



SMS to VOICE
**SMS TO
LANDLINE**



SMS TO VOICE - SMS TO LANDLINE



SMS has proven to be a large revenue generator for Mobile Operators, but SMS can be much more than just simple text messages. TeleMessage's **SMS to Landline** solution enables a user to type an SMS and send it to any landline or mobile phone. If the recipient's telephone number is a landline number, TeleMessage will create a voice message using a text-to-speech engine and play it to the recipient over

the phone. The recipient can reply and forward the message, while the original sender receives a reply back to his phone as an SMS.

Today, SMS is a natural way of communicating with mobile phone users. **SMS to Landline** is an extension of communicating with those individuals who do not have mobile phones or SMS text messaging. Now, with this solution, mobile phone users can send an SMS to any landline phone or fax machine. TeleMessage's **SMS to Landline** solution provides real added value to the user, while maintaining the simplicity the user expects.

USER BENEFITS

TeleMessage's **SMS to Landline** enables users to enjoy the following:

- **Send regular SMS** – You can send a regular message using the keypad
- **Not limited by recipient's phone capabilities** – A landline phone will ring and play message using text-to-speech; SMS capable phone, via text
- **Send SMS messages to faxes** – Send an SMS to a fax number. It will simply print out your SMS on the fax
- **Message recipient does not have to own a mobile phone, nor use SMS** – Now you can "receive" SMS' on *any* phone
- **Reply and forward SMS from your phone with your own voice** - You can reply directly by simply speaking your reply. Your voice recording will be sent back to the original sender as an SMS. You can also forward the message
- **Duplicate receiver user experience as SMS** – The user of the SMS gets a regular SMS (with the "From" and more information)
- **Listen to vocal SMS replies** – Replies to an SMS from a landline phone will be received as SMS. Press the "Send" button to hear the message
- **Delivery receipt** – Originator receives status of the sent message (success, failure, etc.) via SMS
- **Reach out to visually impaired users** – Extend your SMS market.
- **Receipt confirmation** – Get an SMS with status of message delivery
- **Additional personalization** : Personal voice greeting, Text a Song, Celebrity voices, Language detection and more
- **Works with TeleMessage Voice SMS service:** combine both services on the same platform

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.

AMERICAS

HEADQUARTERS

468 Great Road

Acton, MA 01720

Tel: +1- 978-263-1015

Fax: +1-978-263-6467

salesUS@telemessage.com

GLOBAL SALES &

R&D CENTER

17 Ha-Mefalsim Street

Petah Tikva, 49514

Israel

Tel: +972-3922-5252

Fax: +972-3922-5253

sales@telemessage.com

ADDITIONAL USER ADVANTAGES

There are many advantages to our solution that were built with the subscribed user in mind.

- Does not require changes to infrastructure or in handsets.
- A unique “one-click” user experience based on TeleMessage’s patented SMS callback and message retrieval technology.

SOLUTION HIGHLIGHTS

The **SMS to Landline** solution is based on TeleMessage’s proven and scalable messaging platform, thus enabling a host of additional flexibility and features:

- 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.
- No billing integration required (yet, the system supports programmable Call Data Records, or 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.
- Seamless look and feel customization and integration of service with existing applications.
- Support for foreign characters and multiple languages.
- Easy migration possibilities to the full TeleMessage UMS communication platform; provides a future proof roadmap with a flexible and clear 2.5 and 3G vision.

OPERATOR BENEFITS

TeleMessage gives you a valuable service that can be implemented immediately. We offer a fully managed solution that can be implemented on an ASP, license, or revenue sharing business model – so there is no need to invest large sums of money up front and there is no hardware or software to purchase or connect to your switch.

TeleMessage’s Professional Services Group can oversee support and billing to fit your customer’s need.

- Increase Average Revenue Per User (ARPU):
 - Increased MO SMS traffic.
 - Increased MT SMS traffic.
 - New premium SMS revenue
 - Additional airtime through increased voice traffic.
 - Advertising opportunities on SMS messages and voice calls.
- Decrease Churn:
 - A sticky value added service the user will use every day.
 - All the messages can be branded with your company’s name, logo or jingle.
 - A true differentiator from your competitors.