

June 19, 2008 08:01 AM Eastern Daylight Time

## **3jam Launches SuperText™ – Seamless SMS Communication for the PC and Mobile Device That Reaches You Anytime, Anyplace**

### **Online SMS With All the Benefits of IM, Including Message Sending and Receiving, Conversation Threading, Message History and Reply All™**

SAN FRANCISCO--([BUSINESS WIRE](#))--3jam, the San Francisco-based SMS service firm, today announced the private beta launch of its new SuperText™ service. SuperText™ revolutionizes Web-based text messaging with a new patent-pending PresenceText™ technology that intelligently routes messages to a user's computer or mobile device depending on their location.

Finally users can easily start a text conversation on their computer, where they benefit from a full QWERTY keyboard and free sending and receiving of messages. The PresenceText™ feature enables users to continue a conversation from their phone even when they have walked away from their PC. SuperText™ also saves the messages to the user's online history regardless of whether they are delivered to their computer or mobile phone.

According to a recent Gartner forecast, more than 2.3 trillion SMS text messages will be sent across major markets worldwide in 2008, up 19.6 percent from the 1.9 trillion in 2007<sup>1</sup>.

"SMS is becoming the most popular form of communication worldwide, yet there is relatively zero innovation in this format. We've developed SuperText™ to seamlessly blend the best of PC and mobile communication," said Andy Jagoe, CEO and Co-founder of 3jam. "SuperText™ reinforces our mission to make short-form communication easier and more useful."

SuperText™ provides many of the IM experiences that text messaging lacks, including conversation threading, online message history and Reply All™ communication. SuperText™ does not require any software downloads and can be used to send text messages to any mobile device, regardless of manufacturer, model or carrier.

Since launching their off-deck service in September 2006, 3jam has built a worldwide community of over 3 million users. In late 2007, 3jam announced a partnership with Virgin Mobile USA, marking the first time a U.S. carrier introduced multi-party text messaging.

*SuperText beta invitations are available in the United States by registering at <http://beta.3jam.com>.*

### **About 3jam**

3jam, Inc., was founded in 2005 to develop new and better ways to keep people in touch with their friends and family. Available for any mobile phone, 3jam services make it fun and easy for people to coordinate and connect. 3jam is funded by New Enterprise Associates and Norwest Venture Partners, with headquarters in Menlo Park, Calif. For more information, visit [www.3jam.com](http://www.3jam.com).

<sup>1</sup>"Market Trends: Mobile Messaging, Worldwide, 2006-2011", December 2007, <http://www.gartner.com/it/page.jsp?id=565124>

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