

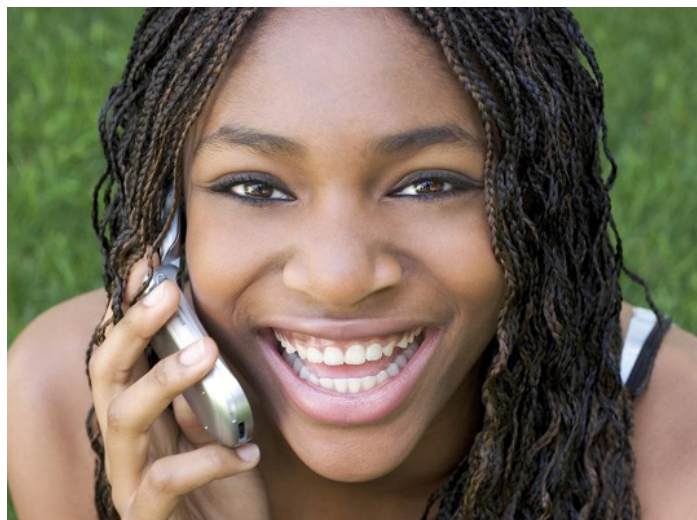
Voice SMS Suite – Personal, Entertaining & Easy Communication Client & Clientless Offers – Fun Talk SMS, V2V SMS, VoiceSMS

Movius

Voice SMS – The convenience of SMS with the power of voice

SMS has become the preferred method of communication for many mobile subscribers. With SMS, subscribers can communicate with each other quickly, and the recipient receives the message without the intrusion of a phone call. Despite its popularity, though, text has some significant limitations relative to voice communications. With voice, more information can be shared than what SMS allows (160 characters), and voice provides a greater ability to express emotion and intent than text does. Also, the text messaging capabilities of mobile devices are restricted to certain alphabets and characters thus limiting their use in certain cultures. Finally, in areas where literacy is low, text messaging is of little value.

These limitations can be overcome, though, by integrating voice and SMS. With Voice SMS a subscriber communicates by leaving a short voice message for the recipient. The experience is similar to SMS in that the recipient receives an SMS message but the content is actually a voice message instead of text. By combining the fidelity of voice with the ease of SMS, subscribers can enrich their communications experience by choosing Voice SMS. Movius offers client and clientless Voice SMS solutions each with unique features and capabilities not found in other solutions on the market. These unique features



include audio greeting cards, custom ring tones and self destructing messages. Movius clientless version is simply known as VoiceSMS while the client versions are Fun Talk SMS and V2V SMS.

V2V SMS

Voice to Voice (V2V) SMS is a client-based Voice SMS solution targeted to business users and offers a rich set of Voice SMS features. To send a Voice SMS using V2V SMS, the subscriber selects the client on the handset, records a voice message, enters the recipient's number or selects a contact from the address book, and sends the message. If the recipient is a V2V SMS subscriber as well, the voice message is delivered to the handset thereby eliminating lengthy and costly voicemail retrievals. The recipient receives an SMS with the option to play the message. The recipient can choose to reply, save, delete, forward or erase the message.

If the recipient is not a V2V SMS subscriber, he or she receives an SMS message with an access code to retrieve the voice message. To listen to a voice message, a subscriber simply clicks on the access number sent with the SMS notification or can dial the access number at a later time. Once in the voice message system, the recipient may have options to reply, delete, forward, etc. based on the COS (Class of Service) defined by the operator for a subscriber or non-subscriber. By offering an option to download the client, the solution lends itself to viral propagation.

Fun Talk SMS

Fun Talk SMS is an enhanced version of Movius' V2V client based solution. It allows a more personalized and entertaining communication experience by including the ability to customize and personalize the Voice SMS messages with –

- Ringtones – add a ringtone to the message that will play when the recipient receives the message
- Avatars – add an avatar to the message
- Music – add background music or sound effects to a message



The user can select the options listed above from lists provided by the operator or download new ones from the operator's website. Other Fun Talk SMS subscribers will have the message downloaded on their phone and a SMS notification, while non-subscribers only receive a SMS with an access number to retrieve the voice message.

Fun Talk SMS also introduces a new capability, Self Destructing Messaging. When someone receives a Fun Talk SMS that has been set to self destruct, they see and hear the message just like any other, but then seconds later it vanishes removing the capability to listen to it again. This is great for sending confidential information or that one-time-only message (e.g., break-up, complaints, etc.). With Fun Talk SMS the sender defines which messages to send as self destructing.

VoiceSMS (clientless)

With clientless VoiceSMS a subscriber simply dials a predefined number (short code or mobile number) and follows the directions to enter the recipient's phone number and speak the message. The recipient receives a SMS message with an access code to retrieve the voice message.

Movius' latest version of VoiceSMS includes an option of including an audio greeting card. With this feature the sender can select an appropriate audio greeting card (e.g., "Happy Birthday", "Congratulations") that will play prior to the personal message the sender records. This provides a more memorable and personal experience than can be achieved by simple text messaging.

Mobile Advertising

All Movius Voice SMS solutions are designed to support a carrier controlled mobile advertising and marketing model. Both Fun Talk SMS and V2V SMS can include a changeable advertisement in the client that resides on the sender and recipient's handset. With the clientless version, VoiceSMS, a carrier defined advertisement or message can play for the

sender, the recipient or both. This capability enables carriers to launch this new service to subscribers at a lower (or no) cost as advertising can be a source for incremental revenue. In addition, the SMS can also include sponsor messages in the SMS.

Benefits of Voice SMS

Regardless of the type of Voice SMS solution, subscribers will appreciate a number of benefits including –

- Easy to use
 - It is easier to send than SMS, especially while multi-tasking
 - Can be sent in any language
 - Longer messages than SMS will allow
 - Easier than deciphering SMS message lingo (c u l8r)
- Recipients are not interrupted by messages and can retrieve the message at their convenience
- Enables personalization and customization of messages
 - Ringtone, Avatars, Music (Fun Talk SMS only)
 - Self Destructing Messages (Fun Talk SMS only)
 - Audio greeting cards (VoiceSMS only)

Voice SMS solutions also provide carriers with a number of benefits including –

- Increase revenue
 - Increase data usage
 - Downloads - avatars, ringtones, background music (Fun Talk SMS)
- Increase application "stickiness" – customize and personalize messages
- Acquire new customers due to added value consumers will realize with Voice SMS services

Get the Most from Movius

Movius Interactive Corporation is a leader in messaging, collaboration and mobile media solutions for service providers worldwide. Our solutions enable carriers to increase ARPU, reduce churn and expand their market share via innovative value added applications. Movius gives people the power to enrich their lives through viable innovations that transform the way they interact with information, media and each other.

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