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Options

mobile technology in public service

O2

In association with

GSM ASSOCIATION

celebrating one billion connected people worldwide

Compiled by Christian Asare

mmO2 plc, Wellington Street, Slough, Berkshire, United Kingdom, SL1 1YP
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It was less than 20 years ago when Ernie Wise made the first cellphone call in the UK. Now, on average, one in six people in the world owns one. It was users that turned on mobile, not operators, and not governments.

From the early adopting yuppies and plumbers to today's market saturation, it is people, not technology that has driven this phenomenon. It was not, for example, the mobile industry's intention that people would give up their watches and alarm clocks in favour of their mobiles but that is what they are doing. It was certainly not the industry's original plan to have billions of SMS text messages flashing around the world.

From health to law enforcement, education to transport, this technology, in a very many small ways, is making the communities where we work and live a slightly better place. And the really exciting thing is that there are hundreds, perhaps thousands of examples where mobile in the community is making things better.

This booklet lists just a few of the many ways in which those serving the public are using mobile technology to deliver new services to the public, and to deliver existing services more efficiently. We draw together, not just applications provided by O2, but also those enjoyed by customers of mobile networks across the globe. This underlines the ubiquity of mobile and its ability to reach across the digital divide to meet a diverse range of needs. The public policy challenge is not about bridging the digital divide – or helping people up the digital ladder as some see it – but actually using technology to bridge social, education, and health divides by delivering public services and benefits that people want. When they want them. Wherever they are.

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E-San Limited

(Department of Engineering Science at Oxford University)

Application
Asthma Condition Management – Remote Monitoring

Application description
Asthma suffers are supplied with an O2-Xda, a personal digital assistant, incorporating a mobile phone and equipped with an electronic peak flow meter plus reporting and analysis software. Patients use the assistant to measure their peak flow; the Xda records the results and instantly transmits the data to a computer that checks these against expected trends.

If the computer flags an adverse reading, a doctor is notified and instant instructions from adjusting treatment to making an appointment with the doctor, are relayed back to the patient.

Benefits
This system delivers results to the patient quickly and efficiently. Patients can now accurately monitor, record and report their condition from any location, allowing them to amend their medication and hopefully prevent an asthma attack. It encourages self-monitoring, particularly among the young, which is especially endorsed by the medical profession.

Contact
Professor Lionel Tarassenko, E-San

Source
O2 Corporate Responsibility Report, 2003

Maidstone Borough Council

Application
Public consultation

Application description
Maidstone Borough Council uses text messaging to solicit views from local residents for its Big Debate on the issue on transport in the borough. Residents have been invited to air their views by text message, as part of a broader consultative programme that includes public meetings, radio, and online.

Benefits
Engagement of a broader cross-section of the local population through accessible channels will stimulate a keener level of debate and sense of ownership in the process of developing local policies. Cllr Mike Fitzgerald, Maidstone Borough Council's Cabinet Member for Communications said "We are looking for as many people as possible to take part."

Contact
Maidstone Borough Council

Source
Kent Messenger, October 2003

Department of Work and Pensions

Application
SMS facility for the reporting benefit fraud

Application description
The Department of Work and Pensions has set up an SMS facility in addition to advertised methods of phone calls or letters where members of the public can report suspected offenders of benefit fraud via SMS using a published number.

Benefits
Engaging the public in tackling benefit fraud is a fundamental step in the war against the abuse of the benefits system. Methods such as the SMS service simplify the reporting process and help make the public aware of the problem by actively involving them in the prevention of such crimes. Despite the reporting of approximately 2,500 suspected cases to the fraud hotlines for the region during the year 2002/2003, it is estimated that some £81 million was fraudulently claimed in the South East alone.

Contact
Department for Work and Pensions

Source
Kent Messenger, 25th July 2003

UNICEF

(in association with Global Networks)

Application

SMS campaign aimed at highlighting the plight of Iraqi children after the war

Application description

War inflicts the most terrible tragedies upon a country, not least upon the children. By using a global access code and linking with several major networks including O2, UNICEF implemented a worldwide SMS appeal to highlight the situation facing Iraqi children after the war.

Benefits

UNICEF believe that SMS technology is the most efficient and visible medium for implementing the appeal for the US$166 million needed to help these young and innocent victims of war. Previous SMS appeals have already established SMS as bringing cost savings and wider access.

Contact

Pekoea Maunuksela, Chief Information Officer of Global Networks

Source

www.cellular-news.com/story/8617.shtml, 3rd April 2003

Minor Planet

Application

A vehicle tracking system that also incorporates GPS tracking information and cellular GSM reception for the remote access of data

Application description

Minor Planet has developed a vehicle management information system that uses GPS to monitor and record a vehicle's position, speed and distance travelled anywhere in the world. It uses the GSM cellular telephone network to access stored data from a remote unit even when the vehicle is away from base.

In early 2003, police were able to crack a major organised crime ring by tracking the movements of a stolen lorry with £500,000 of computer equipment on board. Although the lorry was eventually found abandoned and empty, information from the VMI system showed that the lorry had briefly stopped at a warehouse en route. The warehouse contained thousands of stolen goods. The thieves were arrested.

Benefits

Every year, million of pounds of business products are stolen, causing loss of time and assets to UK businesses. Effective control in vehicle/fleet management using the vehicle tracking system developed by Minor Planet has been shown to speed up detection times, saving valuable police resources and reducing the loss to business.

Contact

Colin Joyce, Glenn Freight Transport Manager

Source

m.logistics – www.mlogmag.com, April/May 2003

Irish Cattle Breeding Federation

Application
Cattle inspections

Application description
The Irish Cattle Breeding Federation (ICBF) keeps a national register of the breeds, pedigrees and individual animals in the national herd that are most productive. When inspectors arrive at a farm they have a list of the cattle to be inspected already stored on their Xda from O2. When tests have been completed, results are recorded onto the Xda and then immediately relayed to the central database over the General Packet Radio Services (GPRS) network.

Benefits
Commenting on the project, Dr Brian Wickham, Chief Executive of the ICBF said, "In order for the industry to thrive we need to continuously update our database with cattle data, while at the same time keeping costs to an absolute minimum. The solution proposed by O2 and Sord will help to achieve this. We believe this collaborative project will make a real difference to our industry."

Contact
Dr Brian Wickham, Chief Executive of the ICBF

Source
Body copy: O2 Corporate Responsibility Report, 2003

Southern Water

Application
Nokia 9210i Communicator phone and integrated computerised central database

Application description
Southern Water has issued their field staff with a Nokia 9210i Communicator phone, which is integrated with their computerised central database. New features, such as a full keyboard and an increased memory, make it easier for field staff to use. Customer calls are logged onto Southern Water's central MIMS works and asset management system, then routed via their communications server, which sends a SMS call to the relevant engineer's handset. The SMS message prompts the handset into making an automatic GSM call to the server, which will then supply the job details in full.

Benefits
This system enables field works and engineers to increase efficiency, saving time and reducing costs. It helps them to quickly identify equipment and the remote recording of routine maintenance.

Contact
Southern Water

Source
m.logistics – www.mlogmag.com, April/May 2003

NHS

(In association with Enpocket)

Application
SMS appointment reminder service

Application description
Missed appointments are projected to cost the NHS £400 million. Over 80% of the UK population own a mobile phone and even more have access to one, so when the NHS looked at ways of reducing this liability, SMS technology seemed the most efficient method. During an initial trial at Homerton Hospital, Hackney, patients were sent a text message reminding them of their appointment the following day. This trial proved so successful that the NHS has decided to widen the initiative to four other parts of the country.

Benefits
Cutting the number of failed appointments represents a huge potential saving to the NHS. Text messaging is quick, simple and discreet. It is a low cost means of reaching the right person at the right time.

Contact
Jeremy Wright, Enpocket

Source
www.guardian.co.uk, 5th June 2003

Malaysian Road Transport Department (JPJ)

Application
SMS verification of driving licence and road tax

Application description
Users send a simple SMS message that gives them up to date information on the status of their road tax and licence, promoting them to renew if necessary.

Benefits
This initiative is aimed at helping people reduce the number of fines or bans by allowing motorists to check their status simply and quickly.

Contact
Malaysian Road Transport Department (JPJ)

Source
www.xiam.com, Issue #51 - 21st May 2003

Royal National Institute for the Blind

(in association with British Telecom)

Application

Text messaging facilitating the blind or visually-impaired

Application description

For the blind or visually impaired, the simple everyday event of receiving a text message is impossible. The RNIB and BT have joined forces to help the blind and visually impaired access text messaging. When a text message is received it is sent to a handheld device, which translates the text and then reads it out for the listener. If any of the words are unrecognisable, the computer will read the word out phonetically.

Benefits

There is a social benefit to this system that far outweighs any initial economic return to the industry. Blind and visually impaired people should not be disenfranchised from this service and, with the introduction of PDA type devices that support Braille, the future looks positive.

Contact

Steve Tyler, Manager for Digital Technology, RNIB

Source

www.bbc.co.uk, 5th November 2002

University of Fife

Application
SMS facilitating device for seal tracking in Scottish Waters

Application description
Scientists at the University of Fife have developed a system (St Andrew's Study) that uses a transmitter attached to a seal's coat to monitor its movements in Scottish waters. When a seal surfaces within the range of an existing mobile phone mast, the transmitter sends a signal to a central database, recording its location.

Benefits
Normal methods of tagging and tracking involve extensive use of expensive satellite technology. This system is not only more efficient, but the use of cheaper mobile technology widens the levels of access for the teams tracking the seals. Further advances in the technology will allow the transmitter's memory chip to store weeks or months of data, which will be available for sending once the seal is in range of a mobile phone mast.

Contact
Bernie McConnell, University of Fife

Source
www.ananova.com, 6th June 2002

Eye-Track

Application
Mobile SMS-based tracking system

Application description
Cars and business vehicles are fitted with a spider unit, a hand-sized device, which uses a pre-programmed mobile phone-type SIM card installed alongside the engine. The SIM card tracks and monitors street-level location, road speed, engine temperature, engine revs and other safety functions such as door/cargo door opening and an accident log. Alerts are sent to a specified mobile phone via an SMS message from the SIM card.

Benefits
For the personal user, the ability to immobilise the vehicle at a moment's notice significantly reduces the chance of theft. This takes on more importance for businesses with large fleets of vehicles, where theft and retrieval of vehicles cost the economy millions of pounds every year. Increased recovery rates reduce pressure on the police and more vehicles should be recovered in a usable condition.

An additional benefit is in the mobility of the system – the SIM card responds to a specific mobile – and the system works while both the vehicle and the person monitoring it are on the move.

Contact
Eye-Track

Source
m.logistics – www.mlogmag.com, April/May 2003

Hampshire County Council Library

Application
The first local authority WAP site

Application description
Hampshire County Council's library department has developed a WAP service that allows users with WAP-enabled mobile phones or other portable devices to find the address, contact details and opening times of all Hampshire libraries. Launched in 2000, The Consortium for Public Library Networking confirms that this was the first example of a WAP service provided by a local authority.

Benefits
Users can log into the library's website through their mobile phone rather than an internet-linked computer. By allowing wider access to the site, the library hopes to bring its services to a wider audience and increase the profile of the library service.

Contact
Hampshire County Council

Source
www.admiroutes.asso.fr/page/jellinek/june.htm, 25th July 2000

Royal Glamorgan Hospital
(Wales)

Application
Picture messaging for junior doctors to consult a specialist regarding X-ray's

Application description
Junior doctors at the Royal Glamorgan Hospital in Wales are using mobile technology in the form of picture messaging to speed up a patient's diagnosis. When a specialist is not available to make a diagnosis, junior doctors can use mobile phones to send picture messages of an X-ray to the specialist, who can view the image via a mobile phone, make an immediate assessment and recommend treatment.

Benefits
Before picture messaging was available, the only way to send X-rays for consultation was via telex or courier service, which is both slow and expensive. Junior doctors can use this service to quickly help their patients and form decisions about their treatment.

Contact
Jonathan P Davies, Orthopaedic consultant at the Royal Glamorgan Hospital

Source
www.bbc.co.uk, 17th June 2003

SMS food analysis

(Germany)

Application

SMS service offering on-the-spot food guidance

Application description

Diabetics can sign up to a free service that allows them to check the carbohydrate value of specific foods by sending a text message to an information databank. This free service also offers the subscriber the opportunity to sign-up for regular SMS text reminders to take the drugs they require to keep their blood sugar levels stable.

