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SMS Gateway API

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WirelessDevNet.com Press Release

Parents Find out if Children are Playing Truant via SMS

London, 12 December 2006 - Launched today, 'Schools-SMS' is an information and communication service for schools provided by 123 Consultants and Clickatell, the world's leading messaging provider. Schools-SMS utilises the power and popularity of SMS text messaging to inform parents if their children are playing truant, as well as providing educational tools and services.

Parents can register with their child's school to receive a truant alert SMS. If a pupil does not turn up for school, teachers can then inform the parent with an SMS message; a convenient and discreet method of communication. The system can deliver texts in several languages and also to landlines via text translation for parents who do not have a mobile phone.

This service is a welcomed addition in the effort to combat the number of children skipping school. "This system will really help us in making rapid and convenient contact with parents," commented Peter Coats, Head Teacher of Wednesfield High School, Wolverhampton, which has been trialling the service for over a year.

The offering forms part of a wider package for teachers, parents and children with further services including; an SMS test service and school events marketing. The SMS test service is designed to encourage independent study; pupils subscribe to a particular test, are sent random multiple choice questions and then rewarded with free SMS credits if they pass. The text service is also used to remind parents to attend events such as the school fete or parents evening via text, substituting more costly letters or phone calls home.

Deon van Heerden, managing director of Clickatell UK, said, "The service is impressive and a low cost option for schools to communicate with parents and children in a quick and very socially acceptable manner."

"Mobile phones are here to stay in schools, just ask any teenager!" concluded Phil Colledge of 123 Consultants. "Schools and educationalists need to exploit the potential of mobile technology to educate and engage young people, and not simply ban phones. www.schools-sms.com allows schools to engage, educate and motivate pupils as well as communicate with parents and students alike."

About Clickatell, Inc.

Clickatell is the premier global mobile messaging operator with over 6,000 customers across 578 networks spanning 192 countries. As the world's leading multimodal messaging provider, the company allows any business to connect customers, employees, and suppliers anywhere, with any message, across any device. Headquartered in Redwood Shores, California, the company has offices in the United Kingdom and South Africa.

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