

SMS TO VOICE

ADDING A HUMAN TOUCH TO YOUR TEXT MESSAGES



Text messaging is popular around the world, across age groups and cultures, because it is simple, fast, concise, reliable and compatible with every mobile phone. SMS is a huge revenue generator for operators with 8.6 trillion text messages being sent globally each year according to Portio Research. However, operators may lose revenue when SMS messages are sent to landlines by mistake. Furthermore, traditional SMS does not work for certain user groups. These include the elderly who

find SMS too technologically challenging and cannot type on a small keyboard, the blind and partially sighted, the illiterate population, people who are driving and cannot read their text messages and those few who do not own a cell phone. These groups are obstacles to higher SMS adoption rates.

To address these challenges and extend SMS to non-SMS users, TeleMessage has developed its SMS to Voice solution which terminates the SMS message as a voice call on both fixed and mobile phones. While directly addressing the issues described above, the solution also provides a uniquely novel and fun way to experience SMS messaging. The solution is divided into two segments, each addressing specific market needs: the SMS to Landline is for advanced markets while the Talking SMS is more prevalent in developing markets.

SMS to Landline enables users to easily send an SMS to any landline number. The text message is converted to voice using a text-to-speech engine and played to the recipient over the phone. Offering advanced two way communication, the recipient can reply and forward the message, while the original sender receives a reply back (SMS or MMS) to his phone. SMS to Landline provides real added value to users and maintains the simplicity that users expect.

Talking SMS converts the text message using text-to-speech technology and delivers the message as a phone call to the receiving party. The service can be activated on a per-user basis enabling users to receive all their SMS messages as voice calls. Talking SMS can bridge the digital divide and become the default SMS choice for millions of subscribers who, for different reasons, cannot read their SMS messages.

By integrating the solution with major OEM SMSCs, SMS routers and SMS Interoperability vendors (in the NA market), TeleMessage offers an essential plug and play Value Added Service (VAS) that adds a human touch to SMS messaging and as such increases customer satisfaction. It enables Telecom Operators to reach more users, increase SMS traffic and as a result, ARPU.

TeleMessage delivers intelligent and secure messaging solutions seamlessly over any communication device.

TeleMessage helps operators retain their subscriber base by enhancing the user experience and assists enterprises achieve greater efficiency by optimizing their communication capabilities.

TeleMessage seamlessly handles text, voice, data, multimedia and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, TeleMessage's software reaches hundreds of millions of users and powers billions of messages through customer networks.

TeleMessage product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.

OPERATOR BENEFITS

- Reclaim lost SMS revenues
- Generate new SMS revenue by expanding recipient base
- Increase customer satisfaction, loyalty and retention
- Enhance user experience by ensuring message delivery
- Expand SMS reach to non-SMS users
- Ease of deployment – simple integration and billing
- Fast ROI using cloud SaaS or on-premises system

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SOLUTION HIGHLIGHTS

The “SMS to Voice” solution is based on TeleMessage’s proven and scalable messaging platform and delivers a rich feature set:

- Easy provisioning, subscription and management of subscribers
- White and black lists for message delivery
- Opt-in and Opt-out process for messages
- Configurable retry mechanisms for message delivery
- Easy configuration, maintenance and statistical usage reporting
- Two way communication enabling recipient to respond to message vial SMS, MMS or voice call
- Real-time delivery status – call success, failure, voice mail, busy, etc.
- No billing integration required (yet, the system supports programmable Call Data Records, and SMS-MT, SMS-MO billing)
- Different types of end-user devices to exchange SMS including mobile phones, PSTN analog phones, ADSI phones, Cordless Terminal Mobility (DECT), ISDN phones and fax terminals
- Security features for authorized access, user privacy and data protection
- Multilingual support includes text-to-speech conversion in multiple languages (English, Spanish, Portuguese, French, German, Italian, Hindi, Chinese, Russian and many more), language detection, support for foreign characters, transliteration and multiple languages
- Additional personalization including personal voice greeting, text a song and celebrity voices among others
- Seamless customization with operator branding
- Easy integration of service with existing applications
- Works with most SMSC vendors, SMS Routers and Personal SMS services
- Works using E1/T1, SIP and VoIP gateways or migration to IVR systems
- Easy migration possibilities to incorporate other TeleMessage products

Successfully implemented with tier-1 operators in North America and across the globe, SMS to Voice provides operators with a fully managed, plug and play solution that can be immediately implemented either as an on-premises solution or hosted SaaS solution reducing investment and CAPEX.

SMS to Voice Benefits

- Increase SMS traffic and revenue
- Boost ARPU
- Create competitive differentiation
- Enhance the user experience
- Simplify messaging by offering alternatives to regular SMS texting
- Reduce churn and increase stickiness
- Fast set up and TTM with a true plug and play solution
- Optional hosted SaaS model for reduced CAPEX
- Enable high volume messaging for periods of high capacity