

# AmiCell<sup>®</sup> SMS PREMIUM SMS




**The Ultimate Interactive Marketing Experience!**

SMS has gone way beyond the stage of personal and bulk SMS messaging. AmiCell<sup>®</sup> SMS now brings you an exciting and lucrative service known as Premium Rated SMS Hosting! Premium Rated SMS has become an indispensable component of marketing campaigns, fund raisers, information bulletins, etc.

Premium Rated SMS will enable you to earn lucrative revenues, whilst benefiting from an interactive marketing experience. MicroTeq is a Premium Rated SMS Content Provider. This means that MicroTeq has the ability to host Premium Rated SMS Services for you, manage your entries, respond with automated SMS replies and reconcile your revenue share with the Cellular Networks. We further deliver real time information to a cellular user on a keyword or request sent to a Premium SMS Short Code by using connectivity methods to remote database systems on the Internet.

It is so easy to obtain a financial gain with Premium Rated SMS. You simply register a dedicated short code or dedicated keyword with MicroTeq, select a price band for your keyword, advertise your campaign and earn revenue on each entry received. The Price bands vary from R 1 up to R 30 and is available to South African Cellular Users only.

MicroTeq develops and hosts customized applications to suit your requirements. Various methods of connectivity are provided to send and receive data from a remote or off-site database system.

Tel: +27 12 664 0125  
 SMS: +27 83 382 3820  
 Email: support@microteq.co.za  
 Web Site: www.amicell.co.za

**MicroTeq**

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Premium Rated SMS hosting can be effectively utilized for:

**Content Provision**  
MicroTeq develops customized applications for your requirements to enable interaction with off-site database systems to provide real time information or content.

- Price & Availability requests
- Information Bulletins
- Account queries
- Gaming

**Marketing and Customer Relations**

- Competitions
- Voting
- Opinion Polls
- Gaming

**Account Recharge**

- Web site access (recharge & log-in)
- Pre-Paid Account Recharging
- Venue / ticket bookings & payment

**Fund Raisers**

- Charities
- Sponsorships

**SHORT CODE COSTING (Excl. VAT)**  
A dedicated Short Code is a unique, easy to remember 5-digit number that cell phone users can SMS text to. MicroTeq gives you the ability to register your own dedicated Short Code which enables you to have a Premium SMS Service dedicated to any of your requirements. A short code normally takes between 8 and 10 working days to activate.

|                          |                                      |
|--------------------------|--------------------------------------|
| Campaign Registration:   | R 2,000                              |
| Monthly Service Hosting: | R 750 (charged quarterly in advance) |
| Optional SMS Responses:  | 22c each (Local)                     |

**KEYWORD COSTING (Excl. VAT)**  
A Dedicated Keyword is a pre-defined text message a cellphone user needs to SMS to a "shared" Short Code. In other words, various customers can run SMS campaigns on the same Short Code and is less expensive and quick to implement (within two hours after successful registration).

|                          |                                      |
|--------------------------|--------------------------------------|
| Campaign Registration:   | R 200                                |
| Monthly Service Hosting: | R 300 (charged quarterly in advance) |
| Optional SMS Responses:  | 22c each (Local)                     |

Dedicated Short Codes and Keywords are subject to availability.

**MicroTeq**

[www.amicell.co.za](http://www.amicell.co.za)