Ethernet port; it is unique in this functionality. The product allows a business or enterprise to make and receive calls on a cellular phone network from its PBX thereby providing cost savings, convenience, and improved customer service.

The GTXT software receives messages from the GS8 modular gateway and displays them. When the user accesses that contact again, the GTXT software displays the history of messages (sent and received) with that contact. This makes it easy to track communications with an individual or a group, whether the message was sent directly, sent as a scheduled message, or linked through a database. When used with Outlook, a user can access sent and received messages in folders in the same way as e-mails.

Previously, a company that wanted to send multiple SMS messages would use a third party service provider. There are three distinct advantages of using a GS8 modular gateway installed at a customer's facility alongside its other networking equipment. The first is security, in that the customer is not exposing the content of the message to the service provider. The second is that the customer can reply by SMS to the number used to send the message. Thirdly, the recipient of the SMS can call the sending number and the GS8 modular gateway can route the call to the PBX of the business.

### **Applications**

A bank can send an SMS to a customer each time a charge is made to the customer's credit card in excess of a predetermined amount. This will reduce fraud and theft. A garage can send a message to a car owner, informing him or her that the vehicle is ready for collection and the amount of the total bill. This improves customer satisfaction and eliminates the need for a person to make a call that may be intrusive. In these cases, the GTXT software links to a database and the message is sent based on a change of a field in the database.

At the end of each week, a school can send a parent a report of the test scores of a child during the past week. A bank can send a brief statement to a customer each week. In these cases, the GTXT software links to a database and the message is sent based on a recurring schedule.

An organization can send a monthly message to its members to remind them of the monthly meeting. A shop can send a message to loyal clients to inform them of new products or promotions. In these cases, the GTXT software links to a list of Outlook contacts and the schedule function is used.

### **Pricing and Availability**

The GTXT software is available now and can be downloaded from Zed-3's web sites. The software runs under Window XP and Windows Vista, works with Outlook 2003 or Outlook 2007, and supports English, Russian, Chinese, and Spanish languages. The software requires a license on the GS8 modular gateway. This is a floating license with a cost of approximately \$1200.

### **About Zed-3**

Zed-3 provides products that permit people to communicate simply, efficiently, and cost effectively. With careful attention to detail, these IP telephony products work seamlessly together and interoperate with products and services from other suppliers. Zed-3 can provide VoIP solutions to connect home workers, small businesses, and enterprises with multiple offices. Zed-3 has its headquarters in Milpitas, California and has offices in Bangalore, Beijing, and Singapore. The company's products are distributed in the Americas, Africa, Asia, Europe, and the Middle East.

For more information on Zed-3 or its products, access: <http://www.zed-3.com>.

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