

# New service to replace SMS messages

Google, whose Android OS lacks a sophisticated default messaging app like Apple's iMessage, is backing *RCS* – a new, rich mobile phone messaging protocol that is set to replace SMS text messages\*

Cloud-based hub

Rich Communication Services  
Version 2.2 – May 2018

## RCS:

Chosen to be adopted by **GSM Association** in 2008.  
Took until 2016 for acceptable standard to be agreed upon

~~160~~

Do away with 160 character limit still found in SMS messages today



Indicators that show if person has read your message or is typing reply



Receive e-tickets, boarding passes or package delivery notes from merchants



Access functions like geolocation, star ratings and calendar integration



Send photos, videos and audio files

Major backers of RCS include **Google, Microsoft, AT&T, Verizon, T-Mobile, Samsung, Lenovo** and **LG** – but not yet **Apple**

## GROWING USERS

2017	138 million
2018	350 million
2019	1 billion†
Peak	4 billion†



\*In use since 1992  
†Forecast