Benefits

Food monitoring is absolutely critical for diabetics and this service allows them to immediately check that the type of food they consume will not have an adverse affect on their diabetes. The reminder service for drugs will also protect the subscriber against the chances of falling ill with diabetic-related symptoms.

Contact

Diabetes-world.net

Source

www.ananova.com, 17th December 2001

Kalamassery Municipality

(In association with ELPRO energy divisions)

Application

Energy Tracking and Control System, designed for the operation of streetlights via SMS messages from a mobile handset.

Application description

In order to cut mounting energy wastage and electricity bills, the Kalamassery Municipality plans to install 'smart streetlights' that are activated through SMS messages from a mobile handset. The lights are equipped with sensors that respond to an SMS message and will send back a message confirming whether the lights have been turned on or off. The system also makes it possible to dim streetlights after 11 pm when the streets are deserted and do not require normal voltage.

Benefits

The major benefits from this application are reducing energy wastage, improving efficiency and cutting costs, particularly as the system can be implemented within the existing infrastructure. It has the added benefit of reducing pressure on the environment from hydro and thermal power stations.

Ramesh Singh, chairman and Managing Director of ELPRO said, "The only alternatives (to increasing pressure on the environment) we have are to stop wastage and use existing resources efficiently."

Contact

Ramesh Singh, chairman and managing director, ELPRO

Source

www.newindpress.com, 19th May 2003

Sussex Police Force

Application
Child Rescue Alert System

Application description
In 2000, Sussex police set up a Child Rescue alert system aimed at people living in the area. Several thousand users have signed up to receive alerts that are issued in the vital first few hours after a child has gone missing. As well as issuing reports to the local media and Ceefax, Sussex police can send the alerts via SMS to mobile phones.

Benefits
The immediate benefits of this system were illustrated in July when six year-old Summer Haipule went missing. Alerts were sent out at approximately 22.00 BST and had sparked seventy calls by 06.00 the following morning. Experts state that if a snatched child is found within the first three to six hours, the chances of them being found alive are significantly raised. This text messaging system gives a much wider and more direct local coverage at speeds exceeding conventional methods of communication.

Contact
Sussex Police

Source
www.pcs.co.uk, July 2003

Bharti Airtel

(India)

Application

SMS blood donor appeal

Application description

When Harinder Choudhary needed to find a blood donor with a rare A-negative blood type to save his father's life, he turned to mobile phone operator Airtel. As part of a larger appeal, Airtel sent SMS messages to a targeted group of their subscribers and were successful in locating a suitable donor.

Benefits

Harinder Choudhary said:
"We thought about broadcasting our plea on FM channels and also advertising in the newspaper but eventually SMS turned out to be far faster and more cost-effective. So many people responded positively to my plea for blood – it was really overwhelming."

Contact

Sanjay Nandrojog, Regional Airtel Chief Executive Officer

Source

uk.news.yahoo.com, 29th May 2003

Kizoom

(in association with Network Rail)

Application

Travel and location information for mobile users in London

Application description

Designed by Kizoom, this mobile supported platform enables mobile phone users to connect to their system and check information on public transport in London. By using positional data, the system can supply mobile users with the location of nearby amenities such as restaurants, timetables or local transport links.

Benefits

This application allows mobile phone users to find out where they are and details of local amenities and travel. The platform can access a wide range of information and response is quick, efficient and can be tailored to suit individual requirements.

Contact

Kizoom

Source

www.e-consultancy.com, February 2003

North Wales Police (NWP)

Application
Windows Powered Pocket PCs with Bluetooth/GPRS-enabled mobile phones

Application description
North Wales Police prefer to keep their officers on the street fighting crime rather than performing office-based administrative tasks, or engaging in unnecessary time consuming travel. Using Microsoft's Mobile Workplace solution, they equipped 107 officers with Pocket PCs and Bluetooth/GRPS-enabled mobile phones. This allows the officers to access their email, calendar and other important data and applications via their Pocket PCs.

Benefits
There are many benefits to the system employed by the NWP: the delivery of time-critical information increasing speed and efficiency; time saved on travel between offices to obtain work; increased visibility in the community due to the time saved on office administration and travelling. Officers have more time to respond quickly to incidents and needs, giving a boost to relations between the police and the community. The initial trial of 107 officers will be increased to 300 with a final goal of equipping at least 1,500 officers with the system.

Geoff Bradley, IT director, NWP, captured the feelings of NWP, saying, "This (application) saves time which they can spend in the field doing front line police work instead of travelling back to the police station and spending time there accessing information……..This has a positive effect on efficiency……and effectiveness."

Contact
Geoff Bradley, IT Director, NWP

Source
www.microsoft.com, 22nd May 2003

UK Food Standards Agency

Application
SMS alerts for Food Enforcement Officers

Application description
The UK Food Standards Agency has introduced a pilot scheme where Food Enforcement Officers in the field are alerted to new hazard warnings via SMS alerts delivered to their mobile phones.

Benefits
Officers interviewed said that they preferred the SMS text alert to faxes or other electronic messaging saying that it made the job easier and increased their efficiency, allowing them to attend more cases. The UK Food Standards Agency has reported a rise in food hazard warnings since the beginning of the pilot.

Contact
UK Food Standards Agency

Source
www.xiam.com, Issue #51 - 21st May 2003

South Manchester University Hospital

Application
SMS service for patients for test results and health checks

Application description
Dr Badal Pal, consultant rheumatologist at South Manchester University is using SMS text messaging in a bid to cut waiting times for patients expecting medical results. By sending a text message to Dr Pal giving their name and date of birth for identification, patients can receive this information by return, saving weeks of waiting. Patients can also receive reminders for regular check-ups or new appointments.

Benefits
Dr Pal believes that this kind of service is invaluable for patients as it dramatically reduces waiting times for results and allows him access to a greater number of his patients at any time. One patient was even able to text Dr Pal from Thailand. Since April 2003, Dr Pal has extended the service by integrating the system with his PC, allowing him to receive messages directly to his terminal at work.

Dr Pal, commenting on the BBC's Go Digital programme, pinpointed the value of this service, "This type of technology can be used to improve access to specialist advice particularly in rural areas or the developing world."

Contact
Dr Badal Pal, Consultant Rheumatologist, South Manchester Hospital

Source
www.bbc.co.uk, 25th March 2003

Lancashire Ambulance Service NHS Trust, Blackpool Victoria Hospital

Application

The HECTOR project (1995) linking ambulance and hospital via mobile technology

Application description

Two ambulances were equipped with ECG monitoring equipment and video cameras linked by mobile phone to the A&E department of Blackpool Victoria Hospital, allowing the transmissions of visuals and data between hospital and ambulance.

Benefits

Cameras in the ambulance give a real time view of the accident scene and patient vital signs and consultants are able to communicate directly with the paramedics on the ground via an audio link. When the patient arrives at the hospital, the consultant is already fully briefed on the patient's condition and is able to commence treatment immediately, saving vital minutes. The service has been in operation since 1995, one of the earliest examples of the use of mobile technology in public service.

Contact

Mr G Curry, Project Co-ordinator

Source

www.tis.port.ac.uk, 1998

WMAS

(West Midlands Ambulance Service)

Application

Using mobile technology to transmit data on patients suffering from chest pain

Application description

This system allows the pre-hospital triage of patients suffering from chest pain by using twelve-lead EECs and assessment forms transmitted from the ambulance to New Cross CCU or A&E while in transit. This reduces the time between the initial call and the use of a needle on the patient to less than sixty minutes. The project uses the Ortivus Mobined Patient Informatics Unit with integrated SIM cards linked to Ortivus Hospital workstations.

Benefits

The system provided WMAS with a quick and efficient means of getting patients directly into CCU and thrombalysed immediately on arrival. It reduces the chance of death from heart-related problems and allows patients to be treated in their home, in the ambulance and at hospital with cost savings to the Health Service.

Contact

Steve Edwards – Project Co-ordinator

Source

www.teis.nhs.uk

University of Orleans (France)

in association with Brunel University (UK), Trousseau Hospital – Tours University (France)

Application

The OTHELLO Project – a portable ultrasound probe holder robotic system

Application description

This system uses a probe holder robot, which is design to exactly replicate a clinician's hand movements, allowing it to be used by less experienced technicians at a remote base. Clinical data access or image transfer at 56K bps from the field is achieved by using a terrestrial link (ISDN, GRPS), 2.5 and 3G mobile and a mobile communication system plus antenna.

Benefits

The quality of ultrasound examinations depends on the operator's skill and many health centres do not have this level of expertise. OTHELLO is a portable ultrasound probe holder robotic system that can be controlled by a trained operator anywhere in the world, reproducing the expert's hand movement. The system is able to send good quality images to the expert site where 'force feedback' allows the remote expert to control the robot. The system brings access to a high quality ultrasound service to a great number of people, at a lower cost per patient.

Contact

Mr Pierre Vieyres, Project Co-ordinator, University of Orleans (France)

Source

www.tis.port.ac.uk, January 2002

National Library Board

Application
Mobile service via SMS

Application description
The NLB in Singapore has introduced an SMS system for members that allows them to manage their library account anytime, anywhere. Members can also obtain a loan, check overdue items and outstanding fees or fine, verify a pre-paid account balance, review library items, pay outstanding fees/fines and also receive reminders to return library books due for renewal.

Benefits
This application brings cost savings and increased efficiency. Library staff can cut the amount of time they spend sending out expensive reminders and chasing overdue books and it should help members cut the number of fines they incur. In addition, it is hoped that by making the system more customer-friendly, it will improve the image of the library and the services it supplies to the community.

Contact
National Library Board

Source
www.lib.gov.sg

Federal Bureau of Criminal Investigation

(Germany)

Application

SMS alerts to help local police

Application description

German police are recruiting bus and taxi drivers in ten different cities to help them in their fight against crime by sending out text messages with descriptions of the people they are looking for. This system can also be used in the search for missing people or vehicles they suspect may be involved in some kind of criminal activity.

Benefits

This scheme helps German police to resolve situations more quickly and to increase the level of collaboration with the general public. These two benefits were identified by Ulrich Kersten, President of the Federal Bureau of criminal Investigation. Mr Kersten endorsed the scheme, saying, "it increases the likelihood of solving a crime immediately after it has been committed," and such an application, "gives a new perspective to the co-operation between police and the public."

Contact

Ulrich Kersten, President of the Federal Bureau of Criminal Investigation

Source

www.ananova.com, 4th November 2002

St Thomas' Hospital

(In association with Biotronik)

Application

Smart pacemaker SMS alert system

Application description

The German firm Biotronik has developed a smart pacemaker, currently in use at St Thomas' Hospital London, which makes it possible for a heart patient's pacemaker to be linked to their doctor via a mobile phone network. If a problem is detected, the pacemaker sends an SMS message to the doctor containing in-depth information on the heart's rhythm. The doctor can then decide on a diagnosis and ask the patient to come in if required.

Benefits

This system could significantly reduce the chance of heart-related deaths of people with pacemakers. Consultant Jill Gill said, "This is one of the most important advances in pacemaker technology within the past five years."

It also represents potential savings in time and money by pre-empting false alarms through the transmission of vital heat rhythm information. Patients only have to be told to come in if they are in danger, therefore saving valuable hospital beds and time as most incidents can be treated at home with advice from their consultant.

Contact

Dr Jas Gill, Consultant, St Thomas' Hospital

Source

www.ananova.com, 10th June 2002

US Federal State & Local Law Enforcement Agencies

(in association with Nextel)

Application
MMS (picture) phones For law enforcement agents

Application description
US law enforcement agencies are arming officers with MSM phones to enable them to send images such as mug shots or pictures of missing children to fellow law enforcement personnel in the field. The phones are made by Motorola and are specifically designed for federal, state and local law enforcement agencies with features such as voice-enabled e-mail.

Benefits
By allowing pictures to be sent directly to officers and agents in the field, both Federal and local law enforcement agencies increase both efficiency and save money. The e-mail feature will further enhance the service provided as information can be transmitted directly to their phones, reducing travel and raising visibility by keeping officers in the field for longer periods.

Contact
Nextel Communications

Source
The Washington Business Journal, 12th June 2003

Kinchbus

(Leicestershire)

Application

SMS service for bus waiting times

Application description

Kinchbus, a Leicestershire-based bus operator, were the first bus company to introduce a text message service for passengers waiting for the bus. Passengers simply send a text message to Kinchbus containing the unique six-digit code specific to their bus stop. Within thirty seconds, a text message is sent back giving the location of the bus. This service works through satellite receivers installed on all buses on the 70-stop Loughborough to Shepshed bus route, allowing the company to pinpoint the bus's location.

