

ADDITIVE FEATURES IN MOBILE SHORT MESSAGING SERVICES WITH SPECIFIC REFERENCE TO REMINDERS AND FORMATTING

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Abstract. The exponential growth of the Short Message Service (SMS) use has transformed this service in a widespread tool for social and commercial messaging. It is one of the highly used and well-tried mobile services with global availability within all GSM networks. This paper represents both text formatting features and how the mobile message can be sent at particular date and time to the Short Message Service Centre (SMSC) in advance. Message text is formatted with different looks as done in MS-word which attract the person to use SMS. As a input parameter for text formatting, user have to select the text and give the desire output by selecting different controls. We can add the extra features with formatted text , is sending SMS with particular date and time given by sender. The input parameter for conditionally applied message, will go inside to satisfy the different conditions. If the conditions satisfy it will give desired output and that output will be sent to receiver message mobile number. And on client side we can generate the conditions and the desired solution. Desired input data of the record which satisfy the condition and then it sends to the mobile message automatically and stores all the information into the databases for a particular message. Its input will be stored into a file. Our mobile scripting language supports DSN –less connectivity. It takes the current path of the input file from the storage card or phone memory from where it will stores the information. Controlling of SMS can be done by putting restrictions for particular date and time of mobile message; due to SMS operator for sending mobile message. Our software supports scripting language and database also. Write the message into the body and using DSN-LESS database in the form of record as per the requirements and condition of the columns. In the background the script will take care of database connection.

Keywords: SMS, text messaging, Short message service security, mobile communication, ASP.net, Graphical user interface, Mobile scripting language, client-server, Mobile Application, Database, Conditional statements.

1 Introduction

In the mobile phones have several services like the Short Messaging Service (SMS), Multimedia Messaging Service (MMS) and others, which are readily available and add to the usefulness of mobile phones. SMS in particular is widely used in communication, and more recently has been leveraged to provide several services like airline ticketing, banking services, commercial services like share and sell, where subscribers can easily share and/or sell airtime, and several others. But this type of SMS text is very simple because till now mobile does not have facility for making attractive text. SMS is easy to use so the use of mobile devices has increased rapidly over the years, particularly, during the last decade. According to a report from telecom regulatory Authority of India , approximately 5 million new mobile subscribers join the ever growing population of mobile phone users every month. Sometimes, service providers give users certain amount of free SMS per month, which allows customers send and receive unlimited number of SMS but without text formatting, because now present, have no features of text-formatting without help of internet and MS-word in any mobile. Text-formatting SMS advertising can be an effective medium of advertising, Mobile advertisers can deliver timely short message service (SMS) ads to consumers based on their demographic characteristics and geographic information with attractive and colorful messages by text-formatting framework. As the mobiles are in high use, advertising companies are also running after people who use mobile phones. Mobiles were invented for the purpose of communications only but on the way they have got a new dimension. This dimension is that mobiles are used for advertisement. Most of the companies have started sending promotional messages in the form of SMS to people. Mobile marketing is the cheapest means of advertisements. Sending SMS is very cost-effective and it is because of this reason companies are using the full benefits of mobile marketing. we can add features for text formatting , so we make different buttons for text formatting in suitable scripting language in mobile for colorful and text formatting messages. Our goal is to increase the use of SMS using different-different format.

In our present system at a desired time on a particular date we cannot send a message. This new feature is also introduced over here. Using these feature sender can send the message particular date and time , who users want. This feature is very useful for product promotion, business marketing, m-commerce, mobile banking, governmental use, and daily life or for sending job alerts recruitment selection. Furthermore, SMS has become a popular wireless service throughout the world as it facilitates a user to be in touch with any mobile phone subscriber anywhere in the world, instantaneously and without any tussle. SMS uses the signaling channel (not dedicated), so it can be sent/received simultaneously with the voice/data/fax service over a network.

2 Objective

The SMS has several advantages. It is more discreet than a phone conversation, making it the ideal form for communicating when you don't want to be overheard. It

is often less time-consuming to send a text message than to make a phone call or send an e-mail. SMS doesn't require you to be at your computer like e-mail and **instant messaging** (IM) do -- although some phones are equipped for mobile e-mail and IM services. SMS is also a convenient way for deaf and hearing-impaired people to communicate. SMS is a store-and-forward service, meaning that when you send a text message to a friend, the message does not go directly to your friend's cell phone. The advantage of this method is that your friend's cell phone doesn't have to be active or in range for you to send a message. The message is stored in the SMSC (for days if necessary) until your friend turns his cell phone on or moves into range, at which point the message is delivered. The message will remain stored on your friend's SIM card until he deletes it. In addition to person-to-person messages, SMS can be used to send a message to a large number of people at a time, either from a list of contacts or to all the users within a particular area. This service is called **broadcasting** and is used by companies to contact groups of employees or by online services to distribute news and other information to subscribers.

