

SMS; The Most Effective Communication Channel in an Emergency

New Dynmark white paper shows how text messaging can be used to reduce the impact of a crisis

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The widespread effects of recent disasters and emergency situations, such as the Pakistan floods, the volcano eruptions in Iceland and the Haiti earthquake, have highlighted the need for well-functioning and reliable communication channels during a crisis.

In a new whitepaper, *Sending out an SMS – Text Messaging in Emergencies*, messaging applications provider Dynmark International offers valuable insight into the challenges involved in communicating in emergency situations and explores the ways through which SMS messaging can be used to co-ordinate aid efforts, prevent unnecessary dangerous journeys, reduce days of lost business and potentially even save lives.

During a crisis, mobile phone networks often become overloaded, with demand on the local internet infrastructure also exceeding its designed capacity, and in some cases failing altogether. SMS, on the other hand, operates on the mobile carrier signal rather than the connection used for mobile voice and data, allowing messages to be delivered and received on mobile devices even when the networks are too congested to make voice calls.

“SMS has a crucial role to play in the management of any disaster, emergency or major logistical situation affecting large volumes of people” says Oscar Jenkins, CEO of Dynmark International. “The simplicity and reliability of the technology, both for users and developers, means it can be quickly integrated with existing databases and systems.”

The white paper contains numerous examples of how messaging has been used in different emergency scenarios across the world. During the recent travel chaos caused by the ash cloud from the Icelandic volcano Eyjafjallajökull, which grounded more than 100,000 flights and affected up to 10 million travellers, SMS messaging was successfully used by several airlines to provide timely service update messages

directly to travellers. SMS messaging is also widely used by schools and colleges to inform parents of school closures during spells of extreme weather or health hazards.

A key component of any business continuity plan, the SMS communication channel is extremely quick and easy to activate - in the event of an emergency, customers or members can be informed at the click of a button.

Download *Sending out an SMS* from www.dynmark.com/whitepapers.aspx

Notes to Editors

About Dynmark

Dynmark International is a leading UK based mobile messaging and marketing services provider for business. Its robust carrier-grade messaging application platform, Dynmark Direct, can be provided as an online service, hosted solution or on-premise application, allowing corporate clients anywhere in the world to directly manage all of their mobile messaging needs. Dynmark also provides a full agency service for mobile marketing incorporating the latest in new media.

Please visit www.dynmark.com for more information.

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