



## APLIMAN VOICE VIA SMS (VVS)

### A New "Speak and Listen" Messaging Solution

The latest mass consumer 'Messaging Application' - near real-time voice communication at the economy of SMS - is now within easy reach, courtesy of Apliman Technologies.

Apliman VVS (Voice Via SMS) is an alternative communication mechanism offering personalized instant voice messaging at a cost lower than voice calling. Apliman VVS was created by Apliman Technologies, the first in the region to independently develop this new messaging service and offer it to regional and global operators, complete with installation, support, and training services, thus empowering them with an application they need to sustain and increase their market share in a fiercely competitive industry. Unlike capital-intensive services like MMS and video mailing, VVS does not require network or handset upgrades. This next-generation messaging service is ready for commercial service, enabling operators to experience increased revenue and quick return on investment within a very short time period.

### OVERVIEW

Apliman VVS offers a 'speak and listen' messaging method that allows a subscriber to exchange short customer-to-customer audio messages. The service enables the subscriber to deposit a voice message to the Apliman VVS application. In return, the VVS application notifies the recipient of the deposited message, allowing the recipient the convenience of calling and retrieving the message.

Apliman VVS application combines the advantages of SMS and Voice Calling. As effective as voice calling, voice messaging has the advantage of being non-intrusive. Cost-effective, it offers multiple benefits guaranteed to increase regional and global operators' ARPU (Average Revenue Per User) while using existing network resources. As a fail-proof, cutting-edge mobile service, Apliman VVS has the potential of rapidly creating millions of dollars in revenue for mobile operators, placing them ahead of competitors in the field.

Unlike Push to Talk (PTT), VVS does not require intensive integration with the switch or with the billing system and does not require any special software on the phone or any additional telephone configuration. It enables the received party to retrieve his message at any time. VVS functions across operators with no additional operator-operator agreements.

Apliman VVS uses the ApliBridge SDP platform, a heavy duty, reliable and exceptionally stable multimodal platform with Operator Grade Performance. Having been tested for 0.5 million daily calls and operating at the scale of months, this multiple gateway technology requires minimal maintenance and operates in various companies around the globe. It is highly scalable and enables operators to cost-effectively deploy additional mobile applications that combine and synchronize data interaction with the simplicity and user friendliness of voice input and voice output.



## HOW TO USE APLIMAN VVS

Using Apliman VVS is simple. The sender dials a prefix, along with the recipient's mobile number, presses SEND, is connected to the Apliman VVS service, and hears a prompt to record a message, then hangs up.

The recipient receives an SMS stating that a Voice SMS has been received from the sender (with sender ID). To retrieve the message, the recipient scrolls down to the link in the SMS and places a call into the VVS system, or simply dials \*0\*, and immediately hears the message, without listening to prompts or menus. The recipient can respond via voice by pressing 1 to record a reply. In addition, the recipient can listen to an old message by saving the notification SMS or simply by dialing \*1\*.

Other options include the ability of the recipient to send a WAP push whose link is available in the actual SMS message, or receive the voice recorded message as an MMS.

### Apliman VVS Caters To...

- Any User with No Language Barrier
- Senior Subscribers
- Non-Educated Subscribers
- General Low Income subscribers
- Young subscribers for fun
- Professionals
- Spouses
- Busy subscribers who can't use SMS
- Physically challenged people

### Benefits for Mobile Operators

- A New Value Added Service
- A New Revenue Stream and Higher ARPU
- Expanded Subscriber Communities
- Quick Return on Investment
- Emergence as Regional Pioneers
- Notifications and Premium Services
- News Services
  - Voice SMS – General News
  - Voice SMS – Sports News
  - Voice SMS – Financial News
- Islamic Services
  - Fatwa Services
  - Religious Discourse
- Alert Services
  - Voice SMS – Stock / Quote Alerts
  - Voice SMS – Flash news
  - Voice SMS – Personal Calendar Alerts
  - Voice SMS – Prayer Alerts
  - Voice SMS – Horoscope Alerts
  - Voice SMS – Spots Alerts (Foot Ball / Cricket)
- Voice Greetings Services
  - Birthday Greetings
  - General Greetings
  - Festival's Greetings
  - Seasonal Greetings

### Benefits for Mobile Subscribers

- Efficient and speedy
- Convenient for busy activities (while cooking, driving...)
- Language-independent, voice-based rather than alphabet-based
- Beneficial for illiterate people and people with physical disabilities
- Personalized and expressive
- Non-intrusive
- Cost Effective

## APLIMAN VVS FEATURES

### Rapid Installation

Apliman VVS can be installed within 2 or 3 weeks with minimal integration with the operator. All the operator needs to purchase is Apliman software, with no further need to purchase new apparatus or have a GPRS-enabled or a smart phone. Unlike MMS, voice message deposit and retrieval is handset-independent.

### Multilingual IVR Prompts and SMS Notification

The operator can select a default language for voice prompts, and subscribers can override the operator-defined language setting by their own language preference. The same applies to the SMS notification sent to notify subscribers that they have received a voice message.



