



Information Guide:

Additional Message Features

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Kapow SMS Gateway

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Contents

1. WAPPUSH.....	1
2. FLASH.....	1
3. INLINE FORMATTING.....	1
4. SMS2Landline.....	2
5. Email2SMS.....	2
5 i. CSV Email2SMS.....	3
6. HTTP Features.....	3
6 i. Check Status.....	3
6 ii. Check Credit.....	4
Index.....	5
Glossary.....	6

To complement your standard SMS services at no extra cost Kapow SMS allows you to utilise: **WAPPUSH, FLASH, INLINE FORMATTING, SMS2Landline, Email2SMS and HTTP** features.

Please contact your Account Manager if you need more information.

Below is an outline of each feature along with examples of usage:

1. WAPPUSH

Enables you to link directly to online content via a hyperlink sent to mobile phone handsets. The recipient activates the hyperlink and is directed to a URL where your content resides which can be viewed or downloaded. This service is often used with (but is not limited to) ringtones and logos.

Usage: <WAPPUSH> <URL> <URL's Title>

e.g. WAPPUSH www.kapow.co.uk Kapow Homepage

2. FLASH

Is an SMS messaging service, the SMS flashes directly on the recipient's handset before the message is opened.

Usage: <FLASH><MESSAGE>

e.g. FLASHThis is a test flash message!

Note:

- 1) The word FLASH is purely for formatting and will not appear within the message.
- 2) Subsequent FLASH messages overwrite any previous FLASH message.
- 3) Most handsets do not have the option to save FLASH SMS messages.

3. INLINE FORMATTING

Allows for easily readable and neater SMS messages. Including a **\n** (new line) or a **\r** (carriage return) formatting character followed by a **space** will cause the following text to be formatted accordingly:

'\n' character adds a single whitespace.

'\r' adds a carriage return.

Usage: <TEXT|r><TEXT|r><TEXT>
[note the required space after the formatting characters]

e.g. Today's meeting with Mr Smith is at 12.30pm\r Remember to bring your:\r
Laptop\r Mobile\r Notebook

Will be formatted as:

Today's meeting with Mr Smith is at 12.30pm
Remember to bring your:
Laptop
Mobile
Notebook

4. SMS2Landline:

Enables compatible landlines to receive standard SMS messages. Once delivered the message will either be narrated via the BT automated telephony system or displayed on the phone's screen (if the phone has this feature).

To send an **SMS2Landline** simply enter the **01/02** or **441/442** number in the normal way. Landline Companies only accept SMS sent with a **numerical from-id**. We will alter the from-id to '12345' on messages destined to landlines that have an **alpha** from-id, thus ensuring delivery.

5. Email-2-SMS:

Enables the sender to change the default **from-id**. If your account has the from-id feature enabled you can specify the from-id on a *per message* basis when sending via **Email-2-SMS** <mobilenumber>@kapow.co.uk).

To change your from-id while sending an SMS by email (for the current messages only), 'from_id=' (in lower case) needs to be entered in the message body, followed by the required value.

e.g. from_id=kapow.co.uk

This must be entered near the beginning of the message body. If you authenticate emails by including your username and password on the first two lines, then the from-id can be placed on the third line.

e.g.

```
myusername  
mypassword  
from_id=MyCompany
```

Emails must be sent to us in plain text format for this to work (not rich text/HTML). Standard from-id limitations apply (full phone number or 11 characters for an alpha string).

5 i. CSV Email2SMS:

Allows for CSV data inclusion within the body of an email and should be sent to csv@kapow.co.uk. The email can be authenticated either by typing the username and password on the first two lines of the email body, or by adding the senders email address to the trusted addresses in your account. Please see our 'interface' document for details on how the CSV data should look. Emails must be sent in plain text format.

6. HTTP Features

6 i. Check Status

When making an HTTP request to send an SMS, simply add the parameter '**returnid**' to verify the status of your message.

e.g. returnid=TRUE

This will mean that along with the normal '**OK**' response you'll also receive a unique *returnid* for that message. When sending multiple messages each *returnid* will be given in the order of messages submitted.

