

MEDIA RELEASE

BULKSMS.CO.UK

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Going Green and faster mobile broadband speeds – top wireless industry trends for 2008

The 2008 Mobile World Congress in Barcelona, Spain is in full swing and the key themes focused on by industry leaders are faster mobile broadband speeds and the environmental sustainability of the mobile industry.

“This year many keynote speakers at the Mobile World Congress are pointing to the need to green the industry and maximise on the opportunities of increased mobile broadband speeds. Both trends are good for business and the consumer,” observed Richard Simpson, director at BulkSMS.com, a global mobile messaging company headquartered in Cape Town, South Africa. Simpson is a delegate at the congress.

Even faster mobile broadband

Mobile broadband allows you to access the Internet from anywhere on your mobile phone, or on your laptop computer. Arun Sarun, CEO of Vodafone, stated that currently speeds of 7.2 MB/sec are possible on some Vodafone networks, and in the near future, speeds of 14.4 MB/sec can be expected.

In the longer term, according to Carl-Henric Svanberg, Ericsson’s CEO, we can look forward to speeds of 200MB/sec with a technology standard called LTE (Long Term Evolution). First deployments of LTE are expected in 2009. This news is particularly refreshing for those who have not been particularly excited by the offerings made by fixed line networks.

“The increase speed of mobile broadband will have significant benefits for business and private users in countries, such as South Africa, where there has been a rapid uptake of mobile broadband. Not only will better access speeds stimulate further adoption of the mobile broadband but consumers will have faster access to online services via their cellphone,” said Simpson.

Going Green

Many speakers have emphasised their company’s commitment to environmental sustainability and outlined corporate social responsibility initiatives that address the recycling or re-sue of mobile products.

Wang Jianzhou, CEO of China Telecom, described the ‘Green Box Programme’ which offers the network’s clients a channel to return old or broken cellphones to distributors, ensuring that mobile e-waste is properly disposed of, and maximising the recycling of cellphone components.

Nokia’s CEO, Olli-Pekka Kallasvuo, introduced his company’s latest cellphone offering, the Remade - a stylish mobile phone made completely from recycled materials. It has low energy consumption and is built with non-toxic electronics. The phone is to be launched in the market in the near future.

According to Simpson, although companies may make decisions based on what they feel is environmentally responsible, this is not the whole picture. “Consumers are also driving these decisions as companies cannot sell services that are not demanded. This means that there is a growing demand for green mobile products and services from informed consumers who take seriously a company’s stand on environmental responsibly.”

The [Mobile World Congress](#) is held annually and is a one stop shop for industry players looking to understand the key success drivers of the mobile industry for the year ahead. The congress is four days

long, this year running from 11th to 14th February, and has upwards of 55 000 visitors every day. There are eight exhibition halls each covering several thousand square metres, with 1200 exhibitors and over 250 speakers.

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About BulkSMS.co.uk

BulkSMS.co.uk is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town. Celerity Systems has been providing messaging services since 2000 through its global BulkSMS.com brand. BulkSMS.com has a world-wide market presence, including Asia, Europe, South Africa, and the United States of America.

Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK. The company has offices in Crawley, West Sussex.

BulkSMS.co.uk is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, third sector organisations, and individuals. BulkSMS.co.uk offers two-way text messaging to support clients' business communication (notifications, alerts, customer relationship management, etc), information services (weather, financial markets, etc) and mobile marketing campaigns. BulkSMS.co.uk provides the following messaging solutions:

- *BulkSMS Text Messenger* (desktop SMS application).
- *Web to SMS* (online messaging interface).
- *Email to SMS* (messaging using MS Outlook).
- *Mobile2Group* (messaging to phonebook groups using a cell phone).
- *SMS integration* with client applications via an e-API (electronic application programming interface).
- *Reseller solution* (provides clients with a value-added messaging service to their customers).
- *Community.BulkSMS.co.uk* (sponsored messaging for third sector organisations).

BulkSMS.co.uk helps its clients fully comply with wireless industry opt-out requirements by offering an automated STOP reply feature.

BulkSMS.co.uk is a member of the following industry associations:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160Characters

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