



Voice SMS

Personalise your message with sound and motion

Key Benefits

New revenue stream

Voice SMS extends messaging usage to subscribers not comfortable with texting and opens a new revenue stream for application-to-person voice and video services and innovative voice/video push services

Increase ARPU and deliver fast ROI

Voice SMS introduces new messaging communication forms. The interconnect operator support provides a high-margin service option to create additional revenues and further maximise returns

Personalisation

Voice SMS adds a personal dimension to messaging and allows users to express themselves with feeling and emotion while combining the clarity of voice and the fidelity of video with the ease of SMS

Market Dynamics

Text messaging has been the number one success story of mobile telephony. With astonishing and sustained growth it continues to beat expectations and is still the leading data service on mobile networks. Despite its popularity, it has significant limitations relative to voice communications. With voice, and more specifically Voice and Video SMS, more information and emotion can be shared. Voice and Video messaging are not restricted to certain alphabets and characters, as with traditional SMS, so their use and appeal is much more universal. Voice SMS allows everyone, irrespective of language, alphabet or handset, to send a personal and emotive short voice or video message.

Voice SMS has already been a massive success and it is forecasted to see rapid take-up across most regions. Many operators have reported double digit growth rates in service take-up, with some reporting rates of between 15% and 30% in the first few months of service launch. Video SMS messaging is useful in a wide variety of consumer and business situations specially tailored for 3G networks.

Product Overview

The Jinny Voice SMS platform is a feature-rich solution that can accommodate any number of subscribers and the highest usage volumes. Voice SMS allows a subscriber to send and receive a voice message from any handset type. Video SMS is only available in 3G phones where video calls are supported by mobile handsets. The receiver is notified that a voice or video message is waiting and simply presses 'Yes' to retrieve the message. You can choose to offer the service in both non-subscription and subscription models.

In the non-subscription model any mobile customer can send a voice or video message simply by dialling the recipient number preceded by a star sign. No configuration is required and the service is always available. In the subscription model a subscriber signs up to the service and is able to set the notification language, choose notification type (i.e. SMS, MMS or Email) and manage message storage.

Both services offer strong propositions that can be tailored to different segments of the subscriber base. Voice SMS is a cheap and easy alternative to traditional SMS and is popular in markets where literacy rates are low or where the language or alphabet is not supported. Video SMS will be popular in markets where 3G handsets and smart phones have greater proliferation.



Key Features

API and BULK Interface

Jinny Voice SMS provides mobile operators and content providers with an A2P interface to send bulk voice and video messages.

Interoperability, Roaming and MNP Support

The Jinny Voice SMS supports the interoperability as specified in the GSMA Voice and Video SMS guidelines. Roaming capability and mobile number portability is provided in countries where this service is available.

VoiceSMS Smartphone application

With our intuitive and user-friendly smartphone applications, sending VoiceSMS is much easier. Users can keep track of their recent calls, access their phonebooks and other call completion products like Voice and Video mail.

SMS-to-VoiceSMS support

SMS-to-VoiceSMS service is based on text-to-speech platforms(TTS). It allows people to send text messages from their mobiles to any phone type, including any conventional fixed lines.

Advertising Support

A sponsored advertisement or premium video message can be appended, allowing

you to earn revenue by selling space to advertisers. As a result you can offer a Video SMS service for lower prices, which assists with service uptake.

Message Retrieval Interfaces

The Voice SMS retrieval can be done through normal call interface, MMS, email or web interface. Video SMS retrieval is possible through 3G phones, MMS, Email or web interface.

Message Storage Support

Jinny Voice SMS subscribers have the option to store their voice/video messages and retrieve them through the web interface or through IVR. When a subscriber's quota is reached, the system generates an SMS alert notifying the subscriber of the storage full alert.

Message Reply, Forwarding and Distribution Lists

The application provides attractive features such as replying to Voice and Video SMS messages, message forwarding and group messaging, greatly enhancing the reach of voice and video messaging to a wider population of mobile users.

Voice SMS Architecture