Benefits

This system should hopefully encourage more people to use the bus by taking out the uncertainty of bus arrival times, giving passengers more accurate information and increasing the efficiency of the bus service.

Contact

Keith Shayshutt, Managing Director, Kinchbus

Source

www.ananova.com, 9th October 2002

Staffordshire Police

Application
SNAP – Say No and Phone scheme

Application description
Staffordshire police have widened the Crimestoppers initiative in an attempt to gain the co-operation of young people in the area. They encourage youngsters to use their mobile phones to phone or text in any information they may have about criminals or any criminal activity they may suspect. Of over a thousand children aged between 10-15 who were interviewed, 61% said they had been victims of burglary, 38% were afraid of teenage gangs, while 29% thought theft was the biggest concern. Furthermore, 29% confirmed they would report crime if there was a guarantee of anonymity, which Crimestoppers can ensure. As a result of this initiative, Staffordshire Police have embarked upon a 21-school tour to promote the SNAP pilot to approximately 20,000 schoolchildren within the region.

Benefits
By using text messaging, which is hugely popular with young people, the police hope to gain greater co-operation and improve the relationship between them. The scheme could also help to change the commonly held view that young people are troublesome.

Assistant Chief Constable Roger Baker commented, "Young people are not our problem – they can be our solution in cracking crime but people often demonise them, which is unfair…texting is hugely popular with young people."

Contact
Chief Superintendent Nick Howe, Staffordshire Police

Source
www.expressandstar.com, 27th September 2002

Automobile Association (AA)

Application
SMS messaging for deaf motorists

Application description
After reviewing the situation for deaf motorists and those with speech impediments, the AA identified a major concern that this section of motorists have difficulty in communicating quickly with the breakdown service. By introducing an SMS messaging system that allows these motorists to send and receive messages, the AA can prevent delays in reaching them.

Benefits
Fiona Gerhard, from the AA said, "Thousands of deaf motorists who break down often have to flag down a passer-by if they need to contact a breakdown organisation. The new system will enable them to contact us directly."

On top of this benefit, the AA will also be able to contact the emergency services if there is an urgent problem. This is an additional services offered at a relatively low cost to both the AA and deaf motorists.

Contact
Fiona Gerhard, Automobile Association

Source
www.ananova.com, 18th July 2001

BCMS

(The British Cattle Movement Service)

Application
WAP services for cattle safety

Application description
Since September 1998 the UK Government has traced the import, export, births and deaths of cattle around the UK through the British Cattle Movement Service via specially designed postcards sent in by cattle farmers. However, agricultural website Briadgrove.com has launched a new service linking into the BCMS database that speeds up the service by allowing the update of cattle numbers online. Briadgrove.com have also improved the service available to farmers by offering them a WAP service that allows them to update records while they are literally 'in the field'.

Benefits
The main benefit of extending the service is to help quickly trace the movement of UK-based livestock. This is important in preventing the spread of disease and boosting confidence in British meat at home and abroad. The WAP service speeds up the actual process of reporting any imports, exports, births and deaths of cattle at extremely low cost and raises the overall efficiency of the BCMS.

Contact
Briadgove.com

Source
ZDNet UK, 6 September 2000

MS Wireless Marketing

(In association with the Islamic Cultural Centre)

Application

SMS Muslim prayer alert service

Application description

The UK's first ever SMS prayer alert for Muslims is now fully operational. The service sends a text message to subscribers every morning before the first prayer of the day giving all the relevant prayer times for that day and a different daily quotation from the Koran. A number of UK-based Islamic charities are supporting the scheme, adding significance and visibility to the service, which is aimed at capturing a large portion of the two million Muslims living in Britain.

Benefits

Saadi Hussain of MS Wireless Marketing describes the benefit of the service: "With more than two million Muslims in the UK this is an excellent service for this who wish to receive valuable Islamic information and donate to good causes at the same time."

Contact

Saadi Hussain of MS Wireless Marketing

Source

www.text.it

OY PLUSDIAL

(in association with Helsinki City Transport's underground, tram and ferry services)

Application
SMS Ticketing

Application description

Mobile phone users in Finland can now purchase underground, tram and ferry tickets using the SMS feature of their mobile phones. The cost of a ticket is E1.40, which is 30% cheaper than one purchased from a driver and is invoiced to the mobile operator who adds it to the phone bill. Once an order has been sent via SMS to the service number, a ticket is sent back in the form of a text message containing a code.

Benefits

Oy Plusdial's system is beneficial to both consumers and service providers. For consumers, this system is faster and cheaper as you can pre-order a ticket while on the move and save 30% on the price. Buying a ticket is easier, the service is more efficient and there is evidence of a 30% rise in daily SMS tickets purchased over the summer months. By investing a small amount in increasing access to transport, there can be short and long term rewards as well as an improvement in the transport companies' public image.

Jarmo Riikonen, Chief Tariff Planner of Helsinki City Transport, summed up the effects of SMS ticketing, "More and more customers want to buy an adult single ticket, which can be purchased in advance by mobile phone. This summer, the strongest increasing sales have been in SMS tickets."

Contact

Jarmo Riikonen, Chief Tariff Planner, Helsinki City Transport

Source

www.europemedia.net, 26th August 2002

Super Express
(Poland)

Application
SMS contraception service

Application description
Women in Poland are signing up for a text messaging service that notifies them via their mobile phone when they are likely to be ovulating and reminds them not to have sex. Women are asked to give personal details, their mobile phone number and details of their menstrual cycle. They receive three messages per month informing them which days they are more likely to be fertile and to abstain from sex. The service has received widespread support from the government who are seeking to foster responsible sexual practice.

Benefits
Because 90% of the population of Poland is Roman Catholic, the rhythm method of contraception is heavily favoured and this service has the support of a large proportion of the church and government authorities. It is hoped that the service will promote the notion of responsible attitudes to sex to a larger and wider ranging section of the general public and reduce the number of teenage pregnancies.

Contact
The Super Express (Poland)

Source
www.ananova.com, 6th February 2002

British Royal Navy

Application
SMS Recruitment

Application description
The Royal Navy joined the text message revolution when they decided to use it to communicate with potential recruits. In a bid to increase the size of their force, the Royal Navy sent messages via SMS to the mobile phones of thousands of young people inviting them to tour ships and attend career days.

Benefits
This type of recruitment gives the Royal Navy a greater breadth of access to their target audience, as around 95% of young people aged between 16-24 own a mobile phone. This section of the population is the most likely to enter into the Royal Navy's ranks and almost all of them use their text messaging service. SMS text messaging is cheaper than a postal campaign and is more visible than a billboard or TV advertising.

Contact
The Royal Navy

Source
www.xiam.com, 6th February 2002

Tesjobs

(In association with O2 and the UK's other main operators)

Application
SMS recruitment service for UK teachers

Application description
As one of the UK's leading specialist recruitment sites, Tesjobs receives over 6.6 million page impressions and on average 216,000 unique visitors every month. With such impressive statistics, Tesjobs wanted to offer the best possible service to their clients, especially as teachers often have limited time in which to undertake job searching. By using mobile technology, Tesjobs sent SMS alerts about employment opportunities direct to their members' mobile phones. Teachers wanting to register for the service give their mobile phone details when they sign up.

Benefits
This service helps teachers by giving them a faster and more efficient service. With so many schools facing unfilled vacancies, it makes it easier for teachers to find out about the jobs that are advertised. By accessing the SMS service, teachers will receive notification of any jobs that may interest them without having to log onto the internet. Teachers have better access to potential opportunities and this initiative could help education services in the drive to recover teacher numbers.

Patrick Roberts, Advertisement Director of Tesjobs, stated, "Almost 25,000 of the 216,000 unique visitors to tesjobs.co.uk each month have signed up for our email alert service and so the potential for SMS is huge. We see the expansion of SMS as part of our continuing drive to provide the best value and service to both our advertisers and jobseekers."

Contact
Patrick Roberts, Advertisement Director, Tesjobs.co.uk

Source
www.tesjobs.co.uk

Zappybaby
(Germany)

Application
SMS conception service

Application description
Hopeful mothers in Germany are signing up to the first SMS conception service that lets them know via their mobile phone which period of the month has the highest probability of leading to a successful pregnancy. The service works by sending them one or two SMS messages in the month advising them of the days when they are most likely to be fertile. Women need only enter some brief personal details to sign-up for the service.

Benefits
This service should lead to a greater number of planned natural conceptions as users will know the exact time of the month they are ovulating. Women will also in future be able to sign-up to use the system as a contraception service as well as a conception service.

Contact
Zappybaby (Germany)

Source
www.xiam.com, 22nd June 2001

Applied Generics

Application
Using mobile phone signals to monitor traffic patterns

Application description
A new system offers the motorist an accurate picture of traffic conditions using their mobile phone signals to detect whether particular roads are heavily congested. Developed by Scottish firm, Applied Generics, the specifically made program can locate traffic events to within 250 metres and can construct a detailed picture of users' routes and speeds by collating hundreds of thousands of movements between different base stations. The information is collated from the signal that phones continue to emit even when on standby. Emergency services can also use this information to find incidents using the location-deciphering program to accurately pinpoint a location.

Benefits
Motorists and the emergency services stand to benefit from this system, particularly when there is no-one present at the scene of an incident to relay any information. For the motorist, this service will offer detailed information on possible traffic congestion at any point within the UK mobile phone network. The system does not need an expensive infrastructure since it simply reads the mobile phone signals emitted to existing base stations.

Contact
Joe Dixon, Applied Generics

Source
www.ananova.com, 13th June 2002

CSIRO

Commonwealth Scientific and Industrial Research Organisation (in conjunction with MY-phone)

Application
Virtual parking facility for mobile phone users

Application description
CSIRO have developed a new payment method for motorists parking in the Canberra area. Customers can register their mobile phone and vehicle details online via a specifically designed website that also allows them to pre-pay their parking fees via credit/debit card and verify their account balance or parking history. To pay for parking, motorists call the number displayed at their chosen car park, once upon entry and again when exiting. An SMS message is sent to the motorist to confirm the initiation and termination of their parking fees and to advise them of their current account balance and the cost of parking. Parking inspectors can view vehicles authorised to park in a particular area by accessing a list of validated vehicles via a WAP phone or handheld device.

Benefits
Dr Ken Taylor, CSIRO Mobile Monitoring and Control Research Leader said, "Unlike similar services that require parking it is completely virtual. To provide the service, car parks don't need to have any physical infrastructure other than a sign that tells people what number to call." Customers also benefit from an improved payment system for parking that gives wider access, faster processing of parking fees and an easier method of payment.

Contact
Dr Ken Taylor, CSIRO Mobile Monitoring and Control Research Leader

Source
www.ispwatch.com.au, 21st November 2002

The Compliance Service

(Cape Town, South Africa)

Application

Using SMS technology for tuberculosis treatment

Application description

After his mother contracted tuberculosis, Dr David Green became increasingly frustrated as she constantly forgot to take her medication for hypertension. So he started sending her text message reminders. It worked and Dr Green wondered if this system could be successful on a larger scale. Healthcare authorities were initially concerned that access via mobile phones was not high enough to make the system viable. However, Dr Green successfully proved that at least 50% of people on the Cape Peninsula have access to a mobile phone and, at the clinic where he ran his SMS pilot, access was considerably higher at 71%.

Dr Green could see the potential of using SMS reminders for patients who have to follow a rigorously strict programme of drug-intake comprising four tablets, five times a week for six months. Initially, patients were sent a standard SMS stating, 'Take your Rifafour now', however, patients complained that the messages were boring, so Dr Green started to incorporate jokes and lifestyles tips and now has a database of over 800 messages that change on a daily basis.

Benefits

While previously patients often used to forget to take their medication, only one treatment failure occurred out of a group of 138 during the trial carried out by Dr Green. The cost to the city was low, with Dr Green charging the city of Cape Town, R11.80 (approx. £1) per patient per month to send out these messages. The World Health Organisation cited the project as a prime example of 'international best practice'. The City Council of Cape Town now plans to extend this project to other city clinics where access to mobile phones is also high. Patients have a greater chance of recovery if they religiously follow their medication regime and the cost to the health service is reduced.

