

CallWave Unveils Text Messaging Tool for Google Desktop

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CallWave has released the beta version of its free text messaging gadget for Google Desktop, designed to allow mobile consumers to send text messages from their desktop.

Mobile application provider CallWave launched the beta version of its Free Text Messaging gadget for Google Desktop, a desktop-based application that allows mobile consumers to send text messages to anyone straight from their desktop.

CallWave's desktop text messaging gadget will run in the "Communication" section of Google Desktop and will allow users to view a list of contacts as well as select the person they would like to text. Google Desktop allows users to create their own personal homepage and with the "add stuff" link users can add gadgets to their personalized page.

A CallWave company official said that with consumers having difficulty text messaging using a mobile phone, its text messaging gadget will make it easier for users to contact members straight from their own PC.

"One of the largest barriers to text message usage is that it is difficult to text on a cell phone's small interface," said Kelly Delany, vice president of corporate marketing at CallWave, based in Santa Barbara, Calif.

"CallWave developed its text messaging gadget to simplify everyday communication activities - using the desktop to manage tasks that are

difficult to do on a mobile phone."

Replies to messages can be sent to the users' handset or e-mail, depending on what their personal settings are and in the near future, users will also be given access to their stored messages stored in a searchable archive, which can be accessed from the users' personal Web page.

CallWave's new Free Text Messaging gadget also supports CallWave's existing services such as CallWave Vtxt, a voice-to-text transcription service that integrates voice and text into an archive that can be accessed from a personal Web page.

"The Web 2.0 channel is growing at an explosive rate and distributing a free, easy-to-use text messaging gadget via this channel has the potential to make text as pervasive as voice," Delany said.

During the beta, users will also be able to send unlimited messages from the United States and Canada.

The gadget is available now in beta form and is free to use.

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