



TexTalk Text Chat Product
Interactive Mobile Phone Content

Mobile Interaction and Chat



0333 332 0000

Interactive Mobile Content Services

Case Study: 4D Telecom Text Chat Product

4D Telecom

4D Telecom is a Network Operator and one of the leading specialists in Interactive Content Services, including the UK's largest Virtual Chat Service.

Text Chat

4D wished to enhance its content offering and in 2002 invited a number of companies including X-on for proposals. Managing Director Chris Bradbury was impressed by X-on's innovative concept for the service which included a mechanism for Originator Number spoofing enabling participants to exchange messages with a large number of contacts exactly as though they had a mobile number for each contact.

X-on and 4D worked together to develop the **TexTalk** concept and X-on managed all aspects of message exchange including alternative billing methods via Premium SMS, Premium Rate Voice and Credit Card. TexTalk rapidly grew to become the UK's largest billed low-cost chat service and has continued to flourish, processing several million messages monthly. The return on marketing spend was far in excess of 4D's expectations and they were able to take the concept to previously untried media such as Radio and Transport Adverts.

TexTalk Mechanic

TexTalk works through a keyword signup on one of several dedicated SMS short codes. Customers will receive a small exchange of texts confirming their age and other profile details, and will then receive profiles from other members. At the same time, they may send in their own profile which will be forwarded to other members.

To answer a message or profile from a member, the process is a simple matter of replying to the text, although all messages are processed through X-on's hosted Text Chat Servers. Members who are on Premium SMS billing will occasionally receive billed messages to charge them for the use of the service.

Interactive Enhancements

X-on has been involved in a continual development program of the service since it was launched, keeping it ahead of the competition and interesting for the users.

Members can now exchange voice messages and MMS profiles using the structure of the service. Over a quarter of a million mobile users have registered with TexTalk.

A web based Moderation package ensures that the service remains within regulatory guidelines and means that members are grouped with those of similar interests.

A chat console allows web based users to become involved in conversations and a real-time statistics package gives immediate key performance indicators and marketing return feedback on individual promotions.

Several clone services also run on X-on's servers, some targeted at particular markets or white-labeled for resellers and marketing partners.





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Chat, Date & Flirt with the Coolest Singles at TexTalk

Make Contact with Hot Singles in your area
Chat, Flirt and Make New Friends 24/7
Check out the Party Scene and Get Invited
Meet TexTalk Friends from all over the UK

**TEXTALK IS FREE FOR WOMEN!
START THE FUN & FLIRTING NOW!**

SEND **TEXTALK** TO **88199** | YOU'LL BE DATING
IN A FEW MINUTES

£1.50 for 1st 15 Msgs then 25p per Msg | [TexTalk Info](#) | [Terms](#)

Technology

X-on hosts all aspects of the TexTalk service, including the high performance database servers required to process large volumes of text messages with minimum latency. Several connections to the Network Operators are maintained and monitored so that the best performance is available 24/7. All servers are hosted at X-on's Suffolk data centre with a back-up in London Docklands.

The SMS exchange technology has found several other applications and the use of dynamic spoofing is unique within the industry.

Future Developments

Several developments are underway to the service, including voice enabling all aspects using Voice Over IP and enhancing the exchange of multimedia messages. Integration with Instant Messaging systems is being trialed and volumes of message exchange will continue to rise over the coming year.

4D comment that "TexTalk is now an important part of our portfolio and X-on's development and competence have given us several years advantage in entering the SMS market ahead of the competition".

For further information on **X-on Interactive Mobile Content** please call Sales on **0333 332 0000**.