Contact

Dr David Green, The Compliance Service

Source

www.stopb.org, 23rd January 2001

Staffordshire Crimestoppers

Application
SMS reporting of crime at the V2003 Festival

Application description
In the first venture of its kind, Staffordshire Crimestoppers ran an initiative at the V2003 Festival that allowed revellers to text message police anonymously with information about possible criminal activities. With almost 95% of 16-25 year olds using a mobile phone, Staffordshire Police identified SMS as the most obvious choice for communication between themselves and the festival-goers.

Benefits
The police openly embraced the initiative, realising it would give them wider access to the 80,000 attendees at this year's festival. Detective Constable Marie Hyden said officers hoped the service would act as a bridge between them and the numerous fans visiting the festival. She went on to comment on the advantages for the people at the event as well, saying, "Most festival-goers don't want their weekend interrupted by having to report things to the police… We understand this but still want their information and Crimestoppers gives them that one-stop shop."

Contact
Detective Constable Marie Hyden, Staffordshire Police

Source
www.ananova.com, 16th August 2003

Irish Ferries

Application
SMS service for ferry sailings

Application description
Irish Ferries have developed the first text messaging service for customers advising them when ferries are subject to delays and cancellation during periods of high winds and adverse weather conditions. Customers register their mobile details when they make a reservation and this is logged on the company's database, which sends them an automatic alert if there are any unforeseen problems with the sailing.

Benefits
Customers receive advance warning of any possible delays or cancellations even though they may be in a different part of the country, or on the move. The company benefits as it is able to provide a broader-ranging service to customers within a similar cost budget. A company spokesman referred to this when he said, "The service has already proven to be most effective in reaching motorists who may be driving through Ireland, the UK or Continental Europe."

Contact
Irish Ferries

Source
The Belfast Telegraph, 9th November 2002

Amsterdam Fire Service

Application
SMS messages for the deaf

Application description
In the event of a disaster or crisis, fire fighters in Amsterdam can now send SMS text messages to the deaf and hard of hearing. The SMS messages are sent out at the same time as the city's disaster alert siren and messages will read, "Go inside and close doors and windows". The Amsterdam pilot started in June 2001 and, if the trial proves successful, will be extended to the whole nation.

Benefits
The deaf or hard of hearing have welcomed the scheme and feel secure in the knowledge that a warning would reach them in the event of a disaster or crisis. As this would only be activated in the event of a disaster, the fire service has a reliable and relatively inexpensive method of reaching a wider number of people and hopefully saving lives.

Contact
Amsterdam Fire Service

Sverige i Europa -SiE

(Sweden in Europe)

Application

MMS to promote 'Yes' side in Swedish Euro vote

Application description

Funded by the Confederation of Swedish Enterprises, the free-of-charge service to promote the 'Yes' side in the Swedish Euro vote was launched on SiE's website. The services allowed users to send Sweden-themed MMS animation and screen savers, such as Dala Horses, to friends, family and associates.

Benefits

Per Holmkvist, Vice President of Bluefactory Studios, pronounced, "The entry of MMS definitively means that mobile marketing is here to stay. MMS gives any company or organisation better symbolisation possibilities than SMS, using pictures and sound, which is important to all marketers."

The service helped expose a greater number of Swedes to the issues around the referendum and in particular, the 'Yes' side of the debate. While still reaching the same number of people as SMS messaging, it is expected that this form of marketing will have a greater impact on mobile users as it stimulates the senses of sight and sound.

Contact

Per Holmkvist, Vice President of Bluefactory Studios

Source

www.europemedia.net, 28th May 2003

The Liberal Democrat Party

(Northavon)

Application

Constituent SMS service for contacting their MP

Application description

Northavon MP Steve Webb already has an email and website service to allow local residents to air their views, so a move to text messaging was a logical progression. Mr Webb hopes that using this kind of technology will help raise his profile with young people in the area, almost all of whom own some kind of mobile device. The scheme had initially been designed for the village of Charfield in Gloucestershire, however, after receiving a very positive response, Mr Webb felt it would be sensible to widen it to the whole constituency. Mr Webb also encourages constituents who send messages to leave their name and address, so that he can canvas constituency views whenever necessary.

Benefits

The benefits of introducing this technology to his constituents are already being seen by Mr Webb as a way to engage more voters. Mr Webb feels that with wider range of methods at his disposal to interact with his constituents he can do a better job of representing the views of local residents and combat the growing problem of voter apathy. All of this is relatively low-cost to both party and constituents as there is no need for additional software or infrastructure. As a consequence, the only cost involved is that incurred when sending a message plus the cost of a new phone for the sole purpose of receiving constituent opinions.

However, widening the breadth of access for constituents was the main issue Mr Webb was keen to highlight when he spoke. "We are told that people do not feel involved in politics, and that this is part of the reason for low voter turnout, especially among young people… I think it is vital therefore that MPs make it easier for people to get in touch with them in ways that suit the public."

Contact

Steve Webb, Liberal Democrat MP, Northavon

Source

www.ananova.com, 20th March 2002

Stockholm Police

Application
Use of cell phones to help abused women in Stockholm

Application description
Women at risk of violent attacks will soon have the added security of mobile phones that at the press of a button can alert police and simultaneously provide their location. Approximately one hundred women from Stockholm whose lives police believe to be in constant danger will be given mobile phones that use GPS satellite technology to track their whereabouts. The phones can find a person to within five to ten metres of their exact location and will have two buttons, one connected to a police alarm centre and one smaller button that can be programmed to call a person nominated by the user. Although the pilot will only focus on women living in and around Stockholm, the phones will be traceable throughout the whole of Sweden.

Benefits
Women issued with these phones will be secure in the knowledge that the Stockholm police are in a position to respond quickly and hopefully prevent violence. If this trial proves successful, the scheme may be rolled out nationwide by other police forces in Sweden. Stockholm Police Inspector Leif Lingbert, said, "These are for women who, for example, risk serious abuse from violent ex-husbands who have ignored restraining orders against them."

Contact
Leif Lingbert, Stockholm Police Inspector

Source
www.iol.co.za, 16th June 2003

Head Porter Ltd

(in association with the National Union Students)

Application

Lecture alerts and exam updates by SMS

Application description

This SMS information service has been set up at fifty universities and colleges across the UK to inform students of union promotions and events in real-time. By simply subscribing to the Union's SMS service, students can now receive exam updates, promotional offers though their union and lecture alerts. The service has been developed to allow students complete autonomy to select electronic vouchers via text and email on anything from food and drink to nightclubs and travel.

Benefits

This service offers students an array of alerts and services and operates on the basis of revenue split, passing on a large percentage of income from campaigns to the student unions, thereby generating income for both the company and its affiliated university unions. All parties are set to benefit from the scheme.

Contact

Dr Simon Strojan, Founder of Head Porter Ltd

Source

www.textually.org, 15th August 2003

Fife Council

Application
SMS messages for late rental payments

Application description
Fife Council has launched a scheme where a text message reminder is sent out to tenants who fall behind with their rent. Slow payers receive a text message reading, 'Please contact your officer regarding your rent arrears' and the message also includes a local office number for tenants to call. The project was set up in the towns of Kirkcaldy and Cardenden and involved sending texts to 200 tenants who had fallen behind with their payments.

Benefits
According to Fife Council, half of the people who were contacted on their mobile phones responded to the message compared with only a quarter of those who were sent postal reminders. The local authority is currently owed £2.7 million in unpaid rent and in the past year they have managed to retrieve over £500,000. Housing manager Raymond Man enthusiastically endorsed the scheme, saying, "Some tenants, mainly younger people, are more accustomed to dealing with phone calls and texts than official letters. We're saying to tenants if you have a problem paying your rent please get in touch so that we can help. After receiving texts, a number of people have made arrangements to pay."

Contact
Raymond Mann, Fife Council Housing Manager

Source
www.ananova.com, 27th January 2003

The Met Office

Application
Weather forecasts delivered via SMS or WAP

Application description
The Met Office has set up a service that allows mobile phone users to access detailed weather information by visiting the WAP site of the Met Office and registering for updates. These updates are always specific to an exact location both on land and at sea and include gale warnings, inshore water updates, shipping forecasts and sea area forecasts. Users can also receive SMS messages – the cost is automatically deducted from the mobile bill or airtime voucher. There is also the facility to receive five-day forecasts for any UK postcode or world city destination.

Benefits
This will help to raise the profile of the Met Office, especially if they can provide accurate forecasts. It will also generate extra revenue and provide an improved service to those in need of weather forecasts on the move. Users of the service will benefit from being able to find out weather forecasts as and when they need them rather than having to wait for the news or log onto the internet from a fixed line.

Contact
The Met Office

Source
www.met-office.gov.uk, 2003

DoIT

(Department of Industry and Technology – Western Australian Government)

Application
Fuel information via SMS

Application description
The Department of Industry and Technology (DoIT) and the Western Australian Government's FuelWatch service have introduced a new service for motorists. By sending a simple text message to FuelWatch, motorists can receive information on the best fuel prices in their chosen area and also advanced warning of any price spikes that may be looming. In a bid to assess SMS as a new communications technology for the delivery of government services, the Department of Consumer and Employment Protection, which manages FuelWatch, has been participating in DoIT's pilot program as well as a host of other projects designed to aid the analysis process.

Benefits
DoIT have estimated that the average motorist can save over $100 a year in fuel costs by regularly using this information, as fuel prices at service stations located only a few hundred metres apart can vary by 10 cents/litre or even more. As a message to FuelWatch costs 22 cents, there are significant advantages for motorists who sign up for the alerts. DoIT will also be able to recoup some of their capital outlay from the cost of sending a message to their service. If enough subscribers sign up for the system the information provided to the motorist should force service stations to revise their prices in line with each other.

Contact
FuelWatch

Source
Government of Western Australia Contracting Information Bulletin Board

Dubai Traffic Department

Application
SMS messages to request drivers to obey the Highway Code

Application description
Dubai Police Traffic Engineering Department estimate that during the first part of 2002, the number of traffic accidents was 336, which is an increase on the previous two years (251 and 214 for the years 2001 and 2000 respectively). As part of an awareness campaign, 'Safety on Highways', Police in Dubai send short messages to drivers' mobile phones telling them to follow lane discipline when on the highway.

Benefits
This campaign hopes to bring down the number of deaths and accidents that have been steadily rising over the last two years. Using SMS text messaging enables the police to reach a greater number of people when combined with the radio broadcasts that are already used.

Contact
Major Jamal Mohammed Al Banai, Head of Highways Section, Dubai Traffic Department

Source
The Gulf News, 13th October 2002

[O2 does not advise drivers to use handheld devices while driving. In many jurisdictions, this is against the law.]

UCAS

(Universities and Colleges Admissions Service)

Application

WAP for monitoring the university admissions clearing process

Application description

Students looking for university courses via the clearing process can track offers using their mobile phones. In an effort to give students as much access to their services as possible, UCAS is making their Online Applicant Enquiries Service available to phone handsets with WAP capabilities. Students now have the choice of using a range of different methods when monitoring their progress as they can either log on to the UCAS website using a landline or their mobile phone. As 43,000 students found places through clearing, UCAS thought it made sense to offer alternative means for checking progress.

Benefits

Students benefit from being able to utilise a selection of monitoring methods when checking their clearing offers. This service offers not just wider access but greater speed for checking offers as it is possible to log straight onto UCAS WAP site and check the level of progress made in any applications. The main benefit is giving students a wider access, as Tony Higgins, UCAS Chief Executive observed. "Last year, more than 43,000 people found places through clearing. By offering traditional helplines with the latest web and WAP technology, UCAS is increasing the ways that applicants can access official clearing information and advice."

Contact

Tony Higgins, UCAS Chief Executive

Source

www.ananova.com, 11th August 2002

Hong Kong Department of Health

(in association with Sunday Communications)

Application
Location-based SMS service warning of SARS hot spots

Application description
The Hong Kong Department of Health and the Hong Kong-based telco, Sunday Communications, opted for using a location-based SMS service in attempts to contain the SARS (Severe Acute Respiratory Syndrome) epidemic. When users dialled a number to access information posted by the Department of Health, they were given the option to subscribe to the SARS location alerts. This service posted an alert whenever they were within a kilometre of a building where there had been cases of infection. There was no charge for each SMS request but normal airtime charges for location-based alerts were applied. Sunday Communications also agreed to donate mobile services to SARS patients.

