

FCS - FMS Campaign System

FMS Bulk Messaging: Simple, Easy and with personal touch... :)



Although revenues from voice calls still comprise 80% of the worldwide total mobile revenues, operators globally are focusing on data services for increasing their average revenue per user (ARPU). Of the various data services available, SMS actually accounts for approximately 75 to 80 percent of non-voice service revenues worldwide with around \$70Bn on 2007.

In addition to the regular P2P usage of messaging, a significant field of B2P messaging has grown and become a powerful tool for advertisers in order to market and inform their customers.

Fontip developed a unique and simple tool for bulk messengers which enables an easy way to send personal messages to client pools. The tool has an on-line access and the ability to add unique items to the message such as: Coupon, Manager's Signature, Company stamp/Logo, product picture...

The FCS includes a **web editor** for typing and sending the messages and the core system which is integrated to the operator.

Features:

Easy Access

The web editor is available on-line with a simple log-in process for billing the end user.

Simple

The GUI of the message editor is easy and intuitive for the end user. Just choose a font, combine your logo/image/icons and send !

Multi Language

The FMS Campaign System contains hundreds of fonts and icons suitable for composing the advert message.

Smart Distribution List

Add unlimited amount of recipients to the distribution list and browse existing lists of numbers for submission.

Recipients – Client Free!

The recipient of Fontip messages doesn't have to install anything. Every MMS supported device can receive a Fontip message.

Billing

The FSC is billing each message sent via a specific username on a specific SIM. Easy billing process and tracking, no development is required from the operator.

Personal Signature

The web editor enables the user to add the company logo, stamp or signature at the end of each message.

More Fontip Services:

- FMS – Font Messaging System
- Personal Handwriting
- FMS Advert

Benefits:**For The Operator:**

- ✓ Generating MMS traffic
- ✓ Simple billing
- ✓ Easy integration in web sites

For The End User:

- ✓ Reach all your customers in 1 click
- ✓ Personalize your advert message
- ✓ Add your logo / company font

FCS – FMS Campaign System:**System Requirements:**

- GSM network infrastructure.
- HTTP Protocol for server side connection.
- MMSC
- SMSC

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About Fontip:

Fontip is pioneering the personalization field in cellular messaging. Fontip solutions help operators maximize their MMS traffic and Data usage by providing new expression abilities to the messaging world.

Fontip R&D branch is located in Israel and its headquarters are located in Cyprus.