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## LOCATION BASED SERVICES

Plus Telecom make using SMS simple - whether it's sending bulk SMS to your clients or dealing with SMS responses.

### What are they?

Location-based services allow information to be delivered to your clients, based on exactly where they are. It's the ultimate in targeted sales and marketing.

### Triangulation

Triangulation is the key to locating mobiles. Triangulation works by referencing the mobile against the three nearest mobile phone masts. The CLI is the way to locate landlines. Our system knows the location of every landline number in the UK, based on the CLI. Once the location is determined, local information can be sent or given – the nearest pub, local cinema times or the closest taxi company for example.

### Opted in

If your client agrees to be triangulated whenever you like, then it really starts getting interesting. You can then send your client information based on where they are at any time. If your client is within a certain distance of your business they can be sent a text with instructions on how to get to you. Or with details of a special offer. You can advertise to your clients when and where you like.

### Tracking

List services allow you to keep a track of your mobile staff. Regularly triangulating a list of pre-registered mobiles means you can keep up-to-date with movement of people and goods. Plus Telecom can send out regular triangulation messages and then email or text you with a real-time report on the location of all your registered mobiles

### How do I get it?

Location-based services are available through Plus Telecom's brand new online telecoms platform - Reach . Get a free demo now .

Visit Reach today to start using our Location Based Services



## WAP - Wireless Application Protocol

### Internet on the move

WAP is the internet on your mobile. A new generation of phones and faster connection speeds means that your WAP presence is as crucial as your website. Creating a WAP site allows your customers to access information about you wherever they are. Secure payment systems, including direct-to-bill, mean that your customers can order from you on the go too.

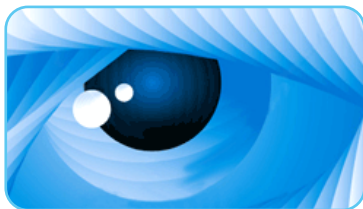
### Download

WAP also allows the download of larger files to mobiles. Audio or visual files that are too big to be accessed directly can be downloaded in seconds.

### Controlling your ideas

The Reach platform will help you build a simple WAP site in minutes. Or if you'd like something more complex, just ask the Plus Telecom team

Visit Reach today to start using our WAP services



## Live Look Up

### Difficult delivery

When delivering premium rate SMS, one of the parameters required is the mobile network of the phone you're trying to deliver to. So clients who take their mobile number with them when they change networks present a problem.

### Right every time

The solution is Plus Telecom's Live Lookup. Our system can automatically check the network information on all your numbers. Any number which has been switched to another network will be re-classified so your message will get through. You'll save time and money.

Visit Reachtoday to start using our Live Look up services



## Video Gateway

### The future on the move

You can now deliver video content or connect live video services to 3G phones. So you can deliver recorded sales videos, adverts, instructional videos - any kind of video - to your clients' 3 G mobiles. You can integrate an IVR too, so that your clients can navigate through video content using their keypad.

### Live video

Or you can run a live service - stream live video to your clients' 3G mobiles. The video call can be one or two-way, phone-to-phone or webcam to phone. And video shortcodes allow you to charge anything up to £5.00 per minute. The 3G future has arrived.

Visit Reach today to start using our Video Gateway services



## Mobile Content

### New releases

Plus Telecom's media store is stocked with the finest content. If you need a video clip or a picture file you'll find it here.

### Back catalogue

Our content ranges from sporting clips to screensavers, funny videos to landscape pictures. You can buy as much content as you like - or you can sell it. You can upload your own content to our media store and profit from its use. The Plus Telecom media store is the place for content.

Visit Reach today to start using our Mobile Content services