The goal of this research is to explore whether SMS(Text-Formatting) advertising can be a viable solution as well as alternative for business as an effective way of advertise their product. Because using Text Formatting features, we attract the people by creative SMS and In the current scenario people have lacking time, there is a very urgent need for quick and effective communication system. Bulk SMS Solutions are considered as the safest and quickest mode of communication. Mobile SMS is a great help in mobile communication when a call is likely to disturb the recipient. Its advantages are that the messages are delivered instantly after sending, they arrive right into the "pocket" of the recipient and the reader of the Mobile SMS does not have to spend much time to go through the content and colorful text or attractive text direct attract the recipient mind because Creativity is one of the most important things in the world because if each person did not have creativity then you would see everything the same. Each person has their own type of creativity and that is why there are unique art, movies, clothing, hair styles, etc. Be creative !. obviously creative message attract the recipient.

In Existing system text formatting is not possible without using email or MS-word. The main limiting factors of the mobiles are the size of the screen, lack of a keyboard, processing power, connection speed and Text-Formatting. Most cellophanes, which supports text-Formatting, can be used as wireless modems (via cable or Bluetooth), to connect computer to internet. Such access method is slow and expensive.

Table 1 Important features of Mobile SMS Marketing:

S.No.	Features
1	Send up to 25000 Mobile sms per minute.
2	Send Mobile sms to all GSM & CDMA Networks.
3	Free Mobile SMS Gateway for all Resellers
4	Integrate our Mobile SMS Gateway on your own sites and send sms to mobiles. Become Mobile SMS Provider through our Reseller Program.
5	Start your own Mobile sms service company.Represent yourself as

	Mobile SMS Gateway Provider to your Resellers and Clients..
6	Send upto 720 Characters in one single Mobile sms Message.
7	Get Dynamic Sender ID and popularize your Brand.
8	Create Group Online and send group sms to individual group.
9	Set Schedule time to send sms to mobile.
10	Get 8 Characters Mobile SMS Sender Name.
11	Mobile SMS Services are available in India only.
12	Send any number of Mobile SMS everyday.
13	Access our Online SMS Interface through your Mobile Phone too.

3 DESIGN & EXPLANATION

The Text Messaging (SMS):-Short Message Service (SMS) is a communications service that allows the exchange of short text messages, between mobile phones. It is also referred to as “text messaging” or “texting.” SMS messages can be sent and received between mobile phones.

FORMAT SMS is a text-only medium. It does not support any rich media; however some mobile phones with click-to-call or click-to-web capability will display colored links and underlining of URLs and phone numbers. The font size is entirely controlled by the mobile phone and is not under the control of advertiser or publisher. Therefore the message renders differently on different mobile phones. In additionally we are using this SMS system with the database, and providing fig, with the option, where you need this system with Database/ Without Database, the user will select database system and the selection of the data file type, for e.g. 1. Text file.

2. Access file. Our system supports 2 files. Text file and Access file.

Recommend adding features such as

- Changing color of the program itself (night theme or black theme or dark theme).
For comfortable usage during night time.
- Changing color of the notes
- Changing background color and foreground for important text (such as black text on yellow background)
- Changing text size for important text (such as bigger text for title)
- Changing format for important text (such as italic, underline, strikethrough)

CHANGE FONT TYPEFACE AND SIZE

To change the font typeface:

- Click the arrow next to the font name and choose a font. Remember that you can preview how the new font will look by highlighting the text, and hovering over the new font typeface.

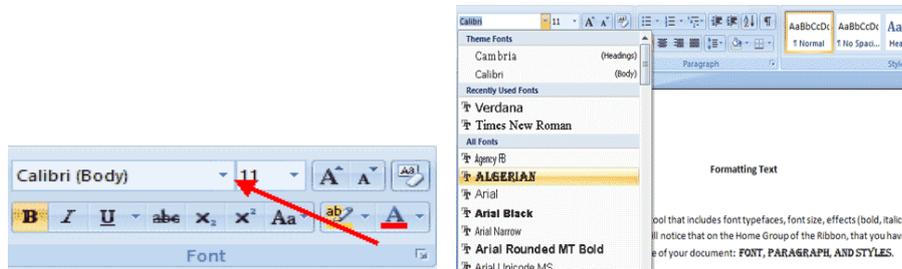


Figure: 1 & 2

To change the font size:

- Click the arrow next to the font size and choose the appropriate size, or
- Click the increase or decrease font size buttons.

