



A 10 Year Perspective Our Voice Broadcasting and Messaging Market

The Messaging Business Starting in 1998

Voice I/S has been in the voice messaging and broadcasting business since 1998. We differentiate ourselves both by clientele and applications from a voice blast or direct telemarketing businesses in that we primarily work within business or affinity groups for routine or emergent applications. When we introduced our service in 1998, there was no web-based voice broadcasting companies like ours. We've replaced personal hardware devices called "dialers" with sophistication coming from the Internet for access, reporting, and massive call delivery. Of course as a service verses a product, we assume complete responsibility for delivering your messages as expected.

Like any technology-based business, nothing will remain static, nor will your experience using our service. Below is the history of our business in the context of technology changes, government intervention to solve telemarketing abuse (which is not our business but sometimes mistakenly included...), and the new "clear air" for voice messaging within affinity groups. Of course, in the aftermath of 911, weather, and campus related tragedies and emergencies, the need for a service such as ours is even more pronounced.

Definition – Voice Broadcasting

Voice Broadcasting is thought of as a new incarnation, and while it has been around in various forms for while, it certainly has more universal acceptance. The public encyclopedia, Wikipedia, defines it as follows:

Voice broadcasting is a recent [mass communication](#) technique that broadcasts phone messages to hundreds or thousands of call recipients at once. This technology has both commercial and community applications. Companies can contact employees and customers instantaneously. Communities can likewise be contacted by emergency response centers. Voice broadcast systems manage a database of phone lists as well as digitized phone messages. Using [Telephony](#) components, these computers can simultaneously broadcast thousands of phone messages





Five Significant Trends Transforming Your New Experience

Five important factors and/or trends have emerged since 1998, which have created a much broader market with significant new utility in numerous commercial applications. Each of these trends/mechanisms is discussed below.

1. The National Do Not Call Registry Actually Works to Remove Unwanted Calls

Because the Direct Marketing Association did not police itself leading up to 2000 and 2001, then telemarketing abuses were above tolerance levels. We saw states like Texas and finally the federal government; step in to create the National Do No Call Registry. Fines made the act extremely successful on a voluntary basis because of the inherent way that calls can be traced to reveal the culprit, unlike email mass distribution. So the abuse to private phones has ended with essentially no unwanted calls. And the voice messaging media space has been cleaned up.

2. Email proves Ineffective and Problematic for Distribution

Email as a distribution medium, which was the great hope for “unlimited free communication”, has become ineffective as a method of mass communication, in part because it is perceived to be too easy and available. Don’t misunderstand, emails to known parties with very limited distribution lists work as well as can be expected. However, the “distribution emails” from unknown parties get rejected by ISP’s such as AOL servers and by firewalls protecting most Email domains. Emails often fall into spam filters and have a very poor penetration rate, less than 40% documented by a well know email distribution company. “Mass email” is quickly discounted and routinely deleted. Along with protection from the unwanted SPAM email jamming our inboxes, has come with a plethora of protection devices and tools, which while fending off much of the unwanted traffic, turn away legitimate communications indiscriminately. Distribution email has about an 8% chance to be read while our voice broadcast has over a 90% chance of being delivered and heard. A mature email mass distribution company tells us that AOL delivers only 19% of the 1 Billion daily e-mails that are requested to be sent to AOL customers.

3. The Pervasiveness of the Cell Phone with the Text Messaging Option

With the incredible pervasiveness of the cell phone as a communications device, replacing many landlines, and capturing the long distance business for the cell phone suppliers, a “phone’s utility” has gone up as the cost has come down. Cell phones, by universal default, include “text

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messaging” capability. Because cell phone numbers are private and still protected, text messaging via the cell phone is becoming an extremely powerful replacement for email, particularly in affinity groups and business reporting. There are no SPAM filters or protection software needed, and messages are delivered to a portable hand held device. Therefore, email has yet another major competitor. We offer texting as a solution and will totally ignore other combination pager, fax, and email markets served by some distant competitors. The 20’s and 30’s generation is using texting as much as using the phone itself.

4. Commercial Outsourcing of Voice Notification Makes it Accessible

Significant growth will come from Outsourcing Notification. It will become an industry itself, much like outsourcing IT or web site hosting and maintenance. The customers tend to be commercial businesses of all sizes and stripes willing to commit to long-term contracts for which we provide an integration path between their computing infrastructure and our voice messaging servers.

5. Emergency Notification and Contingency Planning Now In Reach for All

A fifth area of new innovation is the emergency notification market. This includes emergency notification to groups, townships, company staffs, homeowners associations, but for the expressed purposes of rapid and guaranteed contact of concerned parties. This would be used much like interventions on the radio or TV related to dangerous weather. This is the ONLY method, which will inform, distribute, and provide assurance of results needed. We have an integration into our standard platform and are able to mix these high profit margin accounts guaranteeing delivery for their emergency plan.

Summary

Many mechanisms have been at work improving the climate and effectiveness of voice messaging. While most could not have not been anticipated, nonetheless have contributed to the overall climate to make this form of communication superior for many business and private purposes.

