

SMS Voting – every vote counts.

Let your target group vote via SMS

Cell phones are ubiquitous, which means that everyone can spontaneously take part in a survey, anytime, anywhere. Older survey methods such as letter / postcard or email are tied to stationary computers that demand more time and effort on the part of the participants and more of your time to evaluate the results. Text messages can be sent immediately, wherever you are. The opportunity to give a spontaneous response, using a well established and highly flexible communications channel, makes it possible to attain much higher response rates than using classic, non-mobile communications channels.



The principle of SMS Voting. The package includes SMS Voting software and a GSM module to receive the SMS.

This is how it works

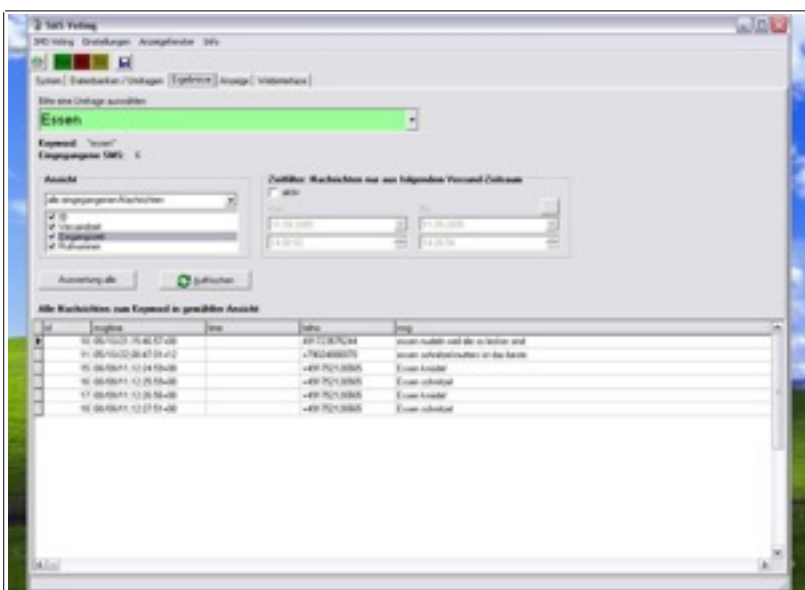
SMS Voting is installed, together with the included GSM module, on your own PC or notebook. Communication is carried out using a standard SIM card from a telephone service provider of your choice. The advantage to using a standard telephone number is the lack of extra costs. The voting participant only pays the price of a standard SMS, and since many people have SMS flat rates, this could even mean that participation is completely free of charge.

Since abbreviated dialing codes are limited and are traded by the telecommunications authorities, these services are quite expensive. The numbers are shared with other users and you have to choose a keyword for your survey ("Send LOGO3 to 7483954").

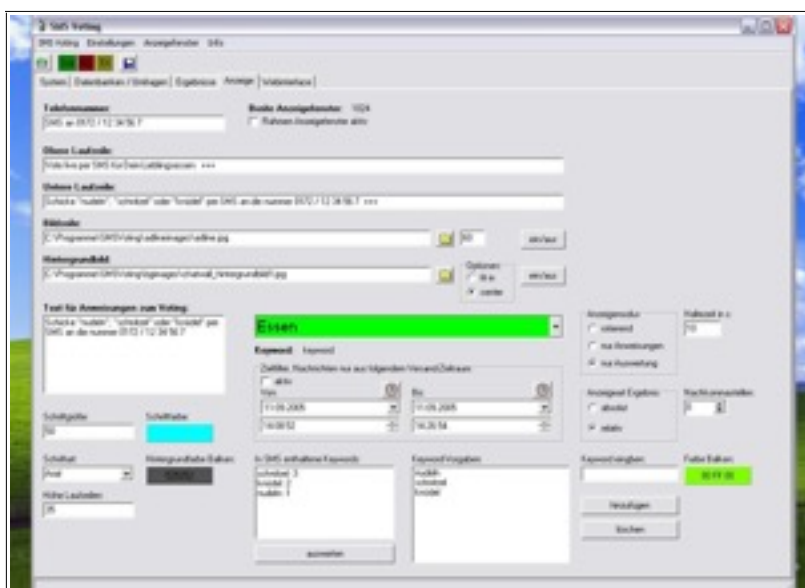
When carrying out SMS Voting with your own SIM card, you can choose as many keywords as you want and carry out several surveys all at the same time.

Administration

The SMS Voting administration module is used to create the surveys and the accompanying key words and then evaluate the incoming SMS. The results of a survey are clearly shown in a well-structured table. The graphic display is controlled with this module, to give your results the proper look and feel.



