



Mobile Messaging – Advent, Present and Future





COMMUNICATION

An ever evolving phenomenon

Communication

● CHANGES OBSERVED IN COMMUNICATION

PAST

Infrequent & occasional

Slow, time taking

Electronic communication niche

Mostly limited to own localities

Fewer options in terms of communication modes

PRESENT

Frequent & regular

Fast & getting faster

Cell phone within everybody's reach

Elimination of boundaries inside country and beyond

Freedom to choose from various options

Communication



MOBILE PHONE

- Round the clock connectivity
- Own tool privacy
- Mobility

● Landscape of Communication

LAND PHONE

- Old fashioned
- Easier operation
→ can be used by people who are not tech savvy
- Lacks mobility



COMPUTER

- Window to the outer world
(youth)
- Virtual office
(professionals)





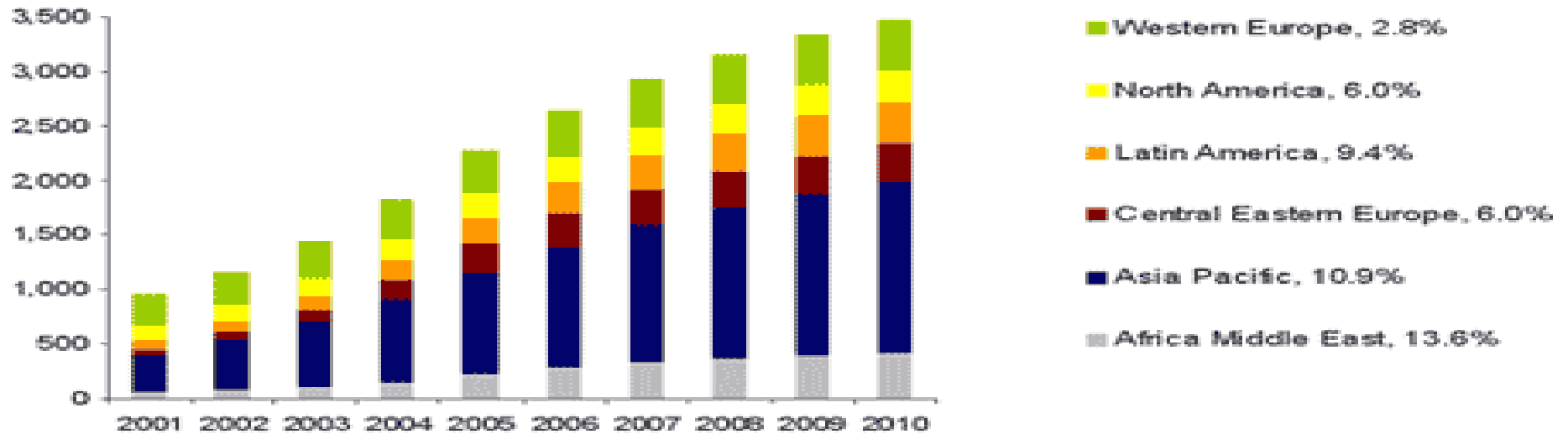
- **MOBILE COMMUNICATION**

Today's generation prefers mobility

● World Mobile Market

Total Mobile Subscribers, 2001-2010 (millions)