#### User-friendly Graphical User Interface

Apliman VVS offers a Graphical User Interface that is user-friendly and easily modified with drag-and-drop editing. The Graphical Management Utilities offered by the feature-rich platform reduce the time and cost of administering large-scale installations.

#### Email Forward Capability

Apliman VVS enables subscribers to opt for receiving their Voice SMS forwarded to their email inbox as a wave file, retrievable from anywhere with internet access.

#### Dialout Capability for Fixed Line

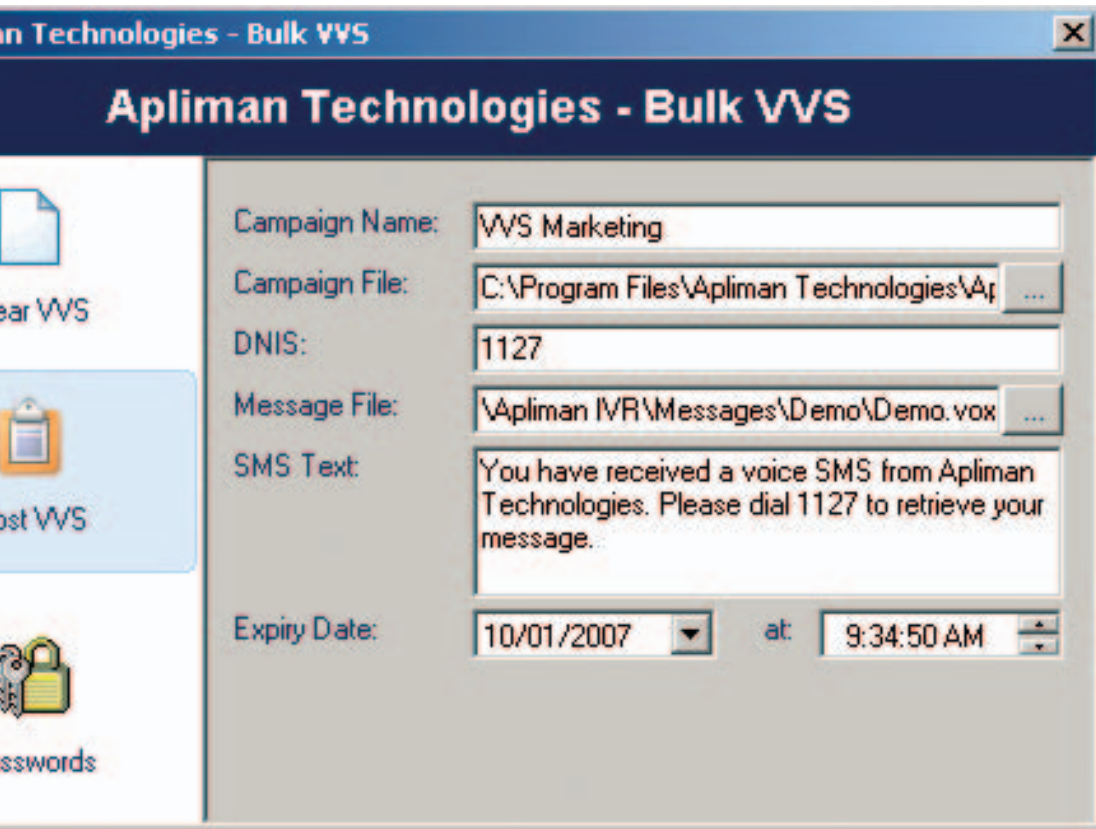
The subscriber can send a voice SMS in dial-out form whereby the second party gets a phone call in which the recorded message is played. If the person does not answer the call, he receives it in Voice SMS form.

#### Message Storage

The voice message is stored on the server until the recipient accesses it, after which it can also be saved in the recipient's private inbox for later retrieval and replay.

#### Complete Statistics

The Apliman VVS software offers operators precise, live, and detailed statistics, enabling them to monitor service usage and plan marketing campaigns or special offers accordingly.



#### Connectivity with Added Gateways

Apliman VVS uses the ApliBridge platform which enables multimodal connectivity with multiple gateways from MMS, Fax, and Internet to WAP, Pager services, etc.

#### Bulk Voice SMS

Apliman VVS enables the subscribers to send Bulk Voice SMS to mass people for advertising or notification purposes in order to create awareness about a certain matter.

#### Voice SMS Auto Reply

Apliman VVS enables the subscribers to receive an SMS stating the time and date when the voice SMS sent was delivered. This option allows the user to make sure that the Voice SMS sent was received by the other party.

#### Voice SMS Background Music

Apliman provides users with the option of choosing music to be played as a background for their voice SMS. Such an option increases the intimacy and perfects the emotional expressions for users.

**Voice Forward Capability**

If a person receives a Voice SMS that he likes or that contains important information, Apliman VVS enables him / her to forward that same voice SMS to a third party and share it with them.

**Handset / Network Independent**

Apliman VVS works across the subscriber base, irrespective of the handset used. It also works on both Legacy 2G as well as 3G platforms

**Deployment Flexibility**

Apliman VVS can be used as a managed service or as a service within the network.

