

# NEWSWORTHY TRENDS

## Text-To-Landline Service Puts New Spin On Communication

(NAPSA)—If you think TYVM and DNBL8 look more like a foreign language than the phrases “thank you very much” and “do not be late,” then you’re probably not one of the millions of Americans for whom texting has become a prominent form of communication.

More than 158 billion text messages were sent in the U.S. during 2006, according to the Cellular Telecommunications and Internet Association (CTIA)—and these numbers are only expected to rise.

Teens and young adults are currently responsible for sending the majority of texts. Sixty-five percent of 18- to 29-year-olds use their cell phones for text messaging, compared with 37 percent of 30- to 49-year-olds, 13 percent of 50- to 64-year-olds and 8 percent of people 65 and older (Pew Internet & American Life Project, 2006). But 13- to 24-year-olds send and receive more text messages than anyone—approximately 50 messages per week—according to findings from a 2007 study by the Mobile Marketing Association (MMA).

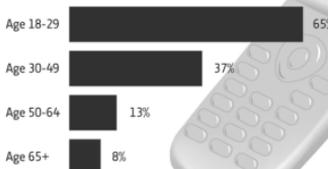
While texting has become a key form of social communication, it can also be one of the best methods of communicating during an emergency situation such as a natural disaster, according to CTIA. This is because text messages use much less bandwidth than a normal voice call, which gives them a higher likelihood of getting through to people who can help, even when wireless networks are overloaded with calls.

If you want to join the texting trend but are not familiar with the language and technology, or if you are already textually active and want to message in a new way, the EMBARQ Text-to-Landline service can help. With this service,

### The Texting Phenomenon

According to a recent survey by EMBARQ, almost half (45%) of wireless phone users agree that aside from minutes, texting is the feature they use most. Acronyms like TYVM (Thank You Very Much) and DNBL8 (Do Not Be Late) are just some of the latest lingo used by texting enthusiasts to keep their conversations short and sweet.

### Americans who use their wireless phones for text messaging:



Source: Pew Internet and American Life Project, April 2006



## Wireless customers can now send text messages to landline phones.

all EMBARQ Wireless customers can send text messages to any landline phone in the U.S.

The text message is translated to voice, to which landline recipients can listen and respond—with a voice message of their own or one of five preprogrammed text responses. Wireless users receive a text message notifying them that this voice message is waiting. When a text message is delivered, the customer will receive a confirmation message saying it was delivered or left on voice mail.

“As the line between the home phone and wireless phone becomes blurred, we want to give customers simple yet effective ways of communicating that fit into their daily lives,” said Dennis Huber, senior vice president of Product Development at EMBARQ.

The Text-to-Landline service understands a dictionary of shorthand text messages such as “LOL” (Laugh Out Loud), “BRB” (Be Right Back) and “B4N” (Bye For Now) that can be translated into full wording for landline customers. To learn more, visit the Web site at [www.embarq.com](http://www.embarq.com).

