

# Talking SIP™

The Voice of the Next-Generation Network™

## Key Features

**Market Ready.** The smartphone applications are ready for turnkey deployment. In addition, the source code can be provided so that the applications may be customized to suit the service provider's exacting requirements.

**Fully-Integrated.** Our smartphone applications are integrated seamlessly into the mobile telephone allowing direct dialing from the Contact database or via the mobile telephone's keypad.

**Drives Revenue.** The smartphone applications give service providers the ability to easily and readily capture revenue away from global mobile carriers resulting in increased revenue and customer loyalty.

## Smartphone Applications

Today's mobile calling plans provide for economical local and domestic calls, but international long distance calling is still prohibitively expensive - especially when roaming. Unfortunately, more cost-effective solutions for mobile users such as calling cards and fixed-mobile convergence are cumbersome and protract the calling process. Now there are IVR Technologies' Smartphone applications, available on leading smartphone platforms, to provide a simple and straightforward way for mobile users to make long distance calls through your network, realizing significant cost savings while at the same time driving additional revenue and traffic to it.

According to a new market research report, Global Markets for Smartphones and PDAs, the global market for smartphones and personal digital assistants (PDAs) generated \$58.7 billion in 2008. The smartphones segment currently has the largest share of the market, worth \$52.5 billion in 2008. This should increase at a CAGR of 23.5% to reach nearly \$150.6 billion in 2014.

Our smartphone applications give service providers an opportunity to build user loyalty by letting their customers realize the same savings they enjoy from their homes and offices but from their mobile telephones, anywhere in the world. Through the tight integration with the mobile telephone, the smartphone applications are just as intuitive and straightforward as regular dialing but at a fraction of the cost.

Contact us today to learn more about Talking SIP™ and why it is the voice of the next-generation network.



**IVR**Technologies



## Calling Card Option



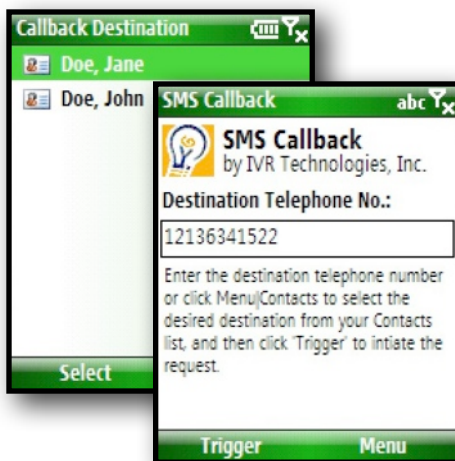
The savings and benefit of calling cards are significant, but the process

can be somewhat involved with having to first dial an access number, then key in an account number, and finally dial the desired destination. It is even more cumbersome from a mobile telephone where the keypad and the earpiece is a single device.

The process is now greatly streamlined with the introduction of the Calling Card application since it is so tightly and seamlessly integrated into the mobile telephone and its Contact list.

The Calling Card application is accessed through a voice tag, speed dial, shortcut, menu or dock, where the user simply selects the desired destination party from the Contact list or dials the desired number from the keypad to initiate the request. The Calling Card application then handles dialing the access number, entering in the account login information, and then forwarding the requested destination -- all in the same number of steps as a regular call.

## Callback Option



When traveling abroad it may not be possible, feasible or cost effective for mobile users to dial a foreign access number in order to make a Debit Calling Card call to save money on long distance.

The Callback application provides the mobile user with the ability to trigger a callback call directly from his mobile telephone in just a few easy steps. With a callback call the system calls the user rather than the user calling the system, and in doing so the

user avoids the cost and complexity of making a Calling Card call when traveling.

The Callback application is tightly integrated into the mobile telephone and its Contact list. The application is accessed through a voice tag, speed dial, shortcut, menu or dock, where the user simply selects the desired destination party from the Contact list or dials the desired number from the keypad to initiate the callback request. In a matter of seconds the user's mobile telephone will ring, and the system will automatically connect him to the requested destination.

In the same number of steps as a regular call, the mobile user is able to access your network and realize significant costs savings by avoiding having to pay his mobile carrier's long distance rates.

In addition to the economic benefit of the application, the user is

also able to consolidate his long distance billing, and you, the service provider, are able to capture additional revenue away from the mobile carrier, wherever it may be located, while at the same time building customer loyalty and reducing customer churn.

### For More Information

Please contact us to find out more information about our products, receive a quotation or locate a value added reseller in your region:

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