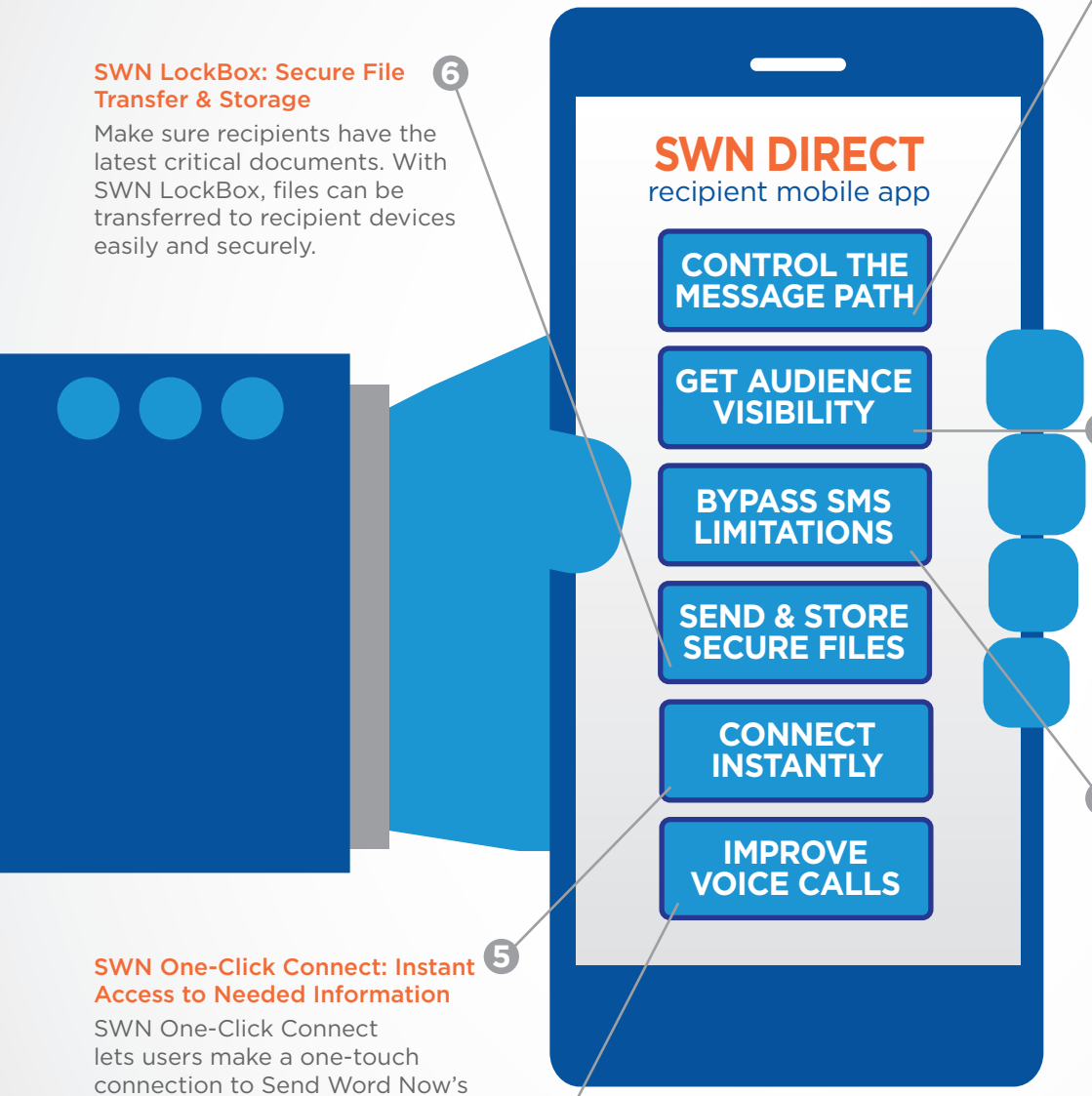
# ENTERPRISE MOBILE COMMUNICATION IN THE PALM OF YOUR HAND

## Introducing SWN Direct

The Revolutionary New Mobile App for Alert Recipients




### 1 End-to-End Message Path Control

SWN Direct is Internet Protocol (IP) end-to-end. That means no telephony carriers and no SMS gateways. End-to-end control means greater reliability, better reporting and a whole new world of communication possibilities.

### 2 Audience Visibility

With SWN Direct, know who is online and able to receive your message *before* an alert is sent. Try *that* with your typical notification service.

### 3 SWN Express Messenger: SMS Limitations Eliminated

SWN Express Messenger, a feature of SWN Direct, is an alternative to SMS. It delivers two-way, encrypted text messages in Rich Text format. Alerts can have up to 2000 characters. And for even greater control, messages can be set to vanish from the device after they are read.

### 4 SWN Express Voice: Better Voice Calls & Conferencing

SWN Express Voice is a fully integrated and richly featured voice and call conferencing service. Instead of using traditional telephone networks, SWN Express Voice calls the SWN Direct app via the data channel, offering greater potential reliability and no expensive variable usage fees.