Subscriber CAGR, '05-'10



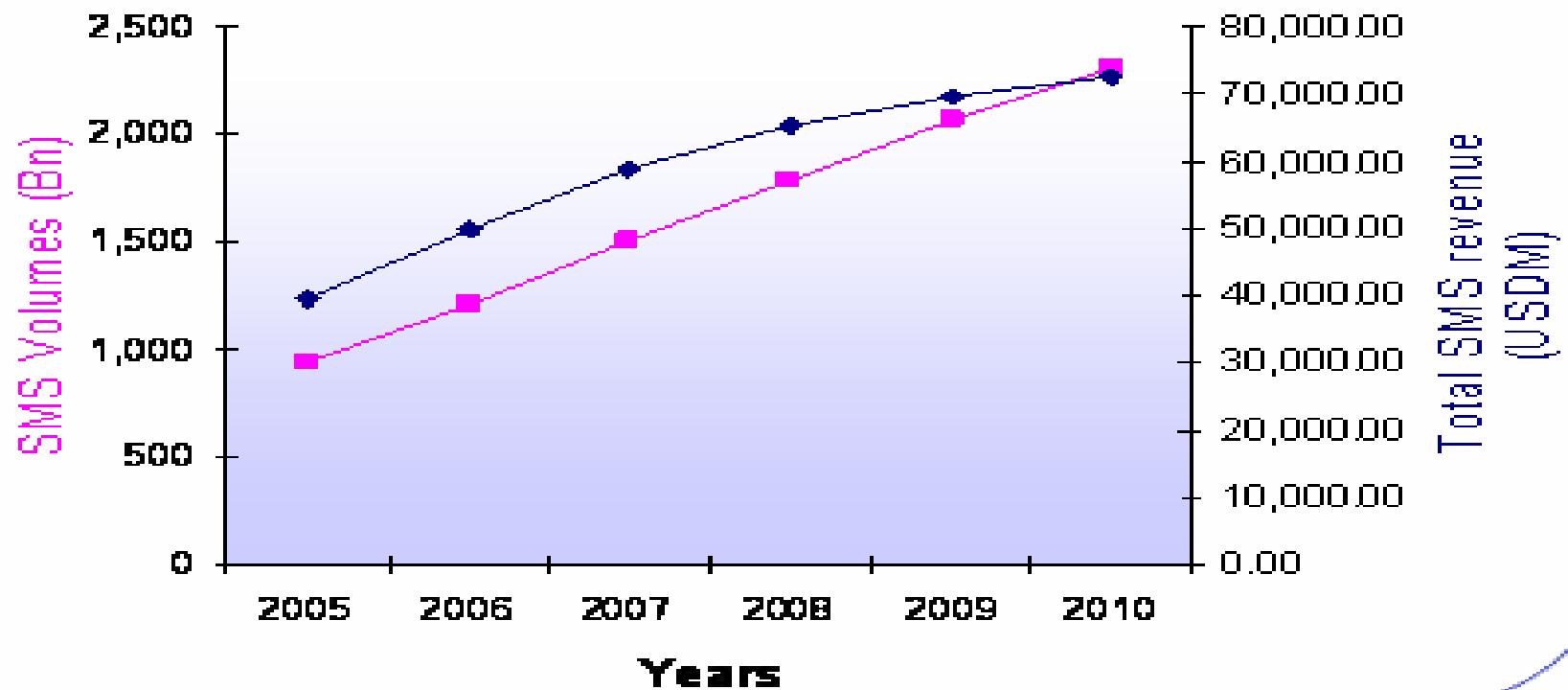
- Penetration rates in Western and Eastern Europe have exceeded or neared 100%, signaling limited subscriber growth potential in these markets.
- Meanwhile, penetration in Africa/Middle East and developing Asia Pacific stands at 20% and 11% respectively, which is well below the global average penetration rate of 36% for 2005.
- These figures indicate there is substantial room for growth in these regions.
- Asia Pacific is forecasted to have a CAGR of 10.9%, which will drive its global share of mobile subscriptions to 45% in 2010 – up from 35% in 2001 and 40% in 2005.
- The Africa/Middle East region is currently the second smallest with only 9.7% of global mobile subscriptions, yet it promises to be the fastest growing region with a subscriber CAGR of 13.6% over the next five years.



- MESSAGING

● The Future of SMS

SMS forecast, Worldwide, 2005-2010



● **SMS Growth**

- As clearly indicated by YOY growth of SMS, in terms of absolute number the growth rate is very impressive but when compared to revenue generated, the picture is not that rosy. The phenomenon can be explained on the basis of two reason:
- **Pricing:** The price of the SMS is on continuous decline. With the advent of SMS marketing era, where SMS will be sent in bulk, it will be put extra pressure on the pricing.
- **New Technology:** With technology coming to an age, SMS has to keep pace and keep reinventing to align itself with changing needs of communication.

● **Opportunities Areas of SMS**

Literacy Barriers: As mobile operators targeting remote areas, where literacy rate is not that impressive, SMS service will face a major challenge. So far the growth in telcom is mainly restricted to urban areas where literacy rate is high.

