

# UPSIDE WIRELESS Products Overview

# Products Overview

Intelligent business requires powerful technology. At Upside, we have the product technology that will be able to drive the success of your SMS business.

### Sidewinder SMS

Our proprietary messaging middleware platform that provides mobile messaging capabilities to business applications as well as to our consumer solution.

http://www.upsidewireless.com/wis.htm

## Mobile Messaging Concentrator (MMC)

If you are interested in creating a private global network for SMS and MMS messaging, our proprietary telecommunications appliance is the solution that you need.

http://www.upsidewireless.com/mmc.htm

## Outlook SMS Messenger

OutlookSMS Messenger is a desktop application that provides users with an easy and familiar way to communicate with their mobile colleagues, clients and friends.

http://www.upsidewireless.com/outlooksms.htm

#### **SideWinderMAX**

is our proprietary campaign management system for mobile marketing. MAX manages the subscriber opt-in list for each short code campaign and embodies other features that ensure the success of each campaign initiative.

http://www.upsidewireless.com/max.htm

http://www.upsidewireless.com

## ipipi.com

This is one of the most popular web-to-sms services available on the Internet. With over 5 years in service and with a growing customer base of over 400,000 ipipi.com is the best proof that the SideWinder SMS platform delivers superior service, carrier class reliability and unmatched, two-way global coverage.

http://www.ipipi.com/





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