Benefits
The service was able to alert users to the possible danger of contracting the disease by warning them of their proximity to areas or buildings where SARS had been detected. By having increased direct access to people, the Department of Health was able to help prevent the disease from spreading and help Hong Kong function as normally as possible during this terrifying epidemic.

As Bruce Hicks, Group Managing Director, Sunday Communications commented, "With the dial of a few digits, subscribers can quickly get the peace of mind they need to go about their everyday lives."

Contact
Bruce Hicks, Group Managing Director, Sunday Communications

Source
www.silicon.com, 22nd April 2003

Norwegian Inland Revenue

Application
Tax form submission via SMS

Application description
The Norwegian Inland Revenue was the first in the world to offer the facility of SMS tax returns. Since over 1.5 million Norwegian taxpayers returned their forms unchanged last year, the Inland Revenue made the decision that both parties could benefit from the introduction of SMS tax returns. The system only works for those who have no changes to make to the form they receive in the post allowing them to send a text message with a code word, their identity and a pin code instead of returning the whole form.

Benefits
This system helps taxpayers who have no changes to make to their tax forms. It speeds up the processing of tax returns as SMS is far quicker than returning tax returns via post and saves the Inland Revenue and taxpayers the cost of postage. It not only provides an increase in the efficiency of the tax returns procedure but also enables the Norwegian Inland Revenue to widen the methods available to taxpayers and save money in the process. Taxpayers who have no changes have access to a simple and quick method of returning their forms.

Contact
Lise Halvorsen, Norwegian Inland Revenue

Source
www.ananova.com, 3rd April 2003

The Bradford Hospitals NHS Trust

Application
Mobile.Net Application (use of handheld devices to order supplies online)

Application description
Providing healthcare for Bradford's population includes caring for 300,000 outpatients, 100,000 inpatients and 110,000 casualties per year. The Bradford Hospitals NHS Trust employs over 4,000 staff and has an annual turnover of £150 million. Having seen the benefits of an online ordering system available to users of handheld devices, the Bradford Hospitals NHS Trust have issued staff with Pocket PCs that allow them to order supplies wherever they are within the hospital. The application, named Wander, was constructed by KPMG Consulting and Hewlett-Packard using Microsoft technologies. Over 540 devices work with 40 base stations in the hospitals' 33 wards, clinics and theatres.

Benefits
Lord Hunt, a government minister for health, cited the Purchasing and Supplies Agency and the NHS Logistics Authority. "The use of mobile commerce is making further developments possible and I believe that there are considerable benefits to be gleaned from using this new technology." His comments were prompted by the results of the scheme, particularly in the significant amount of time that has been saved. Wander will free up valuable nursing time in Bradford equivalent to an extra twenty-five full-time staff and patient care will improve.

Rose Stephens, Chief Nurse and Director of Services Bradford Hospitals NHS Trust, said, "Product purchasing compliance will not only lead to tens of thousands of pounds of savings for the Trust, but, more importantly, it will lead to a reduction in clinical risk."

Contact
Rose Stephens, Chief Nurse and Director of Services Bradford Hospitals NHS Trust

Source
ZD Net UK, 30th July 2002

Crown Prosecution Service

Application
(Exhibit) - Text messaging for trial witnesses

Application description
Chelmsford Crown Court has designed a pilot project to save taxpayers' money by reducing the time wasted in trials. Witnesses are kept informed of proceedings within the court by SMS text messages to their mobile phones, such as, 'Jury is sworn in' or 'Prosecution has started'. Other parties involved in the trial such as lawyers, probation officers, police, prisons and Victim Support will also be able to register for this service, which will be piloted at Chelmsford for six months, extending to Basildon and Southend before the end of the Chelmsford pilot.

Benefits
Over a quarter of Crown Court hearings (costing £8,800 per day) are cancelled without prior notice, with non-appearance by witnesses accounting for over 25% of such cancellations. This service should lead to a reduction in time wasted during trials and save a significant amount of taxpayers' money. This should improve the efficiency of the CPS and reduce overall costs within the service. Witnesses can save time by using the SMS service rather than having to wait at the courthouse.

Contact
The Crown Prosecution Service

Source
www.ananova.com

The Learning and Skills Council, London

Application
SMS messaging to encourage young people to continue in education

Application description
In a drive to encourage more young people to continue in higher education, the Learning and Skills Council in Central London sent SMS messages to 45,000 students between the ages of 15 and 18. Co-ordinating radio and print advertising campaigns also called on young people to consider the opportunity of higher education. As an incentive, students were able to claim a free dance music CD In exchange for requesting additional information on available courses.

Benefits
This was the first instance of the government using SMS to get public information messages across to the right audience. The response rate of approximately 20% showed that text messaging is an effective way of focussing people's attention. Young people who do not know about the opportunities afforded them via higher education are the main beneficiaries of this project and, long term, the economy should benefit from a better skilled, more knowledgeable workforce. Kofi Dwinfor, head of marketing at the Learning & Skills Council, said: "Text messaging is the perfect way to inform our core audience of students."

Contact
Kofi Dwinfor, Head of Marketing, Learning & Skills Council

Source
www.ananova.com, 24th July 2001

BLF

(The British Lung Foundation)

Application

SMS alerts on the dangers of cannabis use

Application description

The BLF published a report in November warning that smoking cannabis can be as dangerous and harmful to the lungs as smoking tobacco. With people as young as 30 waiting for lung transplants due to heavy use of cannabis, the BLF fears there could be another generation of people afflicted with smoking-related lung disease replicating the situation in the 1950s.

During March 2003, the BLF sent over 30,000 messages to approximately 5,000 young people in Brighton, London, Cardiff, Glasgow, Belfast and Norfolk to raise awareness of the dangers of smoking cannabis. With messages reading, "do u think cannabis is as bad 4 ur lungs as tobacco?" recipients of the messages are encouraged to respond so that the BLF can get an idea of how many people actually realise the dangers of smoking cannabis.

Benefits

The main objective of this scheme is to try and reduce the number of people suffering from lung-related disease by raising awareness and getting young people thinking consciously about the problems arising from the use of cannabis. If the BLF can make an impact, the heath service and taxpayers will benefit from a reduction in the number of people suffering smoking-related lung disease, which is a heavy burden on the NHS.

Contact

Dame Helena Shovelton, Chief Executive, The BLF

Source

www.health-news.co.uk, 3rd March 2003

Derbyshire County Council

Application
The Buzz – SMS soap opera designed to aid learning amongst child mobile users

Application description
The Buzz is the SMS soap opera based on two Derbyshire teenagers developed by TV scriptwriters from Eastenders, The Bill and Casualty with local school children from Belpher Secondary School in Derbyshire. Relevant issues such as exams, homework and careers were chosen to feature in the plot, with the pupils creating biographies for the main characters and advising on the type of text language that should be used. The messages were delivered free but out of school hours, to members of the council's 'b-line' discount scheme for 11 to 18 year-olds.

Benefits
As text messaging is highly popular with young mobile users, Derbyshire County Council saw this as an ideal opportunity to broaden their access to young people in their efforts to promote learning resources and responsible studying. With access to a network of 54,000 young mobile users, the scheme should help students in gaining better results in their exams by raising awareness of good academic practice for teenagers. Long term, such schemes should have an impact on the future of the country, as a better-educated workforce has important consequences for the UK economy.

Contact
Derbyshire County Council

Source
news.bbc.co.uk, 7th May 2002

Birmingham Fire Service

Application
SMS deterrent against hoax calls

Application description
After dealing with a number of hoax calls from mobile phones, fire fighters in Birmingham came up with a novel method for deterring these calls by sending them a text message that reads, "U have made a hoax call 2 emergency services. If U do it again U will B cut off."

Benefits
Highgate Fire Station Commander Malcolm Westwood came up with the idea and said that no one caught has re-offended and some people have even sent back messages apologising. The scheme has been so successful in one area of the city that the number of malicious calls has been reduced from 50 per month to just 3 per month. Fire brigades and service providers around the country are now looking at the scheme.

Commander Westwood said, "We did not want to expose fire fighters or control room staff to abuse by telephoning the hoax callers so texting them has been a great idea…Since we started, the number of (hoax) calls has dropped."

Contact
Birmingham Fire Service

Source
www.ananova.com, 16th July 2001

Voice Connect

Application
SMS truancy alerts

Application description
During the 2001-2002 academic year, schools across England used SMS text messaging to try to combat the national problem of spiralling truancy rates. From September 2001 to September 2002, England saw a 25% rise in the number of secondary school truants as figures jumped to 566,000. This situation led some schools to adopt a pioneering new scheme for alerting parents to possible truancy. The unified messaging company, Voice Connect, offers an 'Informer for Schools' system that enables the school to send a text message, email or voice message to parents the moment their child's absence becomes apparent.

Benefits
A survey of 50 schools affiliated with the 'Informer for Schools' scheme found that it took only 25 minutes instead of five hours to contact all parents of absent children. Truancy rates dropped by 2% and the schools spent less time trying to reach parents, with a positive effect on schools, pupils and parents.

Contact
Stefan Olsberg, Managing Director, Voice Connect

Source
www.silicon.com, 28th May 2003

Learning and Skills Development Agency

Application
The m-learning project

Application description
The teaching of basic skills using mobile phones and handheld computers is advocated by co-ordinators of the m-learning project, which has been designed for a generation of young people turned off by traditional education. Backed by the EU and running in the UK, Italy and Sweden, the project seeks to discover how mobile devices can be used to teach basic numeracy and literacy skills to young adults who have dropped out of the education system. Cambridge Training and Development have developed a range of learning materials for use on handheld computers and/or mobile phones. In one example, young people who do not speak English can learn how to use the telephone for a range of tasks by working through simulations of various situations.

Benefits
While not seeking to replace traditional forms of education, the m-project shows its participants that learning can be fun and very useful in life rather than a hindrance to pleasure. The use of mobile technology in this project is most important as the privacy offered via mobile learning can help students ashamed or embarrassed by their lack of numeracy or literacy skills. As Jo Colley, m-learning project manager at Cambridge Training and Development commented, "With mobile phones you can text in answers and get instant feedback… it can be done privately and can be practiced in private too." And although the trials showed that most people prefer learning communally, there is a considerable benefit to be gained from using mobile devices as they offer an added dimension to the learning process.

Contact
Jill Attewell, Learning and Skills Development Agency

Source
www.bbc.co.uk, 2003

Knowsley Council, Merseyside

Application
Text message teaching tip

Application description
Plus One challenge is an initiative implemented by Knowsley Council to help students improve on their predicted exam results by at least one grade. Using SMS text messaging, the council sent students information and reminders, including a 'soap opera' concerning three GCSE pupils. Including revision tips, the message behind the text drama is that the three youngsters should curtail their social activities and concentrate on their academic work. The scheme was part of a range of initiatives that include early-morning wake-up calls for persistently late pupils. A total of 60 messages were sent over a nine-week period and student who showed an improvement were offered a variety of rewards ranging from football and cinema tickets to computer games and CDs.

Benefits
Results showed that the initiative had a substantial positive effect on students' grades, with the proportion of students achieving grade A-star to C rising from 25% to 28%. Such a rise may seem fairly small but placed next to the national improvement rate of 0.5%, the increase seen at Knowsley is a great achievement at six times the national average. Schemes such as the Plus One initiative help students to reach their potential as it opens up new channels of dialogue between pupils and authorities, improves the level of service provided to students and also most importantly, encourages them to study properly. It is clear that mobile applications had a large role in assisting students to achieve such a creditable rise in their results. Steve Munby, Director of Education and Lifelong Learning, Knowsley Council, was keen to raise this point, saying: "There a few raised eyebrows at the text messaging idea but the pupils themselves really took to it and it has obviously paid dividends."

Contact
Steve Munby, Director of Education and Lifelong Learning, Knowsley Council

Source
www.ananova.com, 23rd August 2001

Loughborough Police

(in conjunction with Neighbourhood Watch)

Application
SMS vigilance alerts

Application description
A text message scheme aimed at cutting crime in one area is being extended across Loughborough after proving to be a 'wonderful success'. Police officers send an SMS text message giving information about a variety of criminal activities to Neighbourhood Watch co-ordinators who then forward it on to their members. While users normally receive one or two messages a day, they also receive text messages confirming everything is fine during quiet periods.