Time taking process: Typing an SMS is a time taking process and can turnoff a potential user. Triple Tap is tedious and T9 option is hard to understand. QWERTY keypad handsets are still expensive and out of the reach of majority of the customers.

Limited Capacity: Though the name itself says Short Messaging Service, but limit of 160 characters is sometime a limiting factor for the service.



- The future of messaging



● **What's next ?**

Join the future of Communication Voice SMS

TRIGGERS

- To share vocal emotions
- To do out of the ordinary → dedicate songs and poems vocally
- To deliver important news when the receiver's cell phone is turned off (few)
- Free from typing hassles (few)
- To communicate more in less time and effort.

● An introduction

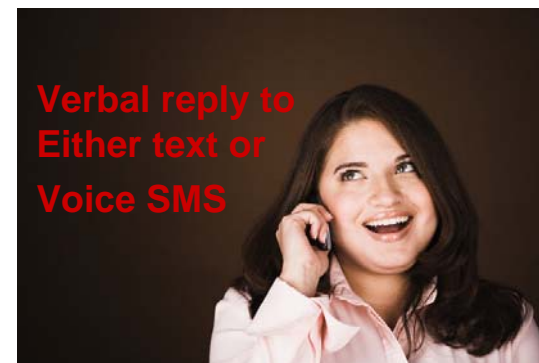
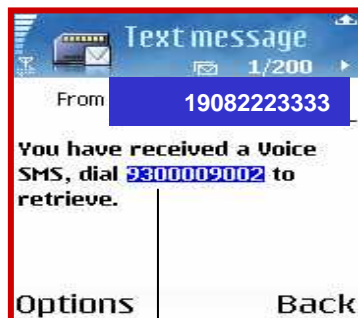
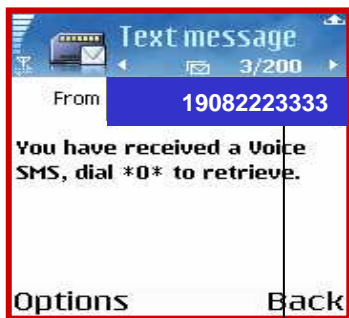
Send a Voice SMS



Voice SMS offers a familiar way to do something new

- Send an SMS with voice
- Respond to an SMS with voice

SMS notification & listen



Verbal reply to
Either text or
Voice SMS

Listen Options:

0 for new messages / *1* for all messages (on-net)
Direct ListenSM for easy listen and reply



● Voice SMS Unique Advantages



- **Compared with text messages**

- Easier to use

- Voice conveys more emotion

- Do not have to be literate

- **Compared with voice mail**

- Easier, more immediate

- Not a live conversation

- **Compared with MMS**

- Works with any handset

- Any network (2G, 2.5G, 3G)



● Benefits of Voice - Customer



- New, highly personal way communicate
- Normally costs less than a voice conversation
- Easy to use
- Overcomes text usability issues
- No language or literacy barriers
- Works with current handset
- Send messages to any handset

● **Examples**

P to P messaging

"Ok to meet u &
Mr. Kazuyushii
Matsumoto @
3:30. How do u
pronounce his
name?"

"Kaa-zoo-you-
she....Mot-sue-
mow-toe. See you
at Madame Wu's
in Santa Monica
near Wilshire &
Barrington.



**Kirusa
Voice SMS**

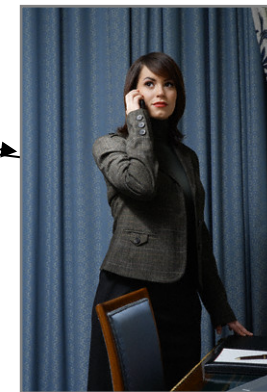
● **Examples**

Group messaging

Meeting at
5:00 be on
time guys !



Just in One Go !!



Voice SMS

● Examples

*Retain those
precious moments !!*

With Voice SMS



Voice SMS

● Examples



Some moments in life can never be put into words, they need emotions to convey to your loved ones. Voice SMS fills all the emotion to your simple SMS.