### 5 SWN One-Click Connect: Instant Access to Needed Information

SWN One-Click Connect lets users make a one-touch connection to Send Word Now's Customer Support center, voice alert mailbox or IVR platform. Getting help or accessing missed alerts just got easier.

### 6 SWN LockBox: Secure File Transfer & Storage

Make sure recipients have the latest critical documents. With SWN LockBox, files can be transferred to recipient devices easily and securely.

send word now®
EVERY MESSAGE COUNTS®

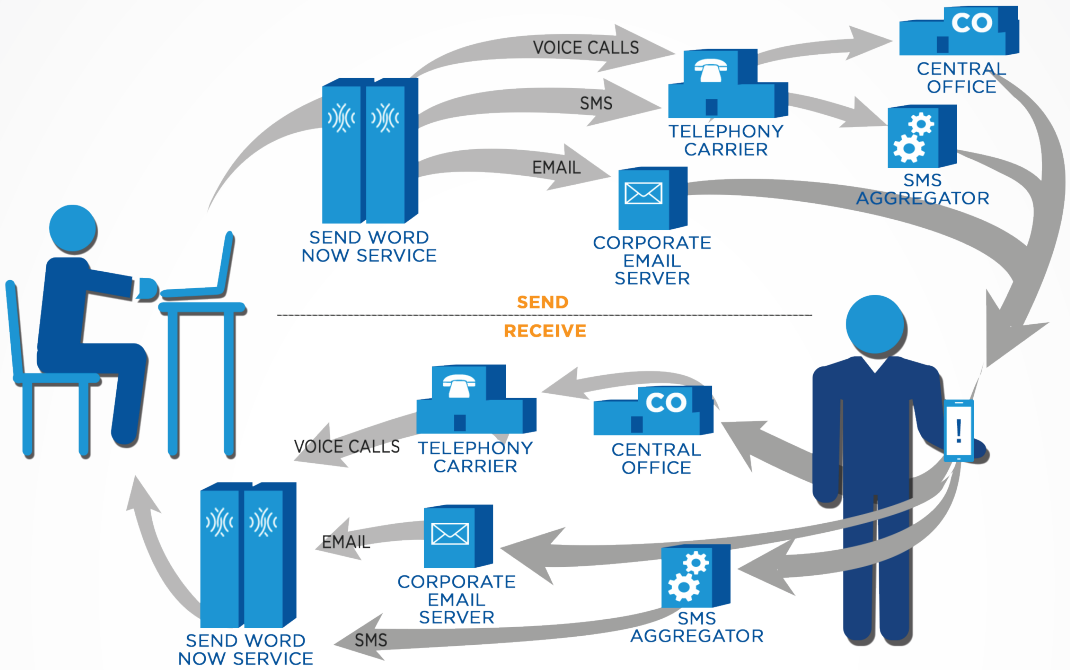
sendwordnow.com

# SWN Direct vs. Traditional Alerting

## End-to-End Message Path Control Makes SWN Direct Superior

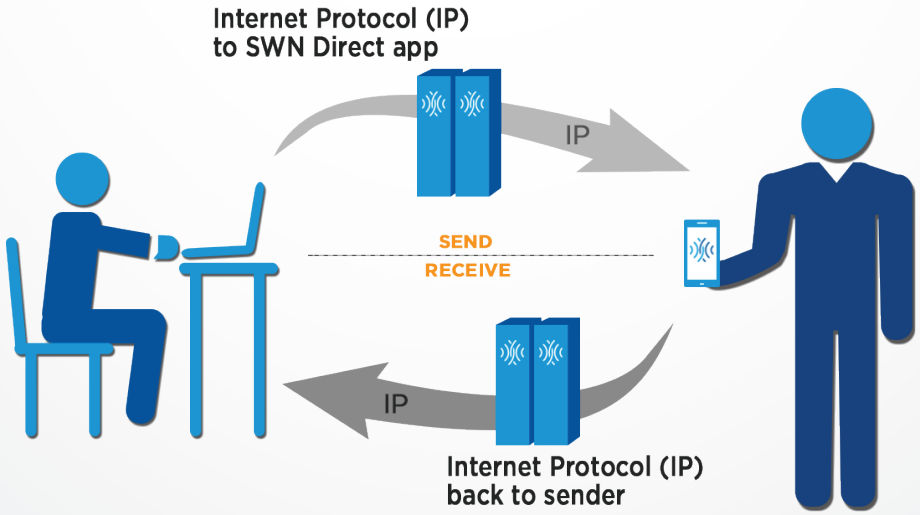
### Traditional Alerting Pathways Are Complex.

With the complicated pathways of traditional mobile communications, unexpected results can occur anywhere along the chain. Diagnosing message deliverability issues can be difficult due to the myriad of interrelated components.




### SWN Direct's End-to-End IP Pathway is Simple.

With SWN Direct, messages travel to the device directly from the Send Word Now Alerting Service over standard Internet Protocol (IP). This simple, direct path provides for greater flexibility and better reliability than traditional alerting methods.





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