

## PRESS RELEASE

# uReach Technologies Debuts Mobile Visual Voicemail Solution

## Mobile Push Voicemail Application Eliminates Typical Voice Menus; Opens the Mass-Market to True Visual Voicemail

February 16, 2009 - HOLMDEL, N.J. — uReach Technologies ([www.ureachtech.com](http://www.ureachtech.com)), a leading provider of converged communications solutions for wireless, wireline and broadband carriers introduced today a novel mobile application that dramatically improves the user experience for mobile voicemail. The mobile visual voicemail application lets cell phone subscribers see who has left messages and listen to them instantly, without requiring the user to dial into a voicemail system or to navigate voice menus.

“Voicemail remains one of the few services that burdens the user with actions like dialing in, retrieving and navigating with a series of numerical menus,” said Robert McCarthy, Senior Solutions Architect at uReach Technologies. “To make voicemail new and accessible, uReach has turned upside down the traditional service paradigm, so that now voicemails are delivered and managed in real-time on the mobile device.”

Service providers will now be able to target mass-market handsets with the revenue-generating potential of visual voicemail. Up till now these capabilities have been in the exclusive domain of high end touch phones and smart phones. The application opens up a wider market and can bolster the margins of voice services.

The application’s strength lies in its visual appeal and ease of use. A 3D carousel holds messages and intuitively lets the user rotate through and view messages. The carousel displays header information such as caller and duration, and it carries selected messages into folders or a trash bin. Messages are seamlessly pushed to the handset and are playable directly on the device using built-in media playing capabilities.

uReach’s Mobile Visual Voicemail solution is available today on handsets that support Sun’s JavaFX™ platform. Other handset platforms will follow in the coming months. The application works with uReach’s carrier platform, the Converged Services Framework (CSF). CSF lets carriers deploy a wide range of value added services such as one number, unified messaging and mobile social networking.

uReach is premiering the Mobile Visual Voicemail solution with Sun Microsystems at Mobile World Congress in Barcelona, Spain from February 16-19, 2009. Visit uReach at the Sun booth - #2C12; Hall 2.



### **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, wireline 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).

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