Benefits
Involving the public in tackling crime is vital, with vigilance schemes such as Neighbourhood Watch, providing the police with extra sets of 'eyes and ears'. Through regular liaison, these initiatives help to build a solid relationship between the police and the general public.. The service has already proved successful in a number of cases such as spotting suspect vehicles in the area. In one instance, a neighbourhood watch member received messages concerning a suspect who lived next door. He alerted the police and the suspect was arrested.

Contact
Loughborough Police

Source
News.bbc.co.uk, 22nd April 2003

British Airways

Application
WAP check-in service

Application description
British Airways claims it is the first airline to implement a WAP system for passengers that allows them to check-in and reserve their seat via a graphical seat map on their handset. In addition, any WAP phone user will be able to verify flight availability and view up-to-the-minute flight arrivals and departures information for any British Airways flight. Subscribers to the WAP service can now check-in via their WAP phone so upon arrival at the airport they can collect their boarding pass from a self-service kiosk, leave their luggage at the fast-bag drop and then simply proceed to the boarding gate.

Benefits
The WAP service brings a host of benefits to customers as they can now avoid check-in queues, check seat availability while on the move and verify real-time departures and arrivals. British Airways have spent £12.5 million on the scheme but they expect it to be cost-effective by increasing customers' access to information and increasing check-in speeds.

Contact
Pat Gaffey, Head of e-Commerce, British Airways

Source
www.ba.com

Ministry of Defence

(Norway)

Application
SMS Recruitment

Application description
The Norwegian Ministry of Defence uses SMS messaging as an additional means of recruiting young people into their ranks. Since March 2001, the ministry has been using mobile phone text messages to attract recruits for military-training and peacekeeping duties.

Benefits
Since the campaign began, the Norwegian MoD has found that the number of responses requesting extra information has actually doubled compared to their normal method of posting coupons. The messaging service is seen to provide a cheaper, faster, more flexible and better quality service as it can reach a greater number of people and is cheaper than conventional letter-based methods.

Contact
Norwegian Ministry of Defence

Source
www.xiam.com, 27th April 2001

Connex Southeast

Application
Mobile phones for the verification of penalty-fare addresses

Application description
In an effort to reduce large-scale fare dodging on the Connex network, the company issued inspectors with mobile phones so they can quickly verify people's addresses. When an inspector finds someone without a ticket or sufficient funds for one, they record the person's details and use the mobile phone to ring through to a central database department, which can match names with addresses. If the name and address combination has not been previously recorded and the premises are residential, the inspectors can verify the details and act accordingly.

Benefits
By issuing inspectors with mobile phones, train operators can cut the amount of money lost through the non-payment of fares. The use of mobile phones also provides an added layer of security for train inspectors; something especially important in the light of increased violence against them.

Contact
Connex South-East

Source
Christian Asare, mmO2, 24th August 2003

Welsh Assembly

(Environment Department)

Application

Welsh Assembly's Intelligent Transport System

Application description

Traffic-Wales has designed a revolutionary text messaging service to warn drivers of possible problems on the M4 in South Wales. Users are asked to set up a profile of their journey on the scheme's website so they can receive notification of road congestion along the motorway once it crosses into Wales from England. The website advises drivers to check before they set off on their journey, as the service does not encourage the use of mobile phones while driving. The scheme is co-ordinated by traffic control centres in Newport and Conwy via loops in the road that measure the amount of traffic on the roads and is backed up by CCTV.

Benefits

The designers of the scheme believe it will help to reduce the amount of congestion on the M4 by getting information on congestion direct to drivers. By registering for the service, mobile phone users can also receive alerts about congestion on other major roads in Wales.

Contact

Sue Essex, Minister for the Environment

Source

News.bbc.co.uk, 7th January 2003

Ministry of the Interior

(Germany)

Application
SMS terror attack warnings

Application description
Germany is currently testing an SMS terrorist warning system for both specific areas of the community and the entire population. All that is known of the technology being used is that it is based on the satellite system launched in 2001 to strengthen civil defence warnings in the post-September 11th environment. The German Ministry of the Interior refuses to disclose what software or company they will be using for the first terrorism system in Europe but have confirmed that experts are carrying out field tests.

Benefits
Should any disaster occur, this system gives the ministry a quicker method of notifying a greater number of people than any other means available to them. it is cost-effective in relation to the number of people reached compared to the cost of using the system.

"This is a government with the times. The penetration rate of mobile phones makes SMS ideal for the warning as the alternatives – TV and radio – will not be seen or heard by people at work." Nad Nadesan, MD of Peramon Technology.

Contact
German Ministry of the Interior

Source
News.bbc.co.uk, 19th October 2001

The City of London Police

Application
SMS terrorism warnings for businesses

Application description
The City of London Police alert pager system was updated in 2001 to deal with the heightened state of alert after the terrorist attacks in New York and Washington DC on September 11th. Set up in 1993, the system has been modified to send out SMS alerts to businesses around the capital. All businesses including multinational corporations are encouraged to join the scheme, which will give them time to react quickly to security warnings or any other type of alert. The 24-hour alert service, managed by the City of London Police in conjunction with the Metropolitan Police is capable of sending messages to all users within 30 seconds of the alert being received, at a cost of only £8.25 per month.

Benefits
With the chaos caused by the September 11th terrorist attacks, it is vital that businesses can respond quickly and efficiently to any possible threat. Millions or billions of pounds can be lost if businesses are not ready. This system allows almost instant communication between police and businesses and is cheaper than any other system, including sending a message to a pager.

Contact
City of London Police

Source
www.idg.net.nz, 16th November 2001

The UK Government

Application
E-voting for local elections

Application description
Councils have been using a variety of devices, including secure websites and SMS voting, in an attempt to raise the level of participation in local elections. By the end of voting during the May 2003 local elections, approximately one in twenty people or 5% of those eligible to vote electronically had done so. For example, in Vale Royal, Cheshire, 8,098 out of a potential 95,000 votes had been cast electronically, representing around 8.5% of the constituency.

Benefits
The results from the local elections highlighted that the rise in e-voting had been larger than the rise in turnout, suggesting that while e-voting may have been responsible for all or a large degree of the rise in turnout, people who would have voted anyway appreciated the chance to vote via a more convenient method. When looking at the benefits that e-voting and in particular SMS voting may have brought, it is important to consider the effects this has on existing voters as well as those who normally abstain. Although usage varied quite considerably from about 9% in Vale Royal to 26% in Swindon, the use of other electronic forms of voting was clearly appreciated.

Contact
Office of the Deputy Prime Minister

Source
www.vnunet.com, 1st May 2003

Hong Kong Government

Application
SMS 'blanket' messaging used to allay SARS concerns

Application description
After a hoax story claiming Hong Kong was on the World Health Organisation's infected city list was posted on the Internet by a 14 year-old boy, the government of Hong Kong decided to send a 'blanket' SMS text message to six million mobile phones in an attempt to quash the rumour. The teenager copied the website design of the popular Chinese-language Ming Pao newspaper and left the report online, prompting huge anxiety concerning SARS amongst the residents of Hong Kong who besieged supermarkets and shops in order to build up food and supplies stocks. The government sent out the text message that read: "Director of Health announced at 3 pm today there is no plan to declare Hong Kong as an infected area."

Benefits
A total of sixteen people died of SARS in Hong Kong, while more than 700 people fell ill and hundreds were placed under quarantine. Hundreds of thousands of people wore surgical masks and some even feared touching elevator buttons. It was extremely important for the government to quell any additional anxiety as quickly as possible. With more than 6 million mobile phones in a city with a population of 6.7 million, SMS messaging provided the easiest method for doing this.

As Terrence Yu, a spokesman for the Commerce, Information and Technology Bureau, commented, "We wanted to get our message out as quickly as possible to allay fears."

Contact
The Hong Kong Government

Source
Guardian Unlimited, 3rd April 2003

Centrelink

(Australia)

Application
SMS messaging about job opportunities

Application description
Centrelink has introduced a new system for communicating with its young users via mobile phone text messages, which is currently being trialled in South Australia, Canberra and Bathurst. Designed for people receiving the welfare agency's Youth Allowance, the service informs the customers about appointments or advises them when they should update their details. With 78% of Centrelink's young users owning mobile phones, text messaging is the most effective method of contacting large numbers of people individually or as a group. The initial trial commenced in June 2003 with 300 students and due to word-of-mouth, it has already expanded to accommodate additional users. If this trial proves to be as successful as Centrelink expects, it may be implemented across all the welfare agency's services.

Benefits
This system is effective in helping young people find a job and also provides a cheaper means of correspondence than the more traditional methods of mailing a letter or making a phone call. Family and Community Services Minister Amanda Vanstone's spokesman said that 96% of participants in the trial were in favour of text messages because it is quicker, convenient and saves time.

Rilka Macainsh, Acting National Manager of Youth and Student Services gave the most accurate summary of the benefits of this service, saying that "text messages seemed a quicker, cheaper and more convenient way to relay information".

Contact
Rilka Macainsh, Acting National Manager of Youth and Student Services

Source
www.news.com.au, 6th August 2003

The Guardian

Application
Political alerts via SMS messaging

Application description
The Guardian newspaper offers a service that enables mobile phone users to receive text message updates on current proceedings in the House of Commons. The daily messages, which summarise the afternoon's top stories as well as predict the following day's events, are sent at 5 pm every day direct to the subscribers' mobile phones. To sign up for the service, users need only text the message 'GU POLITICS ON' to the number 82222, which activates their subscription to the message service.

Benefits
It is hoped that this service will encourage people to become more involved in the political issues that affect their lives. For the first time, people can receive updates on Commons' proceedings while they are on the move, rather than having to wait for news broadcasts on the radio or TV. The Guardian will benefit from the added revenue that this service will generate. The government and opposition politicians will gain by people being more informed on events in the Commons and involved in the politics of the country.

Contact
The Guardian

Source
Guardian Unlimited, 2003

Wessex Water

Application
Lone Worker Mobile Monitoring Solution

Application description
In the utilities sector, a considerable number of employees have to work alone 'in the field'. For Wessex Water, ensuring the safety of these workers is paramount as engineers have to work in hazardous conditions such as underground pipelines. In an effort to support these employees as much as possible, Wessex Water has introduced an award winning new system for monitoring lone workers via mobile phones.

An engineer logs on to the system by sending an SMS text message containing a site code and the expected job duration to a specific mobile number. On receiving the SMS, the system initiates a countdown. A few minutes before the countdown reaches zero, a text message is sent out requesting a response from the engineer, who can then text in a command to extend the time they expect to be on site or to confirm job completion. If there is no response from the engineer, an alert is sent to the supervisor and defined escalation procedures are invoked.

Benefits
Mobile technology is extremely effective in this application as the system operated by Wessex Water can ensure a much higher level of safety for field-workers. The use of SMS is a much cheaper alternative to a geographic positioning system and allows real-time communication with field operatives. John Wood, Sales manager for C3 mobile solutions ,the company that supplied Anglian Water with a similar scheme, was quoted as saying: "SMS is replacing an expensive geographic positioning system. It utilises one-touch dialling from the mobile phone to report the status and activities of lone workers."

Contact
Wessex Water

Source
www.timesonline.co.uk, 2003; www.xiam.com, 22nd October 2002

Bristol International Airport

Application
Text Messaging Service

Application description
Bristol International Airport offers a text messaging service to customers giving them access to information about flight delays and arrival times. The service, which is activated once people register online, can send up to three messages about any flight and is available to anyone for the cost of 50p per message. Customers can find out whether a flight is arriving more than 15 minutes before or after the scheduled time, if it has been cancelled and when it has landed.

Benefits
The airport's IT department, which pioneered the system, hopes to save customers and the airport's time, effort and costs in making and receiving telephone enquiries. Bristol Airport can increase efficiency while still allowing customers greater access to information direct to their mobile phones before setting off or on the move. Richard Moore, Bristol International Airport IT Manager, commented: "This new service is great news for our passengers. The benefit of receiving current information so easily and quickly is invaluable."

Contact
Richard Moore, Bristol International Airport IT Manager

Source
www.text.it, 6th March 2003

Medway Ports

Application
SMS Isle of Sheppey Bridge Alerts

Application description
Until 2007 when the building of a new bridge is completed, the only access to the Isle of Sheppey is via a lifting bridge. This causes a great deal of inconvenience every time the bridge has to be raised with delays of half an hour. Medway Ports decided to tackle this issue by offering a text messaging service that provides local residents and business people with information regarding the lifting times of the bridge. Commissioned in May 2003, the service will run as an initial six-month trial, with a charge of 25p per message levied to offset the service's set-up and messaging costs.

