

- FOR IMMEDIATE RELEASE -

Northern Constabulary and Scottish Mountain Rescue to save lives with txt msg software

The trials with Lochaber Mountain Rescue team, one of the busiest rescue teams in Scotland, have been so successful that it is now likely to be rolled-out to other teams of the Scottish Mountain Rescue.

The e-txt software cuts the cost of the incumbent inconvenient paging system by over £1000 per annum; important as the 40-strong mountain rescue team is a charity funded partially by Northern Constabulary but mainly by donations and collections. Money saved can be invested in other life-saving activities and equipment.

All the members of the team have full-time jobs so needed an instant and portable always-on communication system: since all have mobile phones, e-txt means that a response to emergencies is immediate. Unlike many other proprietary text messaging systems, e-txt allows recipients to reply to the sender. This means that once team members have received the alert, they can text responses back to the PC of the police officer co-ordinating the rescue response, making co-ordination more efficient and effective.

Sergeant Alastair Garrow of Northern Constabulary, who is responsible for co-ordinating the scrambling of the Mountain Rescue teams in Lochaber, said: "Text messaging is the best way forward for the Police, Mountain Rescue teams and people involved in incidents on the mountains. By using e-txt, we can co-ordinate our responses to incidents with the Mountain Rescue teams quickly and easily; and at a fraction of the cost of paging. The Mountain Rescue team no longer needs to pay for the year-round rental of pagers, or carry them whilst doing their civilian 9-5 jobs. It saves them money and could save a life."

Oscar Jenkins, managing director of Dynmark, added: "To date, using text messaging to communicate internally has been the exclusive domain of large organisations and big brands that can afford to pay for the development of bespoke systems. Also, the charges levied by mobile carriers and message aggregators make sense only to those sending large monthly volumes of texts. We developed e-txt to provide smaller businesses and organisations with a simple, low-cost PC-based system with no on going contracts for them to sign. We hope that this new technology will enable Mountain Rescue to offer their vital service even more successfully than before."

The features of e-txt include:

- Ability to send text messages to hundreds of recipients from a desktop PC
- No mobile phone or contract required
- Messages can be sent to over 500 GSM networks in 200 countries
- Up to 70 messages per second can be sent

- The sender can choose a sender ID for each message
- Users can import and manage contacts, build and save list and groups, include merge fields to personalise messages and create message templates for recently used messages
- Scheduled messages can be sent up to seven days in advance

- ENDS -

About Dynmark International

Dynmark develops PC based SMS software and MMS software. The company's range of applications enables users to send and receive normal, premium rate reverse billing and binary SMS and MMS messages between PCs and mobile handsets. Mobile messages can be sent to, and received from over 500 networks in 200 countries.

Products include e-txt™ (pronounced e Text) the Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Other messaging software includes mobile marketing and promotion, customer relationship management and communications applications. For further information visit www.dynmark.com and www.e-txt.co.uk.

About e-txt™

e-txt™ (pronounced e Text) is Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Whether you are using it for Mobile Marketing, Bulk SMS, Sending SMS for CRM purposes 24x 7, e-txt is the perfect mobile messaging software. Used as an SMS gateway it provides among the lowest cost SMS UK solutions. e-txt™ is the UK's number 1 PC based SMS texting application and is used by nightclubs, pubs, restaurants, hotels and bars as a superior marketing tool to flyers and by other industries as powerful SMS marketing, SMS texting, SMS service and Customer Relationship Management application.

Visit www.e-txt.co.uk and www.dynmark.com for more.

For more information and photography contact:

Oscar Jenkins
Dynmark International Limited
Tel: +44 (0)870 240 3579
oscar@dynmark.com