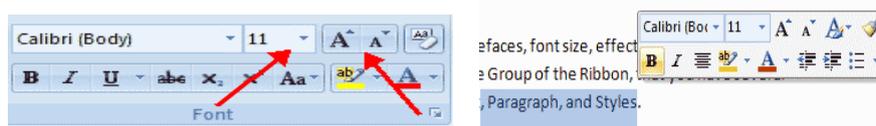


Figure: 3 & 4

FONT STYLES AND EFFECTS

Font styles are predefined formatting options that are used to emphasize text. They include: Bold, Italic, and Underline. To add these to text:

- Select the text and click the Font Styles included on the Font Group of the Ribbon, or
- Select the text and right click to display the font tools

CHANGE TEXT COLOR

- Select the text and click the Colors button included on the Font Group of the Ribbon, or
- Highlight the text and right click and choose the colors tool.
- Select the color by clicking the down arrow next to the font color button.



Figure: 5 & 6

Highlighting text allows you to use emphasize text as you would if you had a marker. To highlight text:

- Select the text
- Click the Highlight Button on the Font Group of the Ribbon, or
- Select the text and right click and select the highlight tool

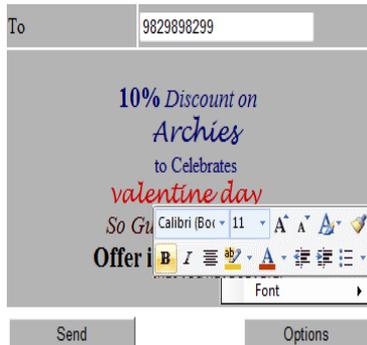
- To change the color of the highlighter click on down arrow next to the highlight button.

Explain with Example

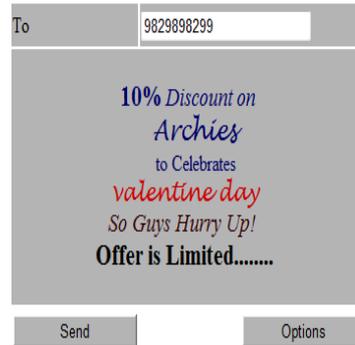
When we add the asp.net control on our mobile then we can text-formatting of our text. Now this time we send the message but without formatting.



Simple SMS before formatting



When Click the Option Button



SMS after Formatting



Send SMS in particular date and time along with it sorting the fields for sending information

Today, write the message “10% discount on Archies to celebrates Valentine day So Guys Hurry Up! Offer is limited” shop and fill the date of 14-2-2012 and time 8 AM, the message will be send at 14-2-2012 on 8 AM. In conditional contacts, Filter options of SMS deliver quick views of relevant data without the need for complex queries or long delays in processing time. The filter and sort feature allows you to Find a record based on the criteria 'string' you enter, and allows you to jump to the next occurrence of that said find 'string' depending on the search you performed. Click the conditional contacts button and the filter and sort dialog box will be displayed which is used to send conditional SMS at particular date and time also. Filtering records means temporarily omitting information from your view that you do not require. This is pretty much the same as running a simple query and as common as it is, many people in many organizations actually have query's setup with this exact search request in mind – which is bad practice as a simple filter would be much easier to manipulate and far less time consuming to run. It is very good practice to use filters when you want to extract records for information gathering purposes or want to sort data into an order that you would like across multiple fields. Click the field that you want to filter. On the toolbar click the filter by selection button. The records that match the data you currently have the cursor in will be displayed. The filter indicator as a reminder that the filter is on and in use. To remove the filter click on the Clear All Button.

DATABASE

<<Date of message send>>, <<system date>>, <<system time>>, <<message sending time>> and <<message>> <<Status>> fields are stored in the database file. System will check the Date of message sent and system's current Date. If the date of message sent and System date, both are match, system will check the message sent time and current time of system. Recall the data until sent time and current time both are match. When both times is match Message is send.

DateofMessage	SystemDate	SystemTime	MessageSendingTime	Message	Status
2/14/2012	2/11/2012	8:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/12/2012	8:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/13/2012	8:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	1:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	2:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	3:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	4:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	5:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	6:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	7:00:00 AM	8:00:00 AM	10% Discount	Waiting
2/14/2012	2/14/2012	8:00:00 AM	8:00:00 AM	10% Discount	Send

4 Conclusion

In recent times there has been a rise in SMS based QA services. However, automating such services has been a challenge due to the inherent noise in SMS language. In this paper we gave an efficient algorithm for answering FAQ questions

over an SMS interface. Results of applying this on two different FAQ datasets shows that such a system can be very effective in automating SMS based FAQ retrieval.

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