To subscribe to the service, a text message containing the word 'BRIDGE' is sent to a special number, which sends back a response asking for the preferred information service from a choice of weekends, weekdays and weekends, or both plus bank holidays. Once this information has been registered, a warning message will be sent out to the subscriber's mobile phone warning them when the bridge is going to be lifted. This service can be cancelled and reinstated according to the subscriber's needs.

Benefits
Medway Port introduced this service to help local people and businesses save money wasted through unnecessary waiting. High mobile phone availability makes the use of text messaging extremely effective because people receive warnings well in advance, allowing them to plan around the lifting of the bridge. This system is more direct and Medway Ports can be more confident that people have received notification rather than using radio or TV.

Contact
Medway Ports, 29th April 2003

Source
www.text.it, 29th April 2003

Cheshire Police

Application
Alert service for danger road

Application description
In a high-tech method of promoting road safety, Cheshire Police are using SMS text messages to warn of dangerous conditions on the A537 'Cat and Fiddle' Trans-Pennine Road. This is one of the highest roads in the UK and at 450 metres above sea level, the route is often affected by hazardous weather conditions not experienced on nearby lower roads. With this system, the police can send text messages to information boards along the road, rather than having to send out a patrol car or even messaging individual motorists.

Benefits
With the previous manual system, police had to travel to the road to close it in bad weather but with this new system a text message is sent and accepted within seconds. If the road is particularly hazardous, the police can give drivers warning of conditions and close the road much more rapidly than was possible in the past. PC Andy Atherton, Cheshire Police, said: "Previously, we would have to travel there and it could take up to an hour to have the roads closed. Obviously the quicker we can have it closed, the safer it is for the public." This new system cuts down on police time and resources trying to either close the road or notify drivers of problems while at the same time raises the level of safety offered to drivers through the quick delivery of information.

Contact
Cheshire Police

Jobcentre Plus

Application
SMS Recruitment Service

Application description
In a bid to automate the process of matching employer vacancies with jobseekers, the matching process is done automatically through a computer system. Jobcentre Plus, which manages the national network of state employment and benefits offices, plans to text the mobile phones of unemployed people with news of suitable jobs. This is all part of a drive to devote more time to those who are hardest to help into work by giving less time to those who are more capable of finding employment. Cuts of 10% of Jobcentre employees have increased pressure on remaining staff and this automated system will allow personal advisers to reduce the time spent on routine tasks and focus on moral and practical support for those facing severe barriers to employment.

Benefits
The use of text messaging as a method for transmitting important information is becoming increasingly popular as most people own a mobile phone. SMS messaging gives quick access to a greater number of people and is one of the main benefits of the Jobcentre Plus's new system. Advisers can spend more time advising and helping people rather than performing administrative tasks and give a better level of service for those people who require the most help.

Contact
David Anderson, Chief Executive, Jobcentre Plus

Source
The Financial Times, 29th July 2003

Lucent Technologies' Bell Labs

Application
Mobile phone facilitating heart and respiratory monitoring

Application description
By combining an antenna and sensor that can pick up respiratory and heart activity, researchers in the US have developed a new device that allows patients to check their breathing and heart rate via a mobile phone attachment. The device works by monitoring the microwaves transmitted by a mobile, some of which bounce back to the phone from the chest, heat and lungs of the person using it. The module picks up these signals to produce a pattern of the user's heartbeat and breathing, which can then be sent to a remote health-monitoring centre via the existing telephone network.

Benefits
It is estimated that 100 million Americans suffer from chronic health problems such as heart disease and lung disorders. Coupled with the fact that the number of elderly people is also rising, it is essential to develop applications to monitor health outside of hospitals in order to save money and reduce waiting times. This system causes less anxiety in patients as it can be used at home and can help to increase the efficiency of the healthcare sector by improving patient monitoring. It should also help cut the costs associated with on-site analysis rather than remote monitoring and diagnosis.

Contact
Lucent Technologies

Source
News.bbc.co.uk, 14th December 2003

The Government of Malta

Application
Exam results delivered via SMS

Application description
After discovering that 43% of respondents are in favour of using e-Government services via their mobile phone, the Maltese government has decided to implement a range of services that can be accessed via mobile phones. In one of the most ground-breaking schemes, 7,600 students signed up to receive their examination results via a text message. The scheme was a success, with everyone receiving the correct results quickly.

Benefits
The benefits associated with using SMS notification for exam results are: faster transmission of data; a greater level of access (due to high mobile phone ownership and SMS-usage statistics); cheaper correspondence costs and other smaller benefits. All of these factors combine to give SMS notification significant advantages over other more traditional forms of communication, which is why the Maltese government has introduced a range of other SMS-based facilities under the m-government umbrella, after seeing the success of this scheme and other similar projects. These new SMS applications include: notification of court deferral, notification for trade licence renewals, reporting of incidents to the police, low blood bank reserve notification and notification of acknowledgements and status change of customer complaints.

Contact
The Maltese Government

Source
www.160 characters.org, 4th August 2003

South Cambridgeshire Primary Care Trust

(Australia)

Application
SMS Health Service

Application description
Young people in southern Australia can now receive advice relating to sexual health, drugs, alcohol and even relationships thanks to a new SMS service currently being trialled. Implemented after youngsters gave feedback suggesting an SMS service would enable them to gain faster access to health advice, it gives responses to queries within four working days, something previously impossible with paper-based services. Originally earmarked as a trial for 11 to 16-year-olds in Melbourne and Harston, this popular scheme is already being extended to Linton and Sawston.

Benefits
Benefits derived from this scheme include: greater breadth of access for youngsters to information and advice from health officials; advice delivered quickly and discreetly; a cut in costs, as a text message costs less fair-length phone call; and in the end, a healthier young population. This last point is something Nicky Cornish, Child and Family team Leader for Linton, Sawston and Great Shelford was keen to acknowledge when she remarked: "Young people today need to be able to make choices about their health and lifestyle from an informed position." By using text messaging, young people are more likely to be aware of the health dangers that face them with response rates suggesting that youngsters actively embrace better access to this kind of information.

Contact
South Cambridgeshire Primary Care Trust, Australia

Source
Cambridge News Online, 26th July 2003

NRM

(The National Railway Museum)

Application
SMS recruitment campaign

Application description
The National Railway Museum has turned to SMS messaging in an attempt to find younger recruits who may be interested in helping them keep thousands of exhibits on show. Nationally, 70% of museum volunteers are aged between 45 and 74 and show a heavy concentration of newly retired 55 year-olds. The NRM problem is consistent with that faced by all UK museums. The text message campaign, initiated in June 2003, will see the message 'ifu think trAns R ZzZz thnk x2' (if you think trains are boring, think again) sent to thousands of young people in schools and colleges across York.

Benefits
The use of SMS to recruit young people is effective because of the high mobile phone ownership and SMS usage rates amongst the young and is probably the best method of reaching the largest number of young people at once. With the shortfall in young helpers a real problem, it seems only natural to use one of the form of communication that appeals to young people to try and grab their attention. The use of text messaging brings benefits of speed of delivery, as text messages are delivered almost instantaneously in comparison to other methods. The rise in recruitment efficiency is due to costs being less with SMS campaigning as opposed to other methods and gives access to a larger number of young people than was previously possible.

Contact
The National Rail Museum

Source
Guardian Unlimited, 3rd June 2003

DILG

(The Department of the Interior and Local Government – The Philippines)

Application
SMS service for reporting drug pushers

Application description
The DILG plans to use text messaging as a major information weapon in the Filipino government's crackdown on drug pushers. Mobile phone users will have direct access to government drug-enforcement agencies in the first drug-related SMS project of its kind in the Philippines. Officials are confident that a text hotline specifically for the reporting of illicit substance activity will be extremely effective in their on-going war against drugs. The 'Text the Pusher, Save the User' campaign began towards the end of July 2003 after a host of other successful government-backed SMS initiatives showed that text messaging is extremely effective. The Philippines has been dubbed the 'Text Capital of the World' due to significantly large SMS-usage rates, with some Filipinos even valuing the purchase of a pre-pay card over food and clothing.

Benefits
With SMS so popular throughout the Philippines, the use of text messages to report crime could prove to be extremely effective as a large proportion of Filipinos have mobile phones and anything suspicious can be report immediately. This service means that communication between the informant and the authorities is quick and simple, as there does not have to be a long dialogue over the phone to explain details and will hopefully be a successful additional weapon in the government's arsenal in fighting the growing drug problem in the Philippines.

Text messaging has many beneficial aspects for the Filipino authorities, as Jose Lina Jr., Interior Secretary illustrated in his summation, "Filipinos could harness the potential of this new technology. Text messages from the public will tremendously help law enforcement to immediately apprehend drug manufacturers, pushers and peddlers."

Contact
The Department of the Interior and Local Government – The Philippines

Source
www.abs.cbnews.com, 28th June 2003

NoordNed

Application
m-Ticketing

Application description
Following the success of a September 2002 pilot, the Dutch public transport company NoordNed is turning m-ticketing into a standard service. Passengers who order an m-ticket on the day of travel receive a special number code delivered via SMS to their phone. Conductors equipped with special handheld computers can validate the code on inspection. The service was originally designed for passengers travelling between Leeuwarden and Groningen, or Tavoren and Harlingen, however, due to such positive feedback from participants, NoordNed has decided to extend the service to all its train and bus routes.

Benefits
Of the several hundred passengers that participated in the original pilot, over 75% of them were positive about the effects of m-ticketing, with only 25% saying that they would prefer to stay with traditional paper ticketing. Because travellers need only make a single phone call in order to receive an SMS ticket, it is much easier than logging onto the internet and ordering a ticket or purchasing a printed one from a kiosk or station. Purchasing an m-ticket is the quickest and most hassle-free method for obtaining a ticket and is cheaper for the transport provider compared with issuing a printed ticket.

Contact
NoordNed

Source
www.europemedia.net, 23rd May 2003

CATS – London

Application
City Alert Texting System (CATS)

Application description
In the wake of recent terrorist atrocities in the US on 11th September and also Tokyo in 1995, Londoners will have access to a text message service that will advise them on what to do if terrorists strike the capital. At a cost of £1.50 per year per postcode, the CATS service give information on what to do with people caught in an incident and where the attacks are taking place. Notification will be promptly followed by a message outlining a plan of action advising people what they should do, such as telling people to evacuate an area, avoid particular locations or even give those directly affected directions to hospitals or aid stations. During the 1995 Sarin gas attack on the Tokyo subway, over 5,000 people were left searching for the location of the nearest hospital.

Benefits
Because of the widespread, day-to-day use of mobile phones, they are an extremely useful tool for warning people about the dangers they might face as a result of a terrorist attack. With blanket text messaging, a large number of people can be contacted at the same time. SMS messaging can improve the efficiency of an information transferral process that is vital for people in cities to be able to respond correctly to a disaster or attack.

"We were horrified by what happened in New York on 11th September which demonstrated the vulnerability of major urban areas in open societies." David Pieterse, CATS founder.

Contact
David Pieterse, CATS founder

Source
www.text.it, 13th February 2003

The Environment Agency & Met Office

Application
Flood and severe weather warnings via mobile telephony

Application description
People who are likely to be affected by floods and severe weather can now sign up for text message alerts after the Environment Agency and Met Office joined forces to provide the new services. Backed by a £2.7 million injection from the government's 'Invest to Save' budget, The Office of the e-Envoy's e-Delivery Team (EDT) has developed a 'notification engine', which enables government departments to send out flood and severe weather warnings. The messages can be sent through a range of different methods including mobile phone SMS, email or internet chat. Householders wishing to subscribe to the flood warning system need only provide their postcode and their choice of how they want the warning to be delivered. Should such a situation develop, an alert will be sent to the 'notification engine', which will then pass the warning onto subscribers through their pre-selected channel of communication.

Benefits
The Environment Agency aims to able to deliver flood warnings to 80% of those at risk by 2010 and to decrease the personal and financial cost of flooding by approximately £3 billion over the next 10 years. Using a range of communication methods will help their efforts, with mobile phones being especially useful as people carry them around most of the time. "This is a great opportunity to exploit all that information technology has to offer and take our flood warning system to an even wider audience… It will allow us to target automatic warnings at people at home, work or on the move by a method of their choice." Jim Haywood, Head of the Environment Agency's National Flood Warning Centre.

