

# Movius Interactive Corporation

## PRESS RELEASE

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### **Movius Launches V2V SMS and Fun Talk SMS: Combines the Power of Voice and the Convenience of Text with Greater Ease of Use and Personalization**

*New Full-Featured Voice SMS Solutions to be Highlighted During CTIA Wireless 2009*

**ATLANTA, Ga. – April 1, 2009** – Movius Interactive Corporation, a global leader in messaging, collaboration and mobile media solutions, today announced two new rich client-based Voice SMS solutions, Voice-to-Voice (V2V) SMS and Fun Talk SMS. Both solutions are enabled by an intuitive handset client to help accelerate adoption by businesses and consumers respectively. Live demonstrations of the new applications can be viewed at the Movius Booth, No. 7206, during CTIA Wireless 2009, Las Vegas, Nevada.

With Movius Fun Talk SMS, a subscriber opens the Fun Talk SMS client on their phone and records a voice message. They can then choose to add an avatar or background music to their message as well as choose to have a special ringtone played when their message is received. Ideal for the teenage user, college student or young professional, Fun Talk SMS brings personality, entertainment and emotion to SMS messaging.

Movius Fun Talk SMS helps increase monthly reoccurring revenue for mobile operators by increasing overall data usage with existing customers while providing a unique service that will attract new subscribers. Additionally, Fun Talk SMS enables operators to generate new revenue from downloads through the sale of avatars, ringtones and background music.

For a carrier looking for a simpler, enterprise targeted solution, Movius is also introducing V2V SMS. This solution provides the same intuitive client interface provided with Fun Talk SMS but the additional media add-ons (avatars, ringtones, background music) are excluded.

“With the introduction of Fun Talk SMS and V2V SMS, we have expanded our portfolio to include feature-rich client-based solutions in addition to our current clientless VoiceSMS offer,” said Jay Whitehurst, Senior Vice President, Products & Technology at Movius. “The new applications take SMS to a personal level with distinctive features that appeal to the active and growing market of today’s generation of mobile users and we expect this to become viral.... More on that soon!”

Voice SMS solutions have been gaining in popularity. Voice SMS enables users to send short voice messages in any language to another person in a non-obtrusive and intuitive manner. Voice SMS messages can convey much more information in less than 20 seconds than the typical 160 character text message. V2V SMS and Fun Talk SMS build on this by providing an easier to use, personalized and entertaining communication solution.

#### **About Movius**

Movius Interactive Corporation is a global leader in messaging, collaboration and mobile media solutions for service providers and enterprise customers globally. Movius solutions give people the power to enrich their lives through viable innovations that transform the way they interact with information, media and each other.

For more information, please visit [www.moviuscorp.com](http://www.moviuscorp.com).

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