

## Press-Information

### EVERNOTE INTEGRATES WITH MYSMS TO ENABLE SEARCHABLE, PORTABLE AND ETERNAL TEXT MESSAGE ARCHIVING FOR ANDROID, IOS AND WINDOWS PHONE DEVICES

**November 5, 2012 – Graz, Austria and Mountain View, CA** – mysms™ – a world leader in cloud-based SMS communications – and Evernote®, the company that's helping the world remember everything, today announced a technical partnership that will enable the world's first transparent archiving of text & multimedia messages from any mobile platform directly to the Cloud.

mysms is a new, platform-independent SMS service that synchronizes texts between a wide range of mobile, Web and desktop platforms – all through a single Cloud-based account. Currently syncing more than 300 million messages worldwide, mysms allows users to create, send and receive text messages on any device – just like using their smartphones. mysms also enables users to write their texts using a full PC or laptop keyboard and read/respond to them from virtually any device.

The new Evernote integration means that texts can now be automatically archived to a user's Evernote notebook directly from their phone. Texts can easily be accessed from any mobile device and from the web. Evernote allows for the near-instantaneous searching of texts, even one lost among thousands of other messages dating back years.

Evernote is also featuring mysms on The Trunk, its online store showcasing the best new Evernote-enhanced software and hardware solutions. It is also being promoted to users directly through the Evernote client software as a great new tool for their personal or business use.

“Our new partnership with Evernote is a real win for anyone who has ever tried to find an old text with an address, a name or a phone number and realized it was on their old phone or is one of thousands of messages on their existing device,” said Martin Pansy, co-founder and CEO of mysms. “Evernote integration means that text messages can now be an eternal and searchable repository of needed personal data, accessible from any Web-enabled device.”

“mysms is a great solution that puts text messages safely in the Cloud, where they are easy to access later. And being able to use a PC or Mac to reply to a text is a long-overdue utility,” said Rafe Needleman, Platform Advocate for Evernote. “We are very excited to see Evernote functionality as an integral part of mysms – and we know our current and new users will be very excited to add SMS as one more searchable data type within their Evernote notebook.”

mysms allows users to send cloud-synced SMS to their friends worldwide and is based on an open API. 3<sup>rd</sup> party services can integrate with mysms and create unique features on top of SMS communication. The app is a free download available on a wide range of platforms, including:

- Android®
- iOS®
- Mac® OS
- Microsoft Windows
- Facebook® app
- Chrome® Web browser app
- HTML 5 app (available at [app.mysms.com](http://app.mysms.com))
- Windows Phone 7 (Beta)

mysms may be downloaded from Google® Play®, iTunes®, the Mac® App Store™, the Microsoft Windows Phone Marketplace, Facebook, or the Chrome Web Store directly – links at <http://www.mysms.com/en/installation>

**About mysms:** mysms™ is a leader in multi-platform SMS services, enabling unique cloud-based synchronization, alerts and seamless creation of multimedia and text SMS. The company is headquartered in Graz, Austria with a satellite office in Sunnyvale, CA and is a division of Up to Eleven™ Digital Solutions GmbH. The company may be found on Twitter® as [@mysms](#) in addition to its Facebook® fan page at <http://www.facebook.com/mysms>

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