

## Personal Handwriting Messaging

Text messaging has never been so personal . Only smell is missing 🤔



Operators worldwide are constantly seeking for ways to maximize their messaging revenues especially in times of depreciation in SMS prices. Both users and operators require new ways to enrich their messaging experience and add a personal touch for better expression. Several features such as photo caller identification, SMS auto-reply and even MMS are pushing to enhance personalization, but none of them has become a real messaging generator yet. In addition, some messaging methods like IM and MMS are even considered to be used on the account of regular SMS and bite its total cake.

Fontip invented the most personal messaging method that exists in the market today for enabling personal touch and maximum expression capabilities. With Personal Handwriting service, end users are able to fill in a form with their real handwritten alphabet, characters and signature, and receive it directly to their handset for typing messages from Fontip application.

**You can't get any more personal. The smile is already here, all left to add is a smell !**

### Features:

#### Personal Touch

Enable sending text messages with the user's actual handwriting and signature.

#### FMS System based

The personal handwriting service provides the end user a font that can be used only in the Fontip application. The messages are sent via the FMS system installed at the operator.

#### Greeting Cards

The user can send cellular greeting cards to multiple recipients directly from his handset.

#### Unique Signature

The user is able to send Fontip messages with his own signature at the end of each message for adding uniqueness.

#### Recipients – Client Free!

The recipient of Fontip messages does not have to install anything. Every MMS supporting device can receive a Fontip message.

#### Billing

The handwriting conversion service is billed in the regular process of content download in the FMS system. A unique price can be attached (Example: \$5) . The billing process does not require any development from the operator's side.

#### Easy Delivery

The handwriting conversion mechanism is completely automatic and updates the content database in real-time. After the user's form is accepted by the FMS system, the user receives an SMS with the font code. This code is used to download the font through Fontip application.

**More Fontip Services:**

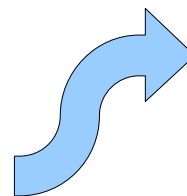
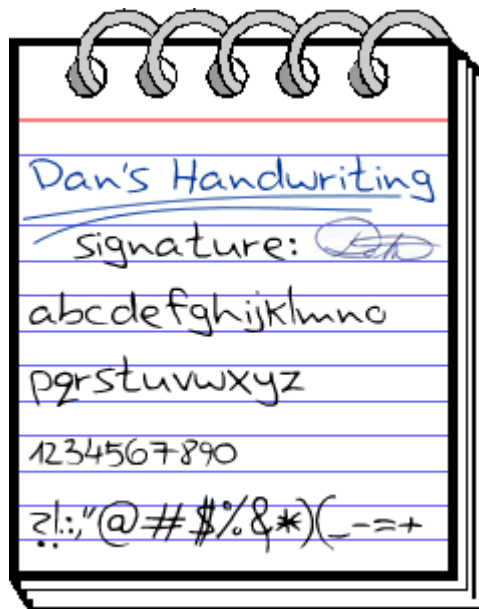
- FMS – Font Messaging System
- FCS – FMS Campaign System
- FMS Advert

**Benefits:****For The Operator:**

- ✓ Innovative upgrade for SMS
- ✓ High-Profit Premium service
- ✓ No-time installation on the existing FMS system

**For The End User:**

- ✓ Ultimate personalization
- ✓ Add your signature to text messages
- ✓ Create amazing greeting cards
- ✓ Uniqueness

**Personal Handwriting Service:****System Requirements:**

- GSM network infrastructure.
- HTTP Protocol for server side connection.
- FMS System

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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.