

## What does the Future Hold for SMS Software?

As we all know, **SMS marketing** is fast becoming one of the major forces of business in the twenty first century. It has been predicted that SMS traffic worldwide will continue to increase over the next few years. In addition, it has been indicated by Ovum (IT & Telecom experts) that text messaging worldwide, may even triple by 2010 because of the continuing advances in next-generation technologies such as instant messaging.

Multimedia Messaging Services (MMS) are becoming a popular form of communication as phones and technology develop but SMS will still dominate. This means that although mobile marketing software will have to be continually developing, they will be SMS based for the foreseeable future.

Dynmark™ International who have championed the continuing rise of SMS marketing are committed to delivering and improving **SMS software** systems to help its success. Their company vision is that “using the internet will soon be more popular via mobile phones than via PCs. Applications will need to be used by large and small organisations to develop, deploy and manage mobile messages and content specifically designed for use on mobile handsets”.

They are expecting SMS text messaging to have prominence in the same way that email and web dominate the internet. Companies will soon be able to display text numbers in the same way that email addresses are currently used on business and promotional material.

It is Dynmark™ that has produced the e-txt™ **SMS software** and its sister programs. The e-txt™ product range will continue to be at the forefront of the **SMS marketing** and be the SMS software that can provide solutions to the changing needs of SMS marketers.

To discover more information about the e-txt™ product range, visit [www.e-txt.co.uk](http://www.e-txt.co.uk).