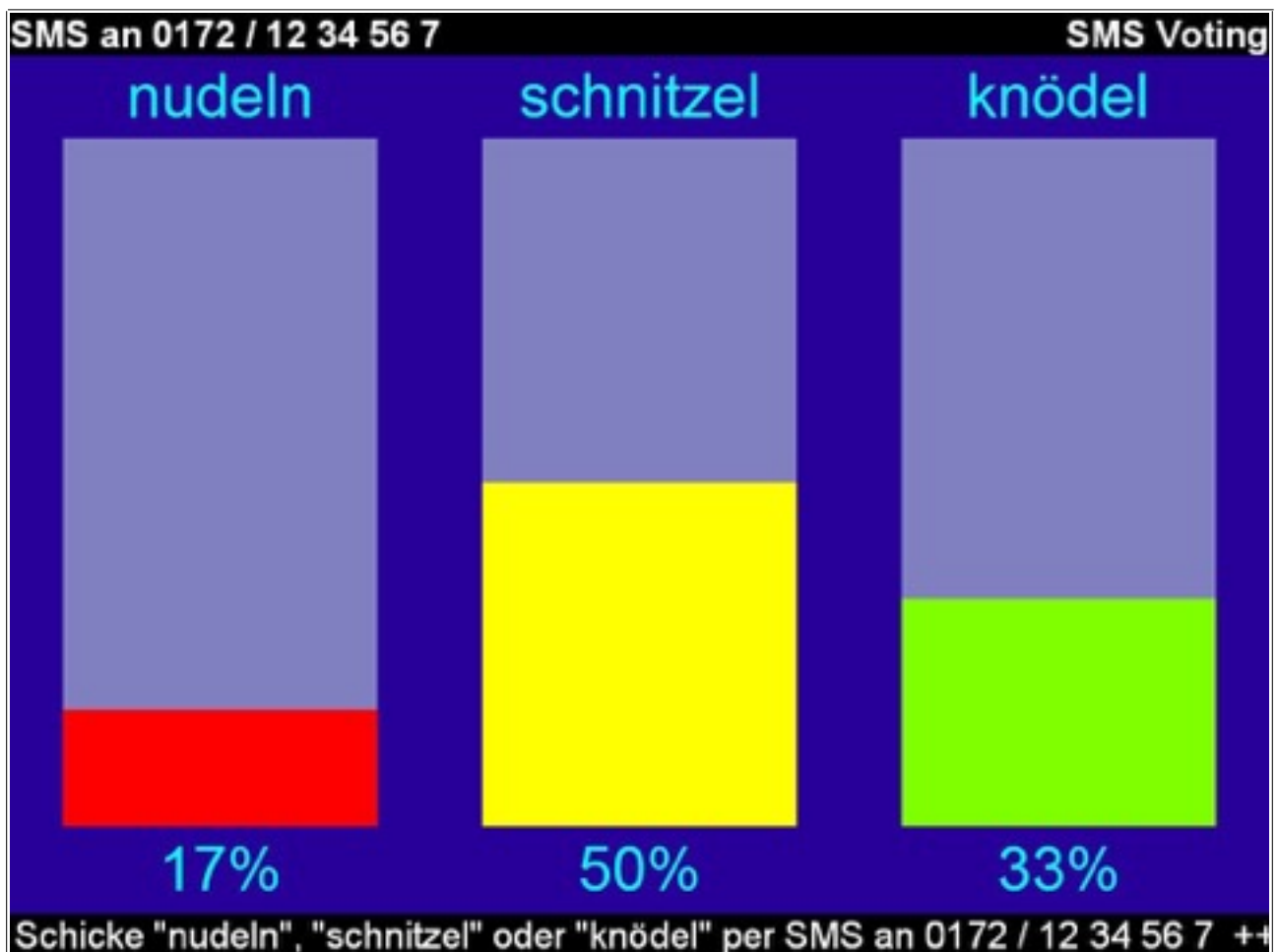
SMS Voting - administration for result analysis



SMS Voting - administration for the graphic display

Display for events

SMS Voting evaluates the SMS received and shows the results and the interim results. The voting results are shown as a bar graph and you can let your audience watch the results coming in live. The font types and colours, the background images and the colours of the bar graph can all be freely chosen using the administration module. Two ticker lines, at the top and the bottom, inform the participants about the current vote. The telephone number that is being used is shown in the upper left-hand corner.



Display visualising the results of the vote (configuration and design are freely adjustable)

Buying / renting etc.

You can rent (for 1 day or 1 week) or buy SMS Voting (complete with software, GSM module and product CD with instructions). In addition, we can offer you support for SMS Voting at your event, or you can book a survey with us and we will carry it out according to your needs.

All prices on request.

Press release

Press kit: <http://www.openpr.de/news/archiv/955/Haase-Martin-GmbH.html>

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SMS Chatwall www.chatwall.de

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Contact

Haase & Martin GmbH
Neue Medien Dresden
Moritzburger Str. 27
01127 Dresden
Deutschland

Tel: +49 (0) 351 / 500 97 21

Fax: +49 (0) 351 / 500 97 22

E-Mail: info@haaseundmartin.de