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RedTxt demonstrates scanner that can read SMS messages

RedTxt has been demonstrating how a scanner made by bCode (<http://www.bcode.com/>) can turn SMS messages into tickets, coupons and loyalty cards. [Watch: 1-minute video](#)

RedTxt's SMS communication platform can seamlessly integrate with the bCode technology to transmit SMS messages that carry a special code which can be read by the bCode scanner.

"The ability for a scanner to read SMS messages will allow marketers, event organizers and community organizations to utilize SMS and mobile phones in amazing ways" said Sydney Low, Executive Director of RedTxt. "We've had amazing reactions from the people who came to see it in action" said Low.

RedTxt will be deploying solutions for its clients that integrate the bCode scanner with its SMS communication platform over the coming months.

About RedTxt

RedTxt is a privately held Australian company that has developed a proprietary mobile advertising platform that allows communities to send SMS messages funded by advertisers. The SponsorTxt service is a patented system that is spam-law compliant and combines a publisher and an advertiser's message automatically creating a new mobile advertising channel.

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