

## Etisalat Voice SMS on Kirusa platform gets excellent response across UAE

Kirusa's unique next-generation messaging application blends Voice and SMS; enables Etisalat subscribers to add the power of voice to their SMS messages

Wednesday, April 02, 2008: New Providence, New Jersey and Abu Dhabi, UAE: Etisalat, the leading telecommunications carrier and Internet Service Provider in UAE, has chosen the Kirusa Voice SMS solution for offering the Voice SMS service to their subscribers in the UAE. With the launch of this service, an Etisalat subscriber has the option of sending an SMS message in their own voice.

Etisalat's Voice SMS, launched in November 2007 before Eid festival so that mobile customers could send greetings, has been a success with over half a million Voice SMS messages having been sent within 5 days of Eid holidays. This phenomenal adoption of Voice SMS service by Etisalat UAE subscribers demonstrates its success in multilingual mobile markets.

The Kirusa Voice SMS service does not require any handset specifications or settings for using this service. To send a message, simply dial \* (star) followed by the recipient's phone number, and press the call button then record your message after the tone and disconnect or press any key to hear more options. The recipient gets an SMS message and can retrieve the message by dialing \*0\*. Old messages can be retrieved by dialing \*1\*.

Etisalat has a customer penetration of 150% per cent, a remarkable figure regionally and internationally. The availability of Voice SMS will help Etisalat to leverage the service to maintain its leadership position. The Kirusa Voice SMS platform enables Etisalat to cost effectively deploy additional revenue generating services that seamlessly combine voice with text, graphics, and video to deliver dramatically enhanced end user mobile experiences.

To deliver the Voice SMS solution to Etisalat, Kirusa has deployed its Voice SMS application and multimodal platform, integrated with HP OpenCall Media Platform, in the Etisalat network in Abu Dhabi. Kirusa has partnered with Emircom, an ICT solutions company based in Abu Dhabi, for the delivery and support of the solution.

Commenting on the announcement, Khalifa Al Shamsi, Vice President Marketing / Consumer & SMB, Etisalat said, "Etisalat has always been a pioneer in identifying new ways for its customer to reach out and experience the best services and technologies across the globe. Our focus has always been to create a great customer experience. This is why we announced the launch of the compelling Voice SMS service. We are sure our customers will find it easy to use and enjoy the benefits of voice communication without the sense of immediacy that tends to go with a voice call."

Speaking on the occasion, Dr. Inderpal Singh Mumick, Founder and CEO, Kirusa said, "The Kirusa Voice SMS application has been very well received by mobile users in South Asia, and we are delighted that the leading carrier in Middle East has chosen to work with Kirusa to bring the benefits of Voice SMS messaging to people in UAE. Etisalat will also be able to benefit from our large installed base in South Asia, enabling the entire expatriate population to have cost effective communication with their friends and families back home."

About Kirusa

Kirusa is a leading developer of value added mobile services that provide the freedom of multimodality. Kirusa's solutions include the hugely successful KV.SMS™, the world's most advanced "Voice SMS" solution, which allows mobile users to send and reply to SMS messages with voice, and works on all handsets and on all networks. The Voice SMS solution offers the industry's most intuitive user interface, with features such as Direct Listen™ for direct access and reply to messages, Speed Codes™ for quickly sending messages using codes, group messaging, mobile number portability, convergence, interconnect, and international Voice SMS. KV.SMS can be deployed in a matter of weeks, and its fast user adoption has led to explosive revenue growth for Kirusa's customers. KV.SMS is built on Kirusa's patented and patent pending technology and its highly reliable and scalable multimodal platform. The platform's ability to manage and synchronize data and voice interactions, plus its integration with IMS and 3G standards, enables customers to cost effectively deploy additional revenue-generating services such as messaging, search, information, and entertainment applications. Kirusa's solutions are deployed worldwide and used by tens of millions of mobile subscribers. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has sales offices in Paris, France; Delhi, India; and Abu Dhabi, UAE; with a research and development facility in Bangalore, India. 'Kirusa Voice SMS', 'Direct Listen', and 'Speed Codes' are trademarks of Kirusa, Inc. For more information, please visit [www.kirusa.com](http://www.kirusa.com).

#### About Etisalat

Etisalat has been the telecommunications service provider in the United Arab Emirates since 1976. Since then, it has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation and reliability among regional and international operators. Etisalat's mobile phone service penetration in the UAE has crossed 150 per cent of the population. With 6.3 million subscribers, Internet and broadband penetration in the UAE has reached 60 per cent, a significant achievement by Etisalat compared to regional average.

In addition to being the UAE's telecom provider, Etisalat has now expanded to manage and operate telecom companies in Saudi Arabia, Egypt, Sudan, Pakistan, Tanzania, Benin, Burkina Faso, Gabon, Niger, Togo, Republic of Central Africa, Ivory Coast, Nigeria and Afghanistan. With shares in Sudan's 'Sudatel', Qatar's Q-Tel and Thuraya, the satellite telephone service provider, Etisalat is a key regional player that lends its expertise and resources towards the betterment of information and communication technology.

Visit Etisalat at [www.etisalat.ae](http://www.etisalat.ae)

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