Send

**Feels like texting, works like email.**

The quickest way from you to them.

Send lets you step away from your hectic inbox, and connects you with the people you care about right now.

# Take a look inside our Send Playbook:

**Serving up your favorites**

Let's be honest. Most of us talk frequently with a small group of people. Our trusted crew. Our touchstones. Flow connects you to these people when you most need it. A truly fast way to get in touch.

**Chat-friendly design**

No subject lines, signatures, or other hassles to get in your way. Just casual, quick, natural conversations.

**It's all about inclusiveness**

Why force someone to install an app just to chat with you? Apps are a personal decision. You use it because you prefer it. Swift lets you message anyone with an email address—whether they have the app or not.

**Pick up where you left off from any device**

Send messages are sent through your email service. That means they live in your email inbox, too. View and reply to Send messages from anywhere. No matter what device you're on.

Short: Send messages live in your email inbox, so you can reply and view them from anywhere, no matter what device you’re on.

**Send often. Send freely. Send happy.**

Messages aren't sent over SMS, like a regular text. So you won't get bit by your monthly cellular bill. Send uses your data plan.

# App Store description

Send, a Microsoft Garage project, feels like texting, works like email. No subject lines, salutations, or signatures. Just quick, natural conversations.

Oh, happiness.

You see only the messages started in Send—not your entire email inbox. But since Send is based on email, you can message anyone with an email address. No additional sign up steps.

And the people you message can respond from anywhere, even if they don’t have the app.

Delirious, yet?

This also means the conversation doesn’t have to stop when you put down your phone. Outlook Send messages are delivered to your email inbox, too. Letting you respond from your computer, when it tickles your fancy.

Just sign in with the work or school account you already use to access Office 365, and you’re ready, set, go.

Send often. Send freely. Send happy.

Microsoft Garage turns fresh ideas into real projects. Learn more at htto://Microsoft.com/garage.

# App Store screenshot copy

1. Connect with the people you care about right now.
2. Quick and natural conversations over email.
3. Message anyone with an email address. They don’t need the app.
4. Messages live in your inbox. Reply and view them from anywhere!
5. Send uses your data plan. No surprise SMS bills!