



***HSL Launch 'MobileInput':  
Virtual Mobile Product for Mobile-to-Application Messaging***

*Edinburgh, Scotland, 25<sup>th</sup> July 2005*

HSL (Hay Systems Ltd), a leading reputable provider of reliable SMS gateway services, today announced the first of a new suite of SS7 mobile messaging products. This first product, named MobileInput, provides “virtual mobile” functionality for the receiving of inbound SMS messages from mobile telephones by applications for a range of different services.

MobileInput will be extremely attractive to many providers of mobile messaging services, including wireless service providers and mobile network operators, as a solution for enhancing inbound messaging performance. Mark Hay, Managing and Technical Director at HSL is quoted as saying: “Each MobileInput node provides the means to receive high volumes of inbound mobile-to-application messages for uses such as voting, asset tracking, consumer response, information retrieval and competitions. A single MobileInput node can handle up to 300 SMS per second, and the product is scalable, with the option to add further MobileInput nodes to handle higher volumes of inbound SMS traffic. Inbound MT SMS and MO SMS, with shortcodes and regular mobile numbers, are both supported using the MobileInput product.”

Built using high quality SS7 signalling hardware and SMSC software developed by HSL's telecommunications software engineering team, MobileInput is a true carrier-class product. HSL are renowned for the reliability and resilience of their technical infrastructure for sending and receiving SMS messages, and the new MobileInput product is a further example of their dedication and commitment to quality and reliability.

Further information regarding HSL and their mobile messaging solutions can be found on their website at <http://www.hslsms.com/>.

ENDS

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About HSL:

Founded in 1999 in Edinburgh, Scotland, HSL provide a fast, efficient, reliable and high quality infrastructure for sending and receiving SMS messages globally. HSL operate across three independent service sites based in the UK and North America, which guarantees service availability and maximum reliability for clients. Key clients include BAA, Cisco Systems, Hewlett-Packard Company, Sony Ericsson, Royal Liver Assurance and Schlumberger.

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