



HSL at 3GSM Barcelona 2006

HSL exhibited at the 3GSM World Congress 2006, which was held in February in Barcelona, for the first time in the company's history. This year saw a dramatic increase in the number of visitors attending, and the event has been hailed as a tremendous success for all involved. HSL pulled out all the stops for their stand, with a creative bespoke design which generated an excitable buzz within Hall 2.

The ultimate aim of 3GSM for HSL was to increase their profile within the mobile messaging industry. Additionally, HSL looked to cement their position as a reliable SMS Gateway provider, confirming their status as a strong and serious alternative to the network operators. These aims were certainly achieved with the stand attracting numerous visitors from global mobile networks and enterprise organisations, who were discussing both individual messaging requirements and current industry news and developments.

As part of HSL's ongoing strategy, and as a direct result of the success of 3GSM 2006, HSL have already booked the same stand space (G98, Hall 2) for the 3GSM World Congress, which will be held again in Barcelona 2007. 3GSM looks set to become an annual event for the company, and pictures from this year's event can be found on the website at <http://www.hslsms.com/news-1.html>. If you would like to discuss any aspects of the 3GSM event or if you have any service requirements please feel free to contact HSL Sales on +44 (0)1506 424 950, or sales@haysystems.com.

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