



For Immediate Release

Yap Unveils SDK for BlackBerry Applications at 2009 WES

SDK enables developers and ISVs to leverage Yap's fully automated speech-to-text platform to power voice-enabled applications development

ORLANDO, FL – May 4, 2009 – Yap, developer of the world's first fully automated speech-to-text hosted platform for communications service providers, today announced the availability of its Software Development Kit (SDK) for the speech-enablement of BlackBerry® applications. The SDK includes easy-to-deploy APIs and plug-ins necessary to link to and pass audio through Yap's fully automated speech-to-text platform. Through the Yap SDK, developers and ISVs can now voice-power mobile applications, such as email, instant/text messaging, search, social networking, voicemail-to-text and enterprise information access, with barely an hour's worth of effort.

“Even with the rise of touch-screen interfaces, the most natural way to interact with a mobile device remains through voice,” said Igor Jablov, CEO of Yap. “Graphical-only interfaces are still cumbersome, making access to and generation of content difficult given the myriad of options available. Using our platform, developers now have the freedom to use voice to enhance or create innovative, multimodal applications powered by our years of experience with machine-based speech-to-text technologies.”

The Yap SDK will be available through the Company's recently established partner program, an initiative focused on establishing a diverse community of organizations dedicated to the proliferation of speech technology in mobile and web communications. Recent studies indicate that over 70% of consumers prefer voice to typing as the best way to interact with their mobile devices. Yap has closely collaborated with industry leaders such as 4DK, AOL, ArdaCOM, GotVoice and YouMail to build voice technology into the applications consumers use daily for productivity, or for just staying in touch.

For example, SHAPE Services announced today that they will use Yap's technology to speech-enable their award-winning IM+ all-in-one instant messaging application. Mobile voice-to-data application provider MyCaption also announced today that they will use Yap's automated speech-to-text platform to drive their business applications for BlackBerry smartphones and PBX Voicemail.

As a BlackBerry Alliance partner, Yap adheres to the strict standards set forth by Research in Motion (RIM) in the utilization of their speech recognition technology within third party BlackBerry applications. Yap ensures transactions processed through its hosted platform are completely secure, and that no person sees, listens to or touches a transaction as it is processed. Yap offers the aggressive SLAs demanded by enterprises and service providers of all sizes, with all conversions processed within the Company's US-based Network Operations Centers (NOCs).



Yap will be featured in the Solutions Showcase, stand #908, at this week's Wireless Enterprise Symposium (WES) for BlackBerry users.

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About Yap

Founded in 2006, Yap pioneered the world's first fully automated voice-to-text platform for communications service providers. The Company's award-winning speech recognition technologies provide the foundation for innovative applications such as voicemail-to-text, speech-enabled mobile messaging and voice search. Yap's 100% automated approach gives its customers a cost-effective solution that is fast, scalable and secure. The Company is headquartered in Charlotte with offices in Atlanta, Boston and San Francisco, and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit www.yapme.com.

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