



**CELLTRUST**<sup>®</sup>

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CellTrust is a leading provider of secure mobile messaging and applications for mobile phones. CellTrust's patents-pending SecureSMS Gateway™, features a suite of mobile security applications, and provides advanced secure mobile messaging and information management across 200+ countries and over 800 operators. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, healthcare, government, education, energy, information technology, marketing, and travel, among other global industries.

CellTrust mobile solutions and technologies can be used in a wide range of scenarios, from enterprise applications, content management systems or as a mobile channel to an existing website regardless of the technology you are currently using. Choose from several of the mobile industry's most popular APIs to send and receive messages within the CellTrust 2-WAY SMSGATEWAY. Utilize HTTP/S, Java, .NET, Web Services, or SMTP for communications to your application and our API. CellTrust provides powerful web tools and plug-and-play scripts, eliminating the need for coding to send and receive messages for your marketing campaigns.

## CellTrust provides the following unique benefits for mobile marketers and content aggregators:

- ✓ One-time integration connects you to virtually any phone number across 800 carriers in over 200 countries
- ✓ Use our powerful secure website and cutting-edge mobile marketing tools to help you design, execute, measure, report, and enhance the capability of your mobile strategy
- ✓ CellTrust addresses the single point of failure challenge with a unique redundant gateway

## Uses for 2-WAY SMS GATEWAY

### Alerts and Notifications



Public awareness texts for weather, power outages, jail breaks, accidents, etc.



Private announcements providing sports scores, news, announcements, other timely info



Enterprise communications for employee notifications, announcements, news, etc.



### Lead Generation

Businesses of all sizes are realizing the power of conducting mobile marketing campaigns. Mobile marketing, when applied to other marketing activities can help a business generate additional leads, increase brand loyalty, and ultimately increase revenues. Consumers exchange more than 5 billion text messages per day, making SMS text messaging one of the leaders of the pack when it comes to delivering effective and interactive marketing campaigns. SMS marketing can be targeted to reach a specific audience based on geography, consumer habits, or other demographics. In addition to developing a prized one-to-one relationship with consumers, mobile marketing:

- Builds brand awareness
- Increases sales through unique offers
- Drives interest in promotions and specials
- Enhances customer interaction
- Increases customer acquisition and loyalty



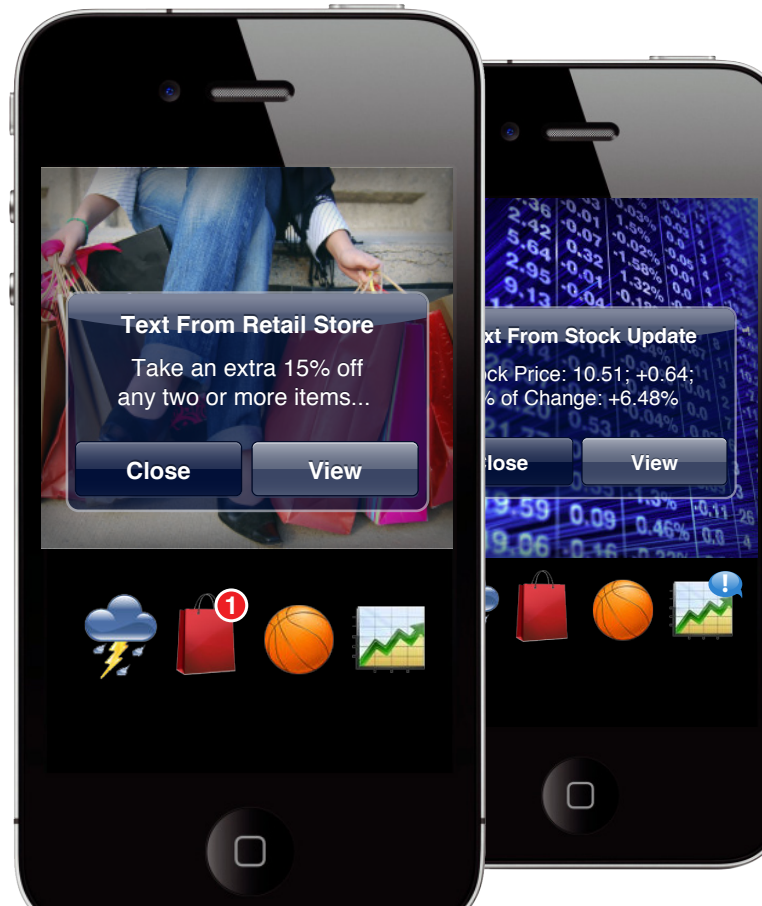
### Deploying the SMS Gateway is Fast and Easy:

1. Choose one of several methods available to integrate your application (or website) to the CellTrust API
2. Use CellTrust's powerful web tools to compose and send messages
3. Send a request to our SMS Gateway with the phone number and message/data
4. CellTrust SMSGateway detects the country and carrier and delivers the message to the appropriate carrier based on the phone number
5. A report of messages sent with delivery status is available online and is traceable via the API

### A single interface and one-time integration

The CellTrust 2-WAY SMSGATEWAY facilitates communication between your application and mobile carriers around the world and can accomplish this with a single interface and one-time integration.

- ✓ Personalized service
- ✓ Low monthly portal pricing
- ✓ Global coverage
- ✓ Industry Compliance



Get started with your  
**Free 30-day trial today!**