



Driving Revenue Into the Network

Through IP-Based Voice Enabled Social and Business Networking Solutions



Background

Talking SIP is a next-generation, SIP-based application, media, registration/location, class 5 and real-time billing server that is tightly integrated into a cohesive and turnkey solution.

Talking SIP is ideally suited for the next-generation service provider who is interested in:

- ⦿ Driving higher margin revenue to the network
- ⦿ Providing innovative and market-differentiating applications to their subscriber base
- ⦿ Attracting new subscribers and retaining existing ones through personalization, empowerment and control
- ⦿ Driving down network operating expenses and administrative overhead through network consolidation and streamlined management

Talking SIP delivers the necessary features and functionality for the next-generation service provider to quickly and easily integrate in-demand voice services such as:

- ⦿ Click to Call
- ⦿ SMS or Web Initiated Call Triggers
- ⦿ Subscriber Specific Scheduling and Privacy Controls

into any social or business networking portal, including:

- ⦿ Dating Portals
- ⦿ People and/or Business Locator Portals
- ⦿ Government Portals
- ⦿ Teen/Tween Social Networking Sites
- ⦿ School Portals

Talking SIP is a great fit for any portal where people and information gather and the power of voice can complement the inter-communication and connection of its subscribers.

The Network

Social and business networking portals typically consist of a web site where subscribers can login, search for, and interact with friends, family, business associates and acquaintances. On these portals, people from all walks of life, come together to share music, pictures and perspective, as well as to collaborate on presentations, projects and proposals. These social activities can all benefit from the richness and personal touch that voice offers and the intonation and feeling that simply cannot be captured with the written word. Talking SIP helps facilitate this medium of exchange by providing a turn-key platform that can be easily integrated into any portal site and that comes with a myriad of public or private methods to initiate a conversation. Adding voice capabilities to any social or business networking portal can help bring these communities together by encouraging interactions and dialog in a more natural manner than pure textual exchanges.

Possible network configurations for this application could consist of softphones, web page enabled softphones, IP phones, mobile phones, wi-fi phones or traditional phones. Embedded links can disclose as little or as much connection information as the user desires. When a visitor clicks on the subscribers link Talking SIP



processes the request and places a call to the visitor and subscriber and connects them, all without disclosing the other party's call details. Talking SIP also offers the flexibility and control to allow subscribers the ability to set up routing schedules that define when, how, and by whom they can be reached.

With Talking SIP's highly flexible real-time billing capabilities service providers can create a multitude of billing models such as packaged, free, flat rate or unlimited, all custom tailored to the portal and subscriber base. Subscribers can be blocked or charged additional amounts for calling outside of the subscriber base and additional revenue can be earned by requiring both parties to listen to a brief message from a sponsor/advertiser prior to being connected together.

Market Opportunity

The Yankee Group estimates that the market for pure-play VoIP services will grow from 2.8 million subscribers at the end of 2006 to 6.4 million by the end of 2011. In addition, Telegeography recently estimated that by 2010 there will be 17.5 million VoIP users in US and revenues will reach \$5 billion.

This phenomenal anticipated growth and revenue, coupled with Nielsen/Netratings recently reporting that social networking sites are anticipated to grow 47 percent, year over year, reaching 45 percent of web users, highlights the tremendous opportunity for voice in the social networking arena.

By deploying a market-ready and turn-key product like Talking SIP, next-generation service providers can quickly capture a new and high-margin revenue stream that extends their network's reach while leveraging their existing IP infrastructure.

More Information

Please visit us on the web at www.ivr.com, or contact us directly to find out more information about our products, receive a quotation or locate a value added reseller in your region:

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