Contact
Jim Haywood, Head of the Environment Agency's National Flood Warning Centre

Source
www.vunet.com, 8th August 2002; www.ananova.com, 22nd March 2002

mapAmobile

Application
Locating people's whereabouts via the signal of their mobile phone

Application description
Designed by MI international, the mapAmobile service allows parents to check exactly where their children are without having to phone them. It does this using a ground-breaking facility that can pinpoint a mobile phone by its signal. To protect privacy, companies or organisations wanting to use the service will need to obtain the consent of the recipient in order for their location to be divulged. The company claims it can locate a mobile phone to within 50 yards and is being promoted to parents and businesses needing to find their workers when mobile.

Benefits
This system means that people can be located without having to contact them directly. Parents can have peace of mind without having to restrict their child's freedom. Andrew Harrison, chief executive of The Carphone Warehouse, which offers the service, said: "We are responding to a real consumer need by bringing to the market a reliable, affordable and effective way for people to locate each other…It's perfect for parents in particular because we know that the mobile phone is a life accessory that people are buying into at an increasingly early age, and parents can use them to stay in touch with their kids."

Contact
MI international

Source
www.ananova.com, 1st July 2003

Westminster City Council

Application
Handheld GPRS devices for Street Environment Managers (SEMs) and Noise Officers

Application description
Westminster City Council has implemented a system that allows field-based Street Environmental Officers to collect and access data through hand-held computers connected over the O2 GPRS wireless data network. SEMs can now record all types of environmental hazards such as litter complaints for a particular address when and where they occur and alert waste management contractors to undertake a rapid clean up. The Graphical User Interface allows mobile officers to access or update complaint records for a particular property. Property details can be viewed and searched via address or postcode and work orders can be generated for waste contractors. Diaries can be viewed and amended and the location of collection vehicles can be identified via a GPS link.

Benefits
The field officers are responsible for monitoring, reporting and acting on the full range of environmental problems, including waste collection, litter, noise and vandalism. In the past, this would have been carried out using written reports, with information later transferred into IT systems before being analysed at the office. Now each officer carries a handheld computer from which they access the council's core database via a web browser. The main benefits of the handheld system are improved data quality, access to mapping and a central gazetteer, increased capabilities of field workers with instant response to issues and complaints and the ability to meet local authority e-business goals.

Contact
Westminster City Council

Source
www.caps-solutions.co.uk, 2003

Three Valleys Water

Application
Field Information System (FIS)

Application description
Having supplied water to the local community for the past 130 years, Three Valleys Water now provides over 800 million litres of water each day to three million customers from Bedfordshire to Surrey. The Three Valleys' FIS allows staff to send and receive information on their handheld field device via an in-built modem, making information about the company's 14,000 kilometres of water network available 24 hours a day, 356 days a year. Three Valleys Water and Tadpole-Cartesia, a field mapping software subsidiary of Tadpole Technology, won the prize for Emerging Technologies at the 2002 Utility Industry Achievement Awards.

Benefits
The system introduced by Three Valleys Field allows staff to update the company database in real-time from wherever they are, making it constantly operational. The FIS provides location specific geographical data as well as job-specific data and field staff can be more effective by spending less time on administrative duties. With many other smaller peripheral benefits, the Three Valleys Water FIS is an extremely useful system for both the company and customer. "The Field Information System…reaps benefits for both the company and our customers – in that we can react quicker and address the needs of our customers more efficiently." Jon Pratten, Head of IT, Three Valleys Water.

Contact
Jon Pratten, Head of IT, Three Valleys Water

Source
www.tadpolecartesia.com, 16th December 2002

Transport for London (TfL)

(in association with Capita)

Application

SMS payment for the congestion charge

Application description

Co-ordinators of London's congestion charge have been pleasantly surprised by the high take-up of the text message payment facility that they offer. Capita, the company with the £230 million contract to run the scheme and TfL, which is overseeing the congestion charge, estimate that about 500,000 payments were collected from drivers during the week beginning 23rd February 2003. Even though drivers are only able to use text messaging to pay on the day, rather than in advance, around 25% of these payments were made via SMS.

Benefits

Text messaging as a form of payment for the congestion charge benefits all parties involved in the scheme. A significant number of drivers are in favour of using text messaging as only one SMS need be sent to pay for the charge. The scheme recorded a drop in traffic in Central London of about 20% or more during the second week of operation.

Contact

Capita, Transport for London

Source

www.text.it, 4th March 2003

Haukeland Hospital

(Norway)

Application
Scheduling appointments via SMS

Application description
In the first project of its kind in Norway, Haukeland Hospital uses text messaging to schedule appointments with patients to help increase the flow of patients and save millions of NOK to the health service. Seven days before treatment, patients are contacted to confirm their appointment via a text message, e-mail or phone call, according to the communication method they chose. With only selected departments using the new system at first, it is expected that by the end of September 2003 all of the hospital's departments will have access to this facility.

Benefits
By prompting patients to attend their appointments, the hospital should be able to increase their capacity and save six million NOK annually. The staff will save time, allowing them to operate a more efficient system.

Anne Kverneland Bogsnes, Managing Director, Haukeland Hospital, stated: "There is a lot of potential in this project. We are able to treat more patients by filling the available capacity we have from the patients who do not manage to make their appointments. Since we are able to treat more patients, we reduce costs and save money…We do not want our professionals sitting here with nothing to do."

Contact
Anne Kverneland Bogsnes, Managing Director, Haukeland Hospital

Source
The Norway Post, 22nd July 2003

West Midlands Police
(WMP)

Application
Text Messaging Service for Deaf People

Application description
A mobile phone text messaging service has been set up by West Midland Police to assist people who are hard of hearing to contact the police in an emergency. The initiative was introduced after a WMP and Royal National Institute for the Deaf survey showed that 98% of hearing impaired people already use SMS services, with 85% willing to use a police SMS service and a further 83% willing to register for the service.

As well as being able to communicate directly with the police, the new service will also provide an opportunity for people to send information to the police in text form. Discussions have taken place with the Fire Service to explore the possibility of extending this scheme to other emergency services.

Benefits
This scheme will provide deaf people with a fast and efficient way of communicating with the police and emergency services and should help to dispel any feelings of isolation they may feel in not being able to contact the police directly in an emergency. It is hoped that this service will be extended nationally.

Contact
West Midlands Police

Source
www.text.it, 2003

Cafod

(charity for overseas development)

Application
Text message campaigning

Application description
Charities have only recently realised the potential of SMS as a campaigning tool but already it is bringing in some impressive results and even more ground-breaking ideas. Cafod, an international charity for overseas development, plans to utilise the popularity of text messaging to encourage spontaneous giving during a global crisis.

Having experimented with the technology since late 2001, the charity envisages a situation whereby a news report will be swiftly followed by a bleep on supporters' phones asking that they support the crisis through a donation. They could then text back the amount they wish to pledge, which could be taken from their bank or credit card. Similar schemes such as the one run by Comic Relief have encouraged Cafod to test the scheme. Although Cafod knows this will only work with large donations, it would be cost effective, as the money raised would cover the cost of using the technology.

Benefits
One of the major advantages of SMS text messaging is that it allows charities to reach young fundraisers, countering their ageing donor profiles. This is vital in getting society as a whole to acknowledge important issues and it gives supporters the feeling of being involved in a community-type organisation rather than one simply there to raise money. Adults have also responded well to SMS, illustrated by the text messaging service set up for the Trade Justice Movement lobby, where they signed up 1,100 out of the 12,000 who lobbied their MPs for fairer international trade. The use of SMS is extremely advantageous for charities as they can contact supporters on a regional basis only.

Contact
Nick Buston, Web Development Manager, Cafod

Source
Guardian Unlimited, 18th October 2002

The Xinhua News Agency

(China)

Application

SMS service for voicing opinions during the annual two week National People's Congress

Application description

In a revolutionary step, China opened up its annual parliamentary session to suggestions via text message in an attempt to amplify the voice of the country's 150 million mobile phone users as well as possibly millions more that have access to someone with a phone. Using the SMS service, people were able to send messages to the 2,987 deputies of the NPC, which is the representative of China's official Xinhua News Agency. It distributed the messages through its various news media outlets around China. The messages are not sent directly to the NPC's deputies but diverted to the administrative office of the NPC, which included them in a 'brief internal report' prepared for deputies.

Benefits

The message service offered by Xinhua and China Mobile Communications, China's dominant state-owned mobile operator, eases freedom of expression in a country going through large economic and social change. The SMS service also gives a wider level of access for people to get across their views, as there are few forums for open-speech within Chinese society. SMS messaging will provide a completely new service to millions of Chinese, who previously had no medium for expressing their concerns about the country.

Contact

Xinhua -China

Source

www.CNET.com, 5th March 2002

Singapore Tourism Board

Application
SMS contact tracing

Application description
During late May 2003, the Singapore Tourism Board launched a service where, in the event of a Severe Acute Respiratory Syndrome (SARS) outbreak, Singaporeans can trace their movements via their mobile phone signals. Mobile phone users, informed by posters containing the postal code of the area they are in, can send this code to a specific number, along with the name of the establishment, date, time and their contact number. This information is recorded and kept on record for 14 days and, should there be an outbreak, people can find out if these places have been affected by the epidemic. Mobile phone operators have said that this is a voluntary programme and normal SMS charges still apply, however there are plans to extend the service to buses and taxis in the near future.

Benefits
This is a simple method to obtain information on locations visited in the previous fortnight. Although the SARS outbreak appears to have been contained, there are still fears that it could return and the authorities need to make sure they have the correct systems in place to deal with a future outbreak. Through new technology, the general public have access to a service that provides them with an innovative system for ensuring no SARS contact.

Contact
Singapore Tourism Board

Source
Channel NewsAsia, 27th May 2003

Connexions

Application
SMS text message advice service for young people

Application description
As a result of the government-sponsored Connexions Direct, expert help and advice regarding education, careers and personal problems is only a text message away for over four million young people. The service offers a confidential single point of contact to all 13-19 year- olds who need support and counsel on any issue they choose, using the 07766413219 SMS text message service, the Internet or calling the telephone helpline.

In a new £2.3 million 'let's talk about you' awareness campaign launched in May 2003, 13-19 year-olds will be told that they can talk where, when and how they wish. Operating through the summer, the campaign will utilise SMS, TV, radio and the internet in an effort to target all teenagers, inviting them to get in touch with the Connexions Service through their schools, colleges, high street Connexions centres or Connexions Direct.

Benefits
Through the use of different communication methods such as SMS text messaging, the Connexions service aims to make a positive difference to the lives of young people. At present, over two million youngsters aged 13-16 and two million aged between 16 and 19 are eligible for support, including 173,000 16-18 year-olds currently not in any form of education, employment or training. If the Connexions service can gain access to a larger proportion of these people through heavily used communications services such as SMS messaging, these are the logical services to use.

Contact
Connexions

Source
Department for Education and Skills, 19th May 2003

Designed and produced by JCL Communications Ltd 020 8946 1807

The paper used to produce this booklet is made from Chlorine Free Pulp sourced from fully sustainable forests.

O2 LEADING IN DATA

O2 brings together technologies that help people get more out of their lives, wherever they are, whatever they are doing, combining sophisticated voice and data products.

BlackBerry

Blackberry from O2 is a wireless email solution for business that integrates with the corporate email system and lets users deal with their email and personal information on the move. it includes an attractive easy-to-use handheld. BlackBerry is commercially available in the UK and is available on Lotus Notes as well as Microsoft Exchange.

Xda

The Xda is a personal computing device that offers full colour internet and email access. Microsoft Pocket PC tools, a personal organiser, a built-in mobile phone and games and video access. Xda II has more memory, a faster processor, Bluetooth and optional Wireless LAN capabilities, as well as an integrated camera and full access to Active.

The Card - GPRS data card

GPRS is a cost effective way to access data such as emails, reports, calendar, etc. The Card uses GPRS technology to give you a fast, dependable Internet connection. Which means it's ideal for sending and receiving business files. Better still, there's no need to be anywhere near a phone line. The Card works anywhere your mobile phone does. You can be on the train, in an airport, out on business with a client or lazing in the garden at home and be getting on with your work online.

PinPoint TRACKER

PinPoint TRACKER allows you to constantly track all your vehicles' movements. PinPoint uses Global Positioning Satellites and GSM cellular technology so you can track all your vehicles' movements all day, every day. Accurate information on each vehicle's position and status is then sent direct to a PC in your site office via the internet.

O2 leading in data