



***HSL Supports the Royal International Air Tattoo (RIAT)
by providing invaluable SMS Solutions***

Livingston, Scotland, 24th March 2005

For the second year running, Hay Systems Ltd (HSL) are pleased to announce their support for the Royal International Air Tattoo (RIAT). HSL will provide the SMS service which has proved to be invaluable throughout the event, which has just been confirmed as the world's largest airshow. The show, which takes place on an annual basis, is to be held at RAF Fairford in Gloucestershire over the weekend of the 16-17 July 2005.

HSL's 2-way mobile messaging service provides RIAT with a 'Virtual Mobile Number' solution, providing a unique mobile number, which receives incoming messages quickly and reliably. Received messages are viewed by event organisers on a dedicated HSL website.

The SMS solution is used in the run-up and throughout the event and attendees can send SMS messages from their mobile handsets to the DJ of the Air Tattoo's radio station – 'Wings FM'. The messages are routed through HSL's SMS systems, and are used to request music tracks, general announcements and to provide traffic reports.

Full details of the RIAT annual Air Tattoo can be found at the following link www.airtattoo.com, and if you would like information in regards to the services provided by HSL please contact the HSL Marketing and Sales Team on +44 (0) 1506 424 951 or email sales@haysystems.com.

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