



## **reQall Selects Yap to Provide Speech-to-Text Conversion for Their Memory Aid Applications**

*Leading machine-based speech-to-text platform to enhance voice interface of the industry's most comprehensive memory service*

CHARLOTTE, NC & MOFFETT FIELD, CA – July 13, 2009 – Yap, developer of the world's first fully automated speech-to-text hosted platform for communications service providers, today announced reQall™, the leading memory aid application company, has selected Yap to provide advanced, automated speech-to-text capability to reQall's memory aid applications.

reQall is a voice-enabled memory aid that turns your iPhone, BlackBerry and other mobile device into a powerful organizer, reminder system and productivity assistant. reQall's patent-pending Memory Jogger™ actively helps your memory by identifying those items you need to remember "Here and Now." It also boosts your memory with related items and items you probably have forgotten.

Yap's instant speech-to-text service enables reQall users to receive their text conversion faster, with improved accuracy.

"We are excited to work with industry pioneer reQall and their innovative memory aid application," said Igor Jablov, CEO of Yap. "Through the relationship, we aim to help reQall to increase the reliability, accuracy and speed of their voice interface."

"We feel Yap is the most appropriate technology to provide reQall with the ability to create new and exciting services for our users," said Rao Machiraju, CEO and co-founder of reQall. "We look forward to offering an even more comprehensive memory aid solution with faster, accurate speech conversions."

Available to qualified application developers and service providers, Yap's SDKs provide access to its fully automated speech-to-text platform. For more information on Yap or to request access to the service, please visit [www.yapme.com](http://www.yapme.com).

reQall is available for free on the iPhone, BlackBerry and other devices and can be found through the iTunes App Store, BlackBerry AppWorld and at reQall's home page. The Company offers both a free service, reQall Standard, and a paid version, reQall Pro.

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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% machine-based 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](http://www.yapme.com).

### **About reQall**

reQall is a voice-enabled memory aid that seamlessly integrates your mobile phone, email, text messaging and IM into a powerful organizer, reminder system and productivity assistant. With reQall, you can capture your ideas, tasks and commitments before you forget—wherever you are. The service helps you capture ideas as they emerge, arrive on-time and well-prepared for appointments, share reminders with family and co-workers, retrieve relevant information at the appropriate time, and remember important events such as anniversaries and birthdays.

reQall is a global, venture-backed business, with operations in the U.S., Hong Kong and India, focusing on improving human memory. Behind reQall is a highly respected group of science, technology and business specialists including Gordon Bell, Don Norman, Edward de Bono, Gabriel Yu and Peter Cochrane.

reQall and the reQall Memory Jogger are patent-pending technologies that are a trademark of reQall Inc.

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