

SA firm broadens US SMS base

In its latest deal, South African-based Fontera has clinched a licensing deal to sell a mobile classified alerts system to three of the ten biggest news groups in the US. The three papers included in the deal are *The Boston Globe*, *Houston Chronicle*, and the *Orange County Register*.

"SMS services is one of the biggest and fastest growing markets in telecoms in the USA," remarks Fontera technology director Grant Fleming.

"The deployment of the Classifieds Alerts system further illustrates how Fontera has strived to ensure the portability of all its technology so it can move into a territory and quickly integrate to the cellular networks quickly, thus offering a robust, scalable and reliable service. We are very pleased to be gaining such a visible foothold in this market through this deal, and we are looking to continue to grow into the US market as the possibilities and convenience of SMS systems catch on over there."

The Alert system is a fast and simple way for the public to receive notifications of the adverts for the things they are looking for in the newspapers classified sections. Users simply log onto the newspaper website, enter their mobile number into the system along with the subjects they wish to receive alerts from, and sit back and wait for their items to be advertised.

The SMS Classified alert system is just one of the ways in which mobile phone systems can be used to leverage newspaper content in a manner more attuned to the emerging mobile consumer lifestyle. "We have so many products that can deliver newspaper-type content to mobile phones," adds Fleming.

"We can deliver headlines, weather, sports results, classifieds alerts, you name it. And newspapers traditionally hold all of this information. It's not competition for the papers; it is just a new way to reach their reader, and an additional possible revenue stream."

"We are very proud to be selling a South African made product," continues Fleming, "In a competitive environment like this, you have to have the very best at your disposal, and what these deals are proving is that what South Africa can produce is amongst the best in the world."

Fontera is a South African company with offices in Johannesburg, Cape Town, England and the US. The company was started in London in 2003 to deliver cutting edge SMS interfaces and mobile marketing solutions worldwide and uses its Cape Town development office to develop and market mobile solutions for use on GSM, CDMA and TDMA cellular networks. Through various licensing deals and arrangements, Fontera's BulkTXT and Radio TXT systems are now in use in the US, Africa and the Indian sub-continent.

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