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# Red Oxygen establishes American base in Austin

## Austin Business Journal

Text messaging software creator **Red Oxygen** will establish its American headquarters in Austin, creating at least ten new jobs, according to information from the Austin Chamber of Commerce.

**Australia-based Red Oxygen, which formed in 2001, provides products and services to customers in 26 countries worldwide. The company credits the explosion of text messaging communications for its rapid rise. While the average email is read in 48 hours, the average text is read in a matter of minutes, and that's causing a growing number of businesses to embrace texting as a method of reaching customers and clients, the company said.**

Red Oxygen is opening a 2,000-square-foot office near downtown and plans to create 10 to 12 new jobs in the next few months. **The average salary for these jobs will be \$50,000.**

“Austin was selected over the (San Francisco) Bay-Area as a possible location because of its IT and entrepreneurial environment and low cost of living,” said Tom Sheahan, CEO and founder of Red Oxygen. “The opening of the Austin office just feels natural. The city’s global beliefs and values are more in line with the rest of the world and it has a similar progressive feel to that of the Australian office.”

The company said the move may also open new avenues and opportunities for local Austin engineers, sales associates and college graduates.

“More texts are sent daily than the number of people living on the planet,” said Sheahan, “and as that number continues to climb, Red Oxygen continues to be optimistic about its future in Central Texas.”

Courtesy of JB Goodwin