



## **uReach Validates User Demand for a Next-Gen Voicemail Experience**

HOLMDEL, NJ (June 19, 2011) -- Beginning in late 2010, uReach Technologies undertook a trial of a new, simpler and better voicemail solution by offering smartphone apps from uReachlabs in the Apple, Android, and Blackberry app stores. Read it Boxless Voicemail was designed by keeping the parts of voicemail that subscribers found useful, particularly the ability to pass messages in the callers real voice, including intonation and emphasis, while eliminating the cumbersome login sequences and menus that have frustrated people since their introduction in the 1980's. The solution eliminated the subscriber's dial-in voicemail inbox, instead sending a transcription along with the audio file in mp3 form, to the subscribers' smartphones. The uReachlabs downloadable app, offered for free as part of this trial, was available to smartphone subscribers as a replacement for their standard carrier voicemail and used standard calling features and data connections to collect and deliver messages.

Because the trial was intended to measure subscriber desires for something better, uReach did not do any active "marketing" for the service. The primary way that a subscriber came to the service was by searching for "voicemail" and discovering it in the Android Marketplace, Apple App Store, Blackberry App World or GetJar app stores.

**"... a lot of people are actively looking for a next-gen voicemail experience"**

Over the course of one month in early 2011, the application saw about 2000 downloads. Of those, about 25% were iPhones and most of the rest were Android, but their common thread was that they all searched for voicemail within the app stores.

Saul Einbinder, Senior Vice President of Marketing and Business Development, noted "The big surprise here is that 10,000 people came across our application over just a few months, just looking in the app stores for a voicemail solution. That tells us that there are a lot of people that are actively looking for a next-gen voicemail experience. It's significant that about a quarter of those looking in any given period were iPhone users, seemingly looking for something better than the Visual Voicemail application that comes standard, and free, on the iPhone."

The Next Generation Voicemail experience can be delivered to wireless subscribers by carriers using the uReach Technologies Converged Serves Framework platform. These services are available to carriers worldwide either via a cloud-based solution or through the traditional, licensed (in-network) model.

About uReach Technologies: uReach Technologies, Inc. is the leading provider of lifestyle messaging 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, wire line and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach's mobile media and web, visual voicemail, unified messaging and one-number solutions are currently improving the way millions of consumer and small business 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), [www.ureachlabs.com](http://www.ureachlabs.com) and [www.facebook.com/ureachlabs](http://www.facebook.com/ureachlabs)

**Media Contact:**

Cindy Frew

uReach Technologies

+1 973.273.5895

marketing@ureachtech.com