

Notification Service offers both 2-Way SMS and PIN-to-PIN Messaging

Send Word Now, a provider of on-demand alerting and response services, has added Priority 2-way SMS (Short Message Service) and BlackBerry® PIN-to-PIN messaging to its Smart Notification Service® increasing available mobile messaging mediums to ensure rapid two-way communications in time-sensitive situations.

According to the company, The Smart Notification Service is the first solution to offer both 2-way SMS and PIN-to-PIN messaging for wireless alerting and response. For the first time, organizations can reliably communicate with mobile users anytime, anywhere, in real-time and respond with decisive action.

During the past several years, both SMS and BlackBerry PIN networks have proven to be more resilient during crisis situations when call volumes inundate voice networks, or when there is mobile service interruption. Because SMS and PIN messaging take up much less bandwidth than a voice call, these messages are able to get through on the wireless network even when email and voice calls cannot. SMS enables users to receive and send messages using text messaging on their mobile phone.

Send Word Now has purchased this level of SMS service ensuring the highest priority of SMS delivery. This means that SMS-based messages originating from the Smart Notification Service are given priority delivery. In addition to voice and email, support for this new messaging modality gives users one more method to send and receive messages using their mobile phones.

In addition, BlackBerry users can take advantage of cost-effective PIN-to-PIN messaging to communicate directly with other BlackBerry users. Because PIN messages are not routed through an email server, BlackBerry users will automatically be able to send and receive text messages via the PIN network in event of email network failure.

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