Convergent
Voice SMS

- **World's first deployment of Convergent Voice SMS**

Bring Power of SMS to Fixed Line Users



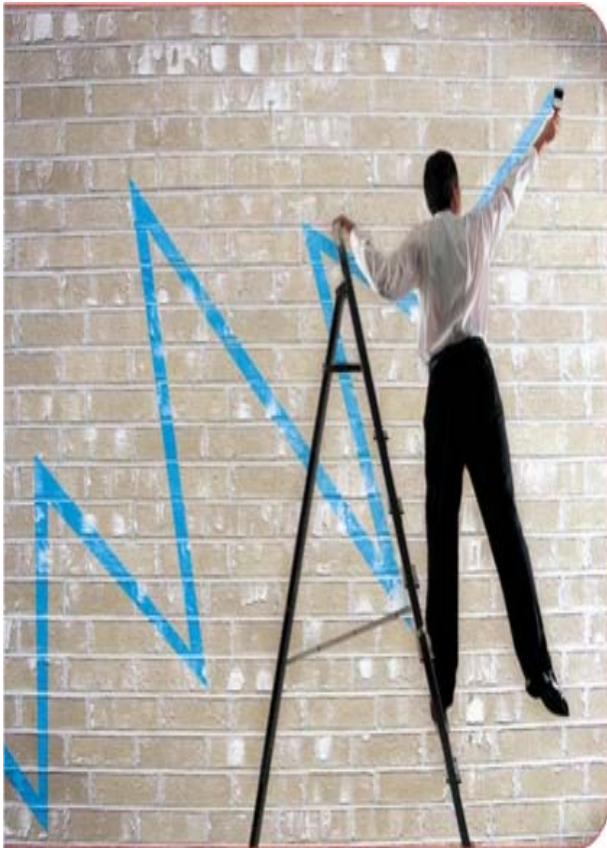
- Fixed Line subscribers can send SMS messages by speaking
- Voice SMS messages can be sent to mobile or to fixed subscribers
- Fixed Line subscribers can receive Voice SMS messages from other fixed or mobile subscribers




● Benefits - Operator

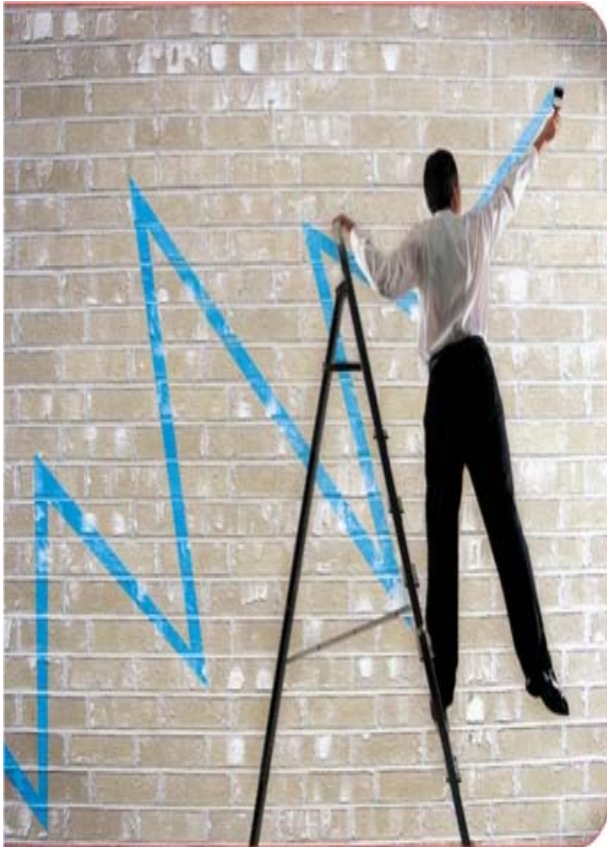
- Application overlay —no changes to existing infrastructure.
- No handset configuration —target entire subscriber base
- Leverages existing mobile switching center (MSC) and SMS infrastructure
- Works on all networks: 2G, 2.5G and 3G
- No capital investment and extremely rapid deployment

- Needs little customer education
- Popular —rapidly adopted
- Commands a decent premium over SMS
- Proven money maker





● Case study – Grameen Phone