(Option 1)

To check the status of a message make an HTTP Get/Post request to:
http://www.kapow.co.uk/scripts/chk_status.php

This needs to be called with TWO parameters, the account 'username' and the 'returnid'...

e.g.

http://www.kapow.co.uk/scripts/chk_status.php?username=test&returnid=11370628274747507

which will return an 'ERROR' (if the returnid or username are invalid) or a 1 plus a delivery response ('D'elivered, 'B'uffered, 'S'ent or 'X' failed)

(Option 2)

You can access all logs for a particular day by calling:

http://www.kapow.co.uk/scripts/chk_daystatus.php

This needs to be called with TWO parameters 'username' and 'password'. And will return logs for all messages sent on the current day.

e.g.

http://www.kapow.co.uk/scripts/chk_daystatus.php?username=text&password=test

If you wish to see logs for a specific date then you can set 'day', 'month' and 'year' parameters in the URL. The logs are returned in a simple CSV format allowing for easy integration with your own applications.

e.g. &day=29&month=11&year=2010 appended to the above URL would return logs for 29th November 2010.

6 ii. Check Credit:

You can obtain a credit report showing your remaining credit balance by using the following URL:

http://www.kapow.co.uk/scripts/chk_credit.php, the required parameters are: 'username' and 'password'

e.g. http://www.kapow.co.uk/scripts/chk_credit.php?username=test&password=test

INDEX

A - Alpha.....	1, 2
C - chk_credit.....	3
chk_daystatus.....	3
chk_status.....	2
CSV.....	2, 3
E - Email2SMS.....	1, 2
F - FLASH.....	1
from-id/from_id.....	1, 2
G - GET	2
H - HTTP.....	1, 2, 3
hyperlink.....	1
I - INLINE FORMATTING.....	1
P - parameter.....	2, 3
POST.....	2
R - response.....	2
ringtone.....	1
S - SMS.....	1, 2
SMS2Landline.....	1
U - URL	1, 3
W - WAPPUSH.....	1

GLOSSARY

Alpha from-id: An alpha from-id is auto generated when using **SMS2Landline** but is set to '12345' when sending SMS2Landline to companies or corporations that require a numeric rather than *alpha* from-id.

chk_credit.php: Is a Kapow script that allows you to check your remaining Kapow SMS credits.

chk_daystatus.php: Is a Kapow script that allows you to check the status of all SMS messages sent on a given day.

chk_status.php: Is a Kapow script used to check the status of your SMS.

CSV: Is an acronym for *Comma Separated Value/s*, literally values separated by a '' comma.

Email2SMS: Is a feature that allows you to send SMS messages via email to mobile handset/devices.

FLASH: Is an SMS feature allowing SMS messages to **FLASH** up on a handset before they're opened.

from-id: Refers to the sender of an SMS message, it can be set for each message and defaults to **www.kapow.co.uk**.

GET: Is a method for sending HTML form data passed via the web browser's address bar.

HTTP: Is a protocol and acronym that stands for **Hypertext Transfer Protocol**.

Hyperlink: Refers to a dynamic link commonly used to link to other online content.

INLINE FORMATTING: Refers to formatting SMS for better presentation, said to be inline as the formatting characters flow with the text producing line breaks only when the SMS text is actually processed.

Parameter: In a 'HTTP request' context refers to the '**key=value**' pairs submitted when sending form data using GET or POST.

POST: Is a method for sending data from within an HTML form, it passes form data via a 'message body' to the awaiting script.

Response: Refers to the response given when a call is made to the **chk_status/chk_daystatus** scripts which can be 'D'elivered, 'B'uffered, 'S'ent, 'X' failed, **OK** or **ERROR**.

SMS: Is an acronym for **Short Message Service** which is a popular way to communicate with mobile handsets/devices.

SMS2Landline: Is a Kapow feature that allows SMS to be sent to landlines that are equipped to process SMS.

URL: Is an acronym for **Universal Resource Locator**.

WAPPUSH: Allows a hyperlink to be sent to a mobile handset/device redirecting the user when clicked.