

FAQ

- What is SMS?

*Short Message Service (**SMS**) is the most widely used type of text messaging. allowing the exchange of text messages up to 160 characters in length to be sent in one message.*

- What is MMS?

*Multimedia Messaging Service (**MMS**) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network. The MMS standard extends the core SMS (Short Message Service) capability, allowing the exchange of text messages greater than 160 characters in length. Unlike text-only SMS, MMS can deliver a variety of media, including up to forty seconds of video, one image, a slideshow of multiple images, or audio.*

- What is the difference between SMS and MMS messages?

*With **SMS**, you can send a message of up to 160 characters to another device in a single message... With **MMS**, you can send a message including pictures, video or audio content to another device. Both services require a cellular network.*

- What is a cloud-based SMS service?

A cloud service is a service provided to clients on demand over the internet from the cloud computing provider's servers. This removes the need for a client to have their own on-premise servers to host and run the software.

- What is RCS?

*Rich Communication Services (**RCS**) is a communication protocol between phone and carrier that can transmit in-call multimedia.*

*One of the neat features with **RCS** versus **SMS** is the phone only needs to be connected to Wi-Fi to be able to receive messages; with **SMS** the phone must have a signal from a cellular network, i.e. ATT, SPRINT, Verizon etc.*

- What is an API?

*An application program interface (**API**) is a set of routines, protocols, and tools for building software applications.*