

# Voicemail to mms

*the future of voicemail*



## A Whole New Way to Look at Voicemail

Voicemail to MMS combines Mpathix Voicemail with your existing MMS data messaging capabilities to deliver a user-centric visual voicemail experience. Voicemails are pushed via MMS directly to the mobile phone, where they are accessible via the user's inbox. Users can view a complete listing of their messages and select which messages they would like to hear. With Mpathix Voicemail to MMS, network operators can offer an enhanced voicemail service to provide both increased revenue and service differentiation.

## Network Operator Benefits

**Attract New Customers:** Voicemail to MMS provides a significantly better user experience than traditional voicemail. Operators can leverage this to differentiate their services.

**Offload Voice Traffic:** Approximately 5-6% of all voice traffic is used for voicemail retrieval. With Voicemail to MMS this traffic can be off-loaded from your voice network onto your data network.

**Create a New Enhanced Voicemail Revenue Stream:** Network operators can offer an enhanced voicemail service to provide both increased revenue and service differentiation.

**Generate Advertising Revenue:** Highly personalized content, ample screen space, and multimedia capabilities make Voicemail to MMS a compelling advertising vehicle.

**Stimulate Data Adoption:** Voicemail invites action. Subscribers will reply to messages using voice or data. They will also forward messages. As subscribers become familiar with using data services, adoption of other data services will increase.

## Subscriber Benefits

**Ability to Store, Save and Forward Voice Messages:** Voicemail messages are stored in memory on the phone as MMS's giving the user total flexibility and control over how to store, forward and save them.

**Faster Access:** The phone's inbox provides a visual presentation of all voicemails thereby allowing the user to view and select voicemail messages to hear, thus eliminating the need to dial and navigate through an IVR.

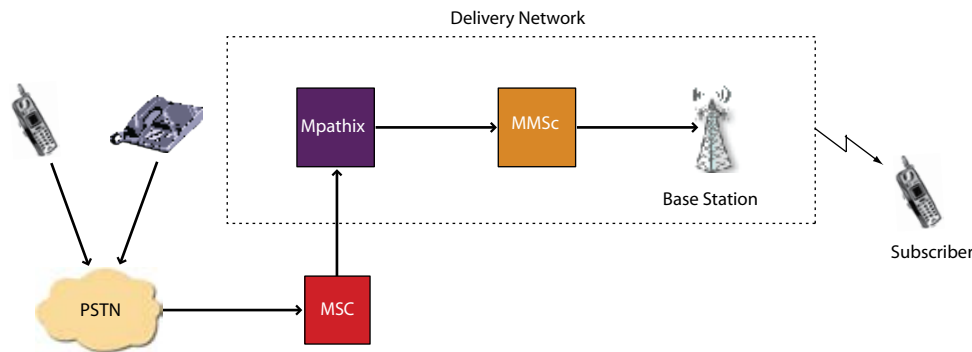


**Simpler Response:** No need to scramble for a pencil. Users can return calls with a single click and reply with an audio, picture, or text message. Additionally, voicemails can be forwarded to any mobile phone or email address.

**Single Inbox:** Text messages, picture messages, and voicemails are accessed from the phone's inbox.

## How it Works

As shown in the diagram, the Mpathix Voicemail system receives voicemail messages from callers, formats them as MMS and then forwards them to the MMSc for delivery to the subscriber's phone. Once received, the subscriber can respond to the voicemail message by clicking the callback number or sending a text or MMS message.



## Technical Specifications

- Fully redundant, high availability system (99.999%)
- NEBS compliant
- Supports industry standards, including:
  - signalling standards (SS7, TCAP, SIP)
  - transmission standards (T1/E1/IP)
  - other standards (SMPP, SNMP, XML)
- MMSC Interfaces:
  - MM3
  - MM7

## About Mpathix

Mpathix is a leading provider of Voice and Data Messaging solutions to wireless, landline and VOIP network operators. The Mpathix suite of voice and data messaging solutions include voicemail, voicemail to mms, unified messaging, mobile email and auto attendant.

As evidenced by our broad and diverse list of customers, our open architecture and standard interfaces provide network operators of all sizes with the scalability, flexibility, reliability, and ultimately long term value, they need to compete effectively.

From our Toronto, Canada headquarters and US Sales Offices, Mpathix supports customers throughout the USA, Canada, Caribbean, Latin America and Asia/Pacific regions.