

ArdaCOM adds Yap Voice Message-To-Text for Simple Message Delivery

Telecommunications Carriers Can Now Introduce a Standalone Voice Message-To-Text Solution Quickly and Inexpensively

Atlanta -- ArdaCOM announced today their Simple Message Delivery (SMD) solution will now incorporate fully automated voice message-to-text technology from Yap. SMD now offers a complete solution which bundles call answering with automated transcription of voice messages which are then pushed as both audio and text to the recipient's chosen device.

ArdaCOM's standalone Simple Message Delivery solution has all required elements already integrated into the solution – thus paving the way for fast rollouts at a fraction of previous costs without the constraints and expense of any legacy messaging system integration.

“Smaller carriers are clamoring for ways to differentiate their service from competitors while holding the line on capital expense,” says Bruce Bales, chief executive officer at ArdaCOM. “Yap creates text from voice at a fraction of what it costs for human assisted solutions. The quality rivals anything on the market and the fully automated system ensures a fast, secure and private transaction.”

Instead of competing with legacy voicemail, ArdaCOM's Simple Message Delivery offers a new class of service that meets the growing demand for voice messages delivered as text and audio directly to the recipient, eliminating the need to repeatedly dial in to retrieve their messages.

“The ArdaCOM Simple Message Delivery solution is frankly how voicemail would have been delivered 30 years ago had Yap technology existed,” says Igor Jablov, chief executive officer at Yap. “It solves some key user frustrations of legacy messaging services— making voicemail a real-time communications tool while simultaneously eliminating the costs of integration, licensing and message storage.”

By choosing an automated voice message-to-text solution, ArdaCOM offers carriers a completely secure service so customers do not have to worry about whom may be listening to their messages for transcription. Automated voice-to-text greatly increases the speed of message delivery and the model scales from the smallest to the largest of carriers.

“I don't know anyone who enjoys dialing into voicemail and navigating voice menus just to get a message,” says Bales. “Simple Message Delivery with voice message-to-text transcription can be read as an SMS or email or listened to on the mobile device or computer in a fraction of the time of retrieving the traditional voicemail. ArdaCOM's messages can easily be stored, sorted, searched and forwarded, further enhancing the value of voice messaging. Working together ArdaCOM and Yap have heard the cries of the marketplace and responded with a solution that is simpler, faster, better, more cost effective and one that meets the new demands of the Web 2.0 generation.”

ArdaCOM delivers an audio link in a SMS message or an audio file with an email in case someone wants to hear a message for context or to forward to colleagues or family members. Carriers have several options for reducing costs which include moving targeted customer segments to the service to save on voicemail costs; bundling Simple Message Delivery with lower tiered rate plans; or, offering the service as an add-on feature or an up-sell to customers with low or no voicemail usage.

Simple Message Delivery is immediately available to North American communications service providers.

About ArdaCOM

ArdaCOM is an innovative provider of next-generation messaging applications and professional services to wireless and fixed-line carriers as well as other service providers worldwide. We are focused on developing highly practical, cost-effective communications solutions as shown through our ongoing commitment to simplified systems design, limited systems integration, and subscriber self-provisioning. ArdaCOM's Simple Message Delivery™ products enable carriers to optimize operations and rapidly launch a set of new services to a growing segment of subscribers focused on immediate, near real-time messaging communications. Learn more about Simple Message Delivery at www.ardacom.com/products.html

About Yap

Founded in 2006, Yap pioneered the world's first fully automated voice-to-text platform for service providers. The Company's award-winning speech recognition technologies provide a solid foundation for their customers' and partners' innovative analytics, messaging, search and voicemail applications. Yap's 100 percent machine-powered conversion system is a cost-effective hosted solution that is fast, consistent, scalable and secure. The Company is headquartered in Charlotte and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit www.yapme.com.

For media inquiries:

Steve Bullard, ArdaCOM (678) 395-4470

Steve.Bullard@ardacom.com