



## Ardacom Insider

It has been fascinating to watch the large carriers continue to remain stuck with the limitations of the early Voice-mail-to-Text implementations. Even AT&T's newest launch appears to be merely an extension to traditional Voice-mail —complete with serious limitations. Not only is it cumbersome for users to listen to the message itself, the associated costs for carriers to deploy such a solution are staggeringly high.

Stay tuned to see how long it takes for a large carrier to finally respond to the industry learnings of the past two years and offer an updated message-delivery approach...

## Voice-to-Text — the tsunami is coming...

Ardacom has been closely watching market development activities and has been alerting smaller carriers that their larger rivals are actively working toward major voice-to-text service launches. We are now seeing a number of recent public announcements and want you to know as they occur.

## AT&T Launches Voicemail-to-Text Service

As we had been anticipating for some time, AT&T Wireless has become the first U.S. megacARRIER to launch a voicemail-to-text service.

AT&T has spent at least 18 months planning and working on this new service and has partnered with Nuance Communications as the speech-to-text vendor. The

service utilizes a combination of voice recognition software and human intervention to convert voicemail messages to text that are delivered to mobile subscribers via SMS and/or e-mail.

This AT&T Voicemail-to-Text service is being offered at \$9.99 per month, which is much higher than

similar services offered by Cincinnati Bell and Alltel at \$5.99 per month.

Most likely further product offers are already planned and this represents an initial entry into this feature space.

## CinBell Switches from SpinVox to Yap

In October, Cincinnati Bell switched its voice-to-text service from SpinVox to Yap and expanded the feature options to allow subscribers to optionally receive the converted text via

e-mail. Cincinnati Bell originally launched voice-to-text service for both wireless and wireline subscribers over 2 years ago and has seen it evolve into a

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**Contact Ardacom now to find out more about 2me<sup>SM</sup> Messaging**

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## Time to Act

Recent announcements such as the launch of AT&T's Voicemail-to-Text service and Cincinnati Bell's re-launch with Yap, are just the beginning of what will certainly be a continuing series of similar service launches over the coming months.

It is imperative that smaller carriers that want to capitalize on the impending media blitz around voice-to-text services act now to launch voice-to-text in their own networks.

ArdaCOM's 2me Messaging service can be deployed quickly, cost effectively and has more advanced features than the services currently offered by larger wireless carriers.

***Act now to launch 2me Messaging rather than waiting and settling for "me too" messaging in the future.***

***Contact ArdaCOM now to find out more about 2me<sup>SM</sup> Messaging***

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very successful offering. The initial service was closely associated with SpinVox and was jointly marketed with SpinVox's name prominently displayed. The security concerns associated with SpinVox's human-based transcription and the higher conversion costs are believed to be the main reasons Cincinnati Bell looked for alternatives.

Following a many-month evaluation process, complete with extensive

focus group evaluation, Cincinnati Bell concluded that Yap's fully-automated voice-to-text conversion technology has the turn-around time and transcription quality required and has subsequently re-launched their service using Yap transcription.

The Cincinnati Bell changes announced in October are a strong endorsement for 2 very important evolutions of voice-to-text services: e-mail delivery and fully-automated transcription.

## The voice-to-text solution for smaller carriers - Simple Message Delivery<sup>TM</sup> and 2me<sup>SM</sup> Messaging

ArdaCOM's Simple Message Delivery (SMD) application provides wireless subscribers an alternative to voicemail. The new service, 2me Messaging, is a fully automated, direct delivery voice messaging service.

With 2me Messaging, voice messages are converted to text and pushed to the recipients preferred device as an email and/or SMS text message. 2me Messaging allows subscribers to know instantly who called and when and what they said. Allowing them to read and respond to urgent messages immediately.

Together, Simple Message Delivery

and 2me Messaging solve some key user frustrations of legacy messaging services - making voice messaging a real-time communications tool while simultaneously eliminating the costs of integration, licensing and message storage.

The SMD application has all the necessary elements already integrated into the solution - thus paving the way for fast rollouts at a fraction of previous costs without the constraints and expense of any legacy messaging system integration.

Contact ArdaCOM for full details.