Agenda Topics

• Who is Kirusa?
• Consumer devices / mobile phones
• Multimodality adding value
  – Today
  – Tomorrow
About Kirusa

Kirusa is the leading company developing multimodal infrastructure

Enabling the delivery and creation of multimodal applications

**Fast Facts**

- **Founded:** 2000
- **Location:** New Jersey, USA, Bangalore, India
- **Product Available:** KMS-CV (Platform), KMS-IPV (Platform and Clients), KV.SMS Application

**Investors:**

Seasoned management team with extensive Telecommunications experience
Add the **Power of Voice** to **SMS**

- **SMS** is the most widely used mobile application. By 2010…
  - $50 billion
  - 2.4 trillion messages

- Adding Voice to SMS allows all users to do something new
  - Send an SMS with voice
  - Reply to text or voice SMS with audio response
  - Service Available to 100% users
    - No change in consumer handset required
How to send an **SMS** with **Voice** …

- Kirusa Voice SMS enables users to reply to text SMS with voice, in addition sending an audio SMS.

  **Send a Voice SMS**

  **SMS received & listen to voice**

  **Verbal reply to either text or voice SMS**

  **Listen Options:**
  *0* for new messages / *1* for all messages (on-net)
  Click2Listen for one-click listen & reply (on & off-net)
New Network and device capabilities enable the launch of new Mobile services

• Launched Commercially by Bankinter in Spain in Fall 2005
  – Services available through all three mobile networks in Spain
    • 3G, EDGE, and GPRS networks
    – Partnership with Vodafone Spain
  • Allows banks brokerage customers to:
    – Search for stocks
    – To manage their brokerage accounts
    – To do brokerage transactions
    – Give stock orders
    – By speaking into the phone in Spanish, and seeing the results on their screen
Future Consumer Mobile Handsets

- **Convergence of functions**
  - Consumer mobile handsets are becoming more powerful
  - Cameras for pictures and movies, streaming video, audio and music, Java and applications, limited speech capabilities …

- **Network Migrations to 3G / IMS**
  - Standards based
  - Faster networks (more bandwidth, less latency)
  - IMS client a standard part of every consumer handset / device
  - Services deployed in the network
    - Service can reach out to subscriber from within the network
    - Services can interact with more powerful Consumer devices
  - Reach 100% of network subscribers with a full range of multimodal services!!
Thank You

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