

# Neustar® Text Everywhere Solution

## Intelligently Connecting Text Services Everywhere



### Texting Is a Way of Life

Texting has become a major way most of us communicate. In fact, many analysts have stated that texting has surpassed voice calling in many networks around the world. Person-to-person texting has contributed much of the growth but also popular application services such as advertising, voicemail alerts, weather alerts, banking alerts, emergency alerts, and even social networking (Twitter, etc). Many individuals and services have become dependent on getting texts anywhere anytime to keep them informed and safe. But, texts can only be sent and received to mobile devices, right?



### Endless Possibilities

Many people today have mobile phones and other mobile devices but many also have home and business broadband connections. If texting is the method of choice for communicating to friends and family or for providing useful information, text services should be available to fixed broadband connections as well.

Now, Neustar has developed a new innovative service that allows texting to broadband wireline subscribers so that texts can be sent and received from everywhere. Many new applications can now be delivered to home and work broadband connections.

### Broadband Texting Applications

- // **Text to TV** – Create closed user groups (i.e. Teenager & Parents) and broadcast important notifications to mobile and broad band devices such as TV
- // **Parental Control** – Neustar's broadband texting provides a copy of every text sent and received using broadband text
- // **Enterprise Text** – Create closed work groups, reduce mobile expenses and archive texts
- // **Outlook Text** – Send and receive texts from/to phone numbers and from/to outlook email for residential and business users
- // **Branded Email Text** – Send and receive texts from/to phone numbers and from/to branded email services
- // **Mobile Device Text** – With 3rd party provided clients, texting to and from mobile devices such as tablets over wifi
- // **Facebook Text** – Integrated texting to Facebook and other social media sites



Neustar is looking for customers to try out our innovative texting services with an exclusive offer going on right now. Operators can start small with a sample group of texting numbers to better understand the interoperability, capabilities and potential of this solution.

## Benefits of Text Everywhere

Texting solutions from Neustar are valuable to broadband Wireline operators because:

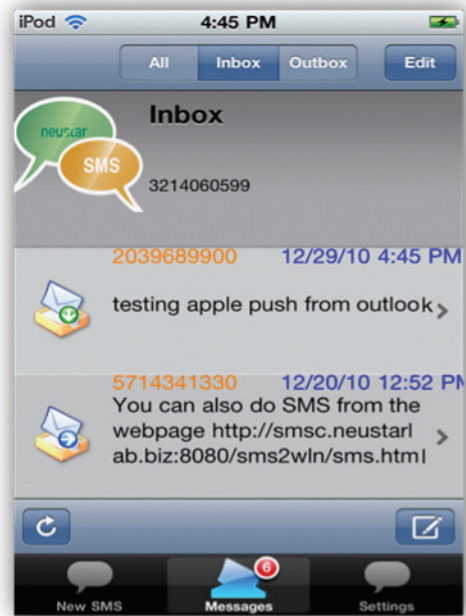
- // Subscribers can use existing Wireline phone numbers
- // Provisioning is seamlessly supported by your existing voice service activation and management services
- // Support for simultaneous SMS so that broad band services become part of texters communication world
- // Works with email, soft phone and integration with branded broadband services for easy implementation and use
- // Interoperable with popular web services to make broadband service part of their growing ecosystems

## IP Enablers Solutions Portfolio

Neustar's texting services are part of our IP Enablers solution portfolio. IP Enablers provides both unified publishing and unified network provisioning for routing and addressing across one, single, smart architecture – eliminating the need for multiple policy environments, redundant updating and manual analysis.

IP Enablers provides centralized real-time routing, data collection and flexible reporting for analytics so you can not only optimize routing for your IP assets from a single policy process, you can also include your TDM legacy infrastructure and create policies across your entire network.

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Neustar's routing server approach provides real time, scalable interoperability, seamlessly using standards-based queries across your entire network today and as you evolve. Finally, IP Enablers provides full integration with Neustar's leading and comprehensive registries for not only the most authoritative, source addressing in North America but worldwide through our broadly deployed global registries for voice, messaging, video and multimedia services.

For more information, please send an email to [SolutionsTeam@Neustar.biz](mailto:SolutionsTeam@Neustar.biz) and we will contact you.

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## About Neustar, Inc.

**Neustar, Inc. (NYSE: NSR)** solves complex communications challenges by providing market-leading, innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world. Visit Neustar online at [www.neustar.biz](http://www.neustar.biz).

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