Admatica™ Releases PopMyPhone™ Android™ App to Enable Email Access to SMS Text Messages and Call Notifications

Submitted by: ADMATICA

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Newbury, UK, 28th November 2012: Multi-channel messaging solutions company, Admatica, today announced immediate availability of PopMyPhone, an application built for Android smartphones that extends Text and Multimedia messaging, together with call history management, from Smartphones to Tablets and PCs.

"Text messaging is an important communication tool, and it is essential that SMS messages can always be received and acted upon in a timely manner." Said Robert Wolsey, Admatica's Co-Founder and Chief Architect . "At one time or another we've all left our phones behind when going to work, attending a meeting or just watching TV and suffered as a result. We wanted to provide an app that meant SMS messages could be read wherever there was access to email. And we wanted to make sure replies were possible too."

PopMyPhone uses email to enable two-way SMS conversations from desktops, laptops and tablets using the phone's existing messaging and data plans. When an SMS or MMS message is received on the phone it is immediately forwarded to the user's preferred email address. This address can be any valid email address including work and personal addresses. Users can then reply directly from within email, with the added benefit that messages can be organized into conversations alongside emails to provide a conversation history.

"Getting SMS and MMS messages via email was only part of the problem we wanted to solve" continued Robert. "As well as missed SMS messages, not being able to see if anyone has called is also a cause of significant inconvenience, not to mention lost business. That's why we decided to also send call notifications to email."

Key features of PopMyPhone include:

• Forward SMS and MMS messages to any email address
• Send new messages and reply to SMS messages directly from within email
• Receive notifications by email of any missed calls
• Keep a history of all sent and received SMS/MMS messages
• Keep a history of all missed, dialed and received calls
• Find the location of your phone

The nature of laptops and PCs mean text messaging is much more convenient with the larger screen and keyboard. This mean replies can be typed faster, and with fewer mistakes. Because PopMyPhone makes effective use of the existing messaging and data plans already on the phone users can get the efficiency of SMS by email without extra messaging charges.

PopMyPhone benefits from being "powered by MessageSphere", Admatica's carrier-grade cloud-based unified messaging and services platform. PopMyPhone is available as a free download (https://play.google.com/store/apps/details?id=com.messagesphere.ui) from the Google Play Store. More details can be found at www.popmyphone.com (http://www.popmyphone.com)

About Admatica: Admatica provides multi-channel messaging solutions designed to eliminate messaging silos. With offices in the UK and an Eastern European technology centre Admatica develops MessageSphere, a Unified Messaging and Services Platform for the development and deployment of compelling multi-channel mobile apps. MessageSphere SDKs are available on all major mobile platforms backed up by resilient cloud deployment options. Companies looking for cloud-based two-way real-time messaging solutions can gain rapid time to market through partnership with Admatica.

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