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## **ArdaCOM Enables Smaller Carriers to Launch Voice-to-Text Services**

Simple Message Delivery (SMD) combines open source hardware and self-installing application software to allow rapid, low-cost feature launch

LAS VEGAS, NV – April 28, 2009 – ArdaCOM, a leader in next-generation messaging applications and professional services, announced today at the Rural Cellular Association's annual convention the availability of its Simple Message Delivery solution, which is ideally suited for smaller wireless carriers.

ArdaCOM's SMD-V (voice-only) application provides call answering to growing subscriber segments that do not use or do not like voicemail, delivering voice messages as audio files to their email addresses. Small systems start at under \$20,000 and have a total cost of ownership (TCO) at a fraction of the cost of traditional, full-featured voicemail.

"Analysts are forecasting a 15% market penetration of voicemail-to-text customers by 2011," says Bruce Bales, president and CEO at ArdaCOM. "We are providing the only plug-and-play system today that allows small carriers to begin offering these services to customers before they become available from the Tier 1 competitors. This is an excellent opportunity for smaller carriers to beat the behemoths to the punch."

The SMD-VT (voice & text) application interfaces with leading speech-to-text providers to convert voice messages to text and deliver them to email and/or SMS or MMS-capable mobile phones. Unlike previous methods of launching voicemail-to-text services, the ArdaCOM solution does not require complex integration with a carrier's existing voicemail system.

"Yap is partnering with ArdaCOM to provide Tier 2 and Tier 3 carriers with voicemail-to-text at a significant cost advantage and reduced time-to-market," said Victor Jablov, president and COO of Yap. "Pairing ArdaCOM's solution with our fully automated platform gives carriers a fast way of deploying speech-enabled services that are easily integrated with their existing infrastructure."

Simple Message Delivery provides call answering capabilities at one-half to one-fourth the cost of traditional voicemail platforms. While it's not a substitute for full-featured voicemail, it quickly and inexpensively allows carriers to offer a new class of call answering services. Taking advantage of open source computer processing and a proprietary Web 2.0 solution, carriers are not burdened with complex integrations for provisioning and billing.

ArdaCOM's SMD solution is designed for carrier equipment rooms and delivers with telco reliability needs in mind. The platform is easy to install and includes components that enable subscribers to "opt-in" and self-manage their accounts, bypassing the expense and hassle of engaging call center and help desk resources. Ideal for use by consumers and business customers alike, SMD eliminates the need for subscribers to dial into voicemail boxes to retrieve messages. Other user advantages include receiving multiple options for accessing the original audio files and the ability to save, archive and forward messages.

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### **About ArdaCOM**

ArdaCOM was formed by a group of seasoned voicemail platform executives and engineers seeking simple, inexpensive solutions that allow carriers to quickly deploy next-generation communications services. The privately held Atlanta-based company has formed multiple partnerships for enhancing the deployment of next-generation messaging applications, including ones with Yap and with NewNet CT, a leading provider of Short Messaging and SS7 Signaling Solutions. More information on ArdaCOM can be found at [www.ardacom.com](http://www.ardacom.com).

### **About Yap**

Founded in 2006, Yap pioneered the world's first fully automated voice-to-text platform for communications service providers. The Company's award-winning speech recognition technologies provide the foundation for innovative applications such as voicemail-to-text, speech-enabled mobile messaging and voice search. Yap's 100% automated approach gives its customers a cost-effective solution that is fast, scalable and secure. The Company is headquartered in Charlotte with offices in Atlanta, Boston and San Francisco, and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit [www.yapme.com](http://www.yapme.com).

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