



***HSL continues to support the Royal International Air Tattoo (RIAT)***

*Wednesday 26<sup>th</sup> April 2006*

HSL are pleased to announce their support for the Royal International Air Tattoo (RIAT) airshow for the third successive year. HSL will again provide the invaluable SMS service to the world's largest military airshow, which will be held at RAF Fairford in Gloucestershire over the weekend of 15-16 July 2006.

HSL's two-way messaging solution is being used by RIAT, and following on from previous years, HSL will provide an unchanged 'Virtual Mobile Number'. The unique Virtual Mobile number will receive inbound messages which, through a dedicated HSL website, will allow event organisers to view received messages.

RIAT rely on HSL to provide the SMS solution for use in the run-up and throughout the event. For example, airshow visitors can send SMS messages from their mobile telephones 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 Air Tattoo can be found at the following link [www.airtattoo.com](http://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 424 950 or email [sales@haysystems.com](mailto:sales@haysystems.com).

*Contact –*

Lynne Girdler

Email - [lynne.girdler@haysystems.com](mailto:lynne.girdler@haysystems.com)