



Openwave® Voice Short Messaging Service (SMS)

Innovative messaging service extends revenue streams beyond traditional voice messaging

For operators, text-based SMS—or text messaging—has been a wildly popular service in many markets. However, SMS is not suited for all markets because:

- Not all languages are suitable for typing on a mobile telephone keypad.
- Regions with low literacy rates will never adopt SMS in large numbers.
- Some people will always prefer the emotional connection of communicating using voice versus SMS.

Openwave Voice SMS addresses these adoption gaps by offering mobile subscribers a fun and easy-to-use voice-based short message service. Voice SMS mixes the personalization of voice and the convenience of SMS by sending voice messages directly to someone's mobile telephone—no typing and no waiting for someone's outgoing messages.

With this service, operators can tap into additional revenue streams from existing subscribers and access markets where traditional SMS might never be widely adopted.

Subscriber Benefits

- **Message anyone, anytime:** Send messages to whomever you want without being concerned about whether they are able to take your call.
- **Express yourself:** Convey your emotions using your own voice.
- **Fast and easy to use:** Simply dial a prefix before the phone number and then record your message. No need to install a client on your handset. No need to spend time pressing keys to type out a text message.
- **Simple retrieval:** The recipient of the message receives notification via SMS of a new voice message along with a short code that can be used to retrieve the message.

- **Convenient:** Voice SMS messages can also be delivered to your handset as MMS messages—no need to call to retrieve them.

Operator Benefits

- Offers operators a new adjunct service. Addresses new market opportunities where text-based SMS revenues might be flattening.
- Serves new markets where SMS take rates are inhibited by factors including low literacy rates, low technology usage and languages that are not easily typed on a mobile keypad.
- Enables new revenue streams by offering multilingual support for callers and subscribers on a single platform that can easily be deployed in multiple language markets.
- Provides a low total cost of ownership with minimal storage requirements; a configurable aging period deletes expired unheard messages.
- Lowers operating expenses and increases revenue with MMS delivery. Delivery as MMS messages also reduces voice gateway and media server port requirements.
- Based on proven Openwave messaging architecture that is reliable and scalable to millions of users.

Voice SMS Features

Voice SMS combines simple, fast, asynchronous messaging with the personal touch of voice. Here's how it works:

- Add a prefix to the recipient's number, record a voice message and send it.
- The recipient is notified via SMS of the message and dials a special short code to listen to the message.
- Recipient can reply to messages after listening to them to create an IM-like interaction using voice.



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Voice SMS messages can also be delivered as MMS messages to provide instant access and local storage of messages.

SMS notification can be customized to add branding and advertising, which provides additional revenue streams or can be used to subsidize the service for subscribers.



Figure 1: Openwave Voice SMS Callflow



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About Openwave

Openwave Systems Inc. (Nasdaq: OPWV) is one of the world's leading innovators of software applications and infrastructure designed to enable revenue-generating, personalized services, including mobile analytics, content adaptation, mobile and broadband advertising, and a suite of unified messaging solutions.

As the communications industry intersects with the Internet, Openwave software enables service providers to converge services, in an effort to increase the value of their networks by accelerating time to market and reducing the cost and complexity associated with new service deployment. Openwave's unique product portfolio provides a complete range of mobile internet service management, messaging, and location based solutions. Openwave is a global company with a blue chip customer base spanning North America, Latin America, Australia and New Zealand, Asia, Africa, Europe, and the Middle East. Openwave is headquartered in Redwood City, California. For more information please visit www.openwave.com.

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