



JAYBEE Launches SmartSMS

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Short Messaging Service (SMS) tool forms basis for numerous applications.

JAYBEE Systems, the developer of the hotel Guest Service Center Software - SmartButler, has announced the release of a new product. SmartSMS is a tool to assist in the creation of large volumes of SMS messages for advertising or contact purposes. The tool can either be used as a stand-alone application, or in conjunction with other applications.

SmartSMS has an event-driven capability that allows the automatic sending of an SMS the moment an event takes place. For example, SmartSMS can be used in conjunction with JAYBEE's flagship product, SmartButler, for the purposes of generating automatic messages to service-providers the moment a service call is opened. It can also be used in conjunction with Microsoft Outlook enabling the user to send a single SMS message to one contact in his address book, a group of contacts or all the contacts providing mobile phone numbers have been entered for the contacts chosen.

Subject to co-operation with the local cellular provider, SmartSMS can also allow applications to receive messages using mobile-originated SMSs (so-called MOs).

Commenting on the release of SmartSMS, Mr Joseph Ron, JAYBEE's Managing Director, said, "We expect SmartSMS to be an important tool in the generation of event-driven SMS messages. We will be working over the next few months to develop new applications to utilise SmartSMS and to interface this tool to existing ones."

For more information about this, or any other JAYBEE products, please contact JAYBEE on phone +972 2 561 1018 or via the website www.jaybee4u.com.

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