



## PRESS RELEASE

# uReach Technologies and SpinVox Expand Partnership Delivers Voicemail through SpinVox™ via the uReach Converged Services Framework

**HOLMDEL N.J. and London UK – October 25 2007** --- uReach Technologies, a leader in enhanced communications solutions for service providers, announced that it has expanded its partnership with SpinVox, the founder and global leader of Voice-to-Screen™ messaging, to deliver Voicemail through SpinVox service via its Converged Services Platform (CSF) in North America.

This agreement is another step in uReach Technologies' ability to showcase its Enhanced Messaging solutions incorporating the unique Voicemail through SpinVox voice-to-text conversion capability. SpinVox chose to extend its partnership because of the strong existing relationship already in place between the two companies, and uReach's ability to leverage its hosted, carrier-grade platform to support the service.

Voicemail through SpinVox is a 'third generation' voicemail service: First generation voicemail was audio-in, audio-out with sequential notification in the voicemail box; the second generation, as defined by Visual Voicemail remains as audio-in, audio-out, but with the benefit of a visual inbox on the wireless handset. The third generation - as exemplified by Voicemail through SpinVox- features audio-in, text-out, with direct delivery to wireless, business, and residential subscribers using SMS text or email.

"This agreement extends the strong working partnership already established between SpinVox and uReach Technologies in the North American carrier market," said Anthony Rossetti, Director of Marketing for uReach Technologies. "We recently collaborated at a major Canadian telecommunications provider to expand its wireless and wireline, business and residential messaging services, enabled by uReach, to include the Voicemail through SpinVox service."

"Voicemail through SpinVox provides significant added value to showcase uReach capabilities as it leverages the simplest and most efficient input mode, and the most appropriate output mode: voice and text, added Christina Domecq, SpinVox co-founder and CEO. Voice for input - simple, intuitive, fast and ubiquitous - and text for output - manageable, intuitive, fast and discreet. And it's ubiquitous, for instance being available on 100 per cent of mobile phones including the iPhone where it works straight 'out-of-the-box'"

The general public can try the Voicemail through SpinVox service by signing up on uReach Technologies' showcase portal ([www.ureach.com/spinvox](http://www.ureach.com/spinvox)).

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### About uReach Technologies

uReach Technologies, Inc. is the leading provider of converged communication solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach Enhanced Voice messaging, Voice-SMS, Multimedia Messaging and Single Number Service are currently improving the way millions of subscribers around the world communicate every day. uReach is a privately-held company headquartered in Holmdel, NJ. For more information, visit [www.uReachTech.com](http://www.uReachTech.com).

## About SpinVox

SpinVox® brought together the two most popular methods of communication – voice and text – and created a new category of messaging called Voice-to-Screen™. Its award-winning service is now making everyday communication simpler and more powerful, creating new recurring revenues for wireless, landline, cable and VOIP carriers as well as service providers and web partners. SpinVox has already launched its service with Cincinnati Bell and announced deals with Alltel, Rogers and Vodacom. As a managed service provider any network or service can rapidly and cost-effectively implement SpinVox.

At the heart of SpinVox is its Voice Message Conversion System™ (VMCS), which works by combining state-of-the-art speech technologies with a live-learning language process. VMCS is being rolled-out across four continents in four languages - English, French, Spanish and German.

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