

Kirusa announces availability of Voice SMS version 4.0

Industry leading product focuses on enhanced Voice SMS usage experience

CTIA, Las Vegas, Thursday, April 3, 2008; Kirusa, the world's leading vendor of Voice SMS and a leading developer of mobile value added services, today announced the release of KV.SMS 4.0, the next generation of its industry leading Voice SMS product. The new product, which will be at the core of all future Voice SMS implementations, comes with enhanced features that enrich and improve the Voice SMS usage experience, generate additional revenue for the mobile operators, and at the same time provide several industry firsts.

Kirusa Voice SMS product now supports seamless interoperability between carriers. In countries where multiple carriers have deployed Voice SMS, interoperability allows mobile subscribers to retrieve Voice SMS messages at no cost, using their familiar user interface, regardless of whether the sender is on the same network or on another network. Kirusa had earlier announced the world's first exchange of Voice SMS messages between carriers, based on the technical specification developed by the GSM Association, the worldwide trade association for the mobile phone industry.

Some of the other advanced features that simplify and enrich the user experience include: International Voice SMS, allowing subscribers to send a voice message abroad, when convenient, without having to worry about time zone differences or the high cost of international voice calling, with the recipient able to retrieve and reply easily; Speed Codes, a fast and convenient way to compose or forward a Voice SMS message; Outbound message delivery, an ability to deliver Voice SMS messages using outbound calls; Background Music, allowing users to enrich and personalize the content in a simple way.

KVSMS 4.0 incorporates many technical advancements and performance enhancements. The product provides support for additional charging interfaces, variable length Voice SMS messages, and allows third party applications to send and receive Voice SMS messages, thereby enabling a new class of mobile applications from partners.

Commenting on the release, Mr. Sunzay Passari, VP-VAS and Devices at BPL Mobile, said, "Seamless connectivity across mobile networks is the key to increasing usage of Voice SMS. The interoperability provided by Kirusa Voice SMS has the capacity to change the landscape of Voice SMS, and is a significant step forward in addressing the constantly evolving communication needs of our mobile subscribers."

"The Kirusa Voice SMS solution has been used by millions of mobile subscribers around the world, and their experiences and feedback helped give shape to KV.SMS Version 4.0," said Dr. Inderpal Singh Mumick, CEO of Kirusa. "This approach to fostering innovation in the mobile industry is helping create a new environment that will change the way people share emotions in the future."

"Version 4.0 of the Voice SMS product has been engineered to scale to thousands of concurrent calls, while providing telecom grade reliability," said Mr. Raja Moorthy, VP Engineering of Kirusa.

About Kirusa

Kirusa is the world's leading vendor of Voice SMS and a leading developer of value added mobile services that provide the freedom of multimodality. Kirusa's solutions include the hugely successful KV.SMS™, the world's most advanced "Voice SMS" solution, which allows mobile subscribers to send and reply to SMS messages with voice, and works on all handsets and on all networks. The Voice SMS solution offers the industry's most intuitive user interface, with features such as Direct Listen™ for direct access and reply to messages, Speed Codes™ for quickly sending messages using codes, group messaging, Mobile number portability, interconnect, and international Voice SMS. KV.SMS can be deployed in a matter of weeks, and its fast user adoption has led to explosive revenue growth for Kirusa's subscribers. KV.SMS is built on Kirusa's patented and patent pending technology and its highly reliable and scalable multimodal platform. The platform's ability to manage and synchronize data and voice interactions, plus its integration with IMS and 3G standards, enables subscribers to cost effectively deploy additional revenue-generating services such as messaging, search, information, and entertainment applications. Kirusa's solutions are deployed worldwide and used by millions of Mobile subscribers. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has sales offices in Mexico City, Mexico; Buenos Aires, Argentina; Delhi, India; and Abu Dhabi, UAE; with a research and development facility in Bangalore, India. 'Kirusa Voice SMS,' 'Direct Listen,' and 'Speed Codes' are trademarks of Kirusa, Inc. For more information, please visit [www.kirusa.com](http://www.kirusa.com).

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