



## SMS TO VOICE - TALKING SMS



SMS is an important cash-cow for operators, with a variety of applications, services and continued growth. Yet, there are still many SMS messages that are dropped or lost, can be easily converted to additional revenues and generate valuable service for Mobile operators.

In many developing countries, SMS usage and penetration in the subscriber base is much lower than the worldwide average. There are still huge markets of people having problems operating SMS on the phone and a big percentage of people having problems reading SMS messages. These can be less educated people, people in rural areas, or those with disabilities or are reading impaired. These users may be getting SMS messages, but they are lost on their mobile handset, never read or answered.

TeleMessage Talking SMS converts the text in the SMS using Text-to-Speech technology, and delivers the message as a phone call to the receiving party. It is a service which either receiving or sending party can activate, and then all their SMS messages will be received as voice calls. Talking SMS can become the default SMS choice for millions of subscribers in countries with less educated subscriber base or high illiteracy rates.

Since it doesn't require any change in the handset or the behavior of sending SMS messages, it becomes the SMS of choice for millions of people that cannot read written SMS messages, thereby allowing them to join the mobile messaging market. It offers them a new way to stay in touch with others, while growing operator SMS traffic and ARPU.

The *Talking SMS* product is fully integrated with *SMS to Landline* product. In many places, SMS sent to fixed lines are dropped or rejected. These SMS can be delivered as voice calls, after the SMS is converted to voice using Text-to-Speech; promising SMS termination and generating additional income.

### USER BENEFITS

TeleMessage's "Talking SMS" 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
- **Reply and forward SMS from your phone with your own voice** – SMS to Voice recipient can reply to the message by Voice recording, by Text or by Conferencing with SMS sender
- **Reach out to illiterate, elderly, or visually impaired users** – Extend your SMS market
- **Receipt confirmation** – Get an SMS with status of message delivery

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.

# USER BENEFITS

- **Multilingual support** – System can work in many languages, with text-to-speech conversion in multiple languages, Language detection, transliteration of messages, etc.
- **Additional personalization** – Personal voice greeting, Text a Song, Celebrity voices, etc.
- **Built-in SMS dictionary** – Allows dynamic conversions of shortcuts and emoticons e.g. GR8 will be converted to Great, and :-)) to a laughter sound
- **Reach fixed phones with SMS** – Create new revenue streams by extending SMS reach to any phone.

## SOLUTION HIGHLIGHTS

**Talking SMS** 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
- 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, transliteration and multiple languages
- 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

## 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.

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