



MapData Sciences Pty Ltd

abn 45 053 437 282

110 Pacific Highway

Greenwich NSW 2065 Australia

Ph: +61 2 8436 2800

Fax: +61 2 8436 2888

Email: info@mapds.com.au

Web: www.mapds.com

Date: 2nd April 2009

Contacts: David Ryan +61 2 8436 2827
Laurie Edwards +61 2 8436 2800

For Immediate Release

MapData Sciences (MDS) drives address via SMS

SYDNEY - **MDS** announces an SMS capability for their online applications. Clients now have the option to SMS "Find My Nearest" results to mobile phones.

No need to write down, print or remember the details. One click and it's in your pocket.

Accessing information quickly and easily is important for customer retention and increasing "through the door" traffic, so extending a store locator to include SMS will enhance the customer experience.

"A shopper may not go directly to the shops, they may keep the message on their phone and visit the store at a later stage; on the way to work or at lunch time." says David Ryan, Marketing Manager at MDS.

"Integrating the search and location intelligence, while connecting the home internet and mobile device via SMS, provides our clients with increased customer service. This helps driving more customers to the door." He adds.

MapData Sciences has been developing hosted online digital mapping applications for over 10 years. MDS' mapping data is supplied to other online providers and for in-house GIS development projects.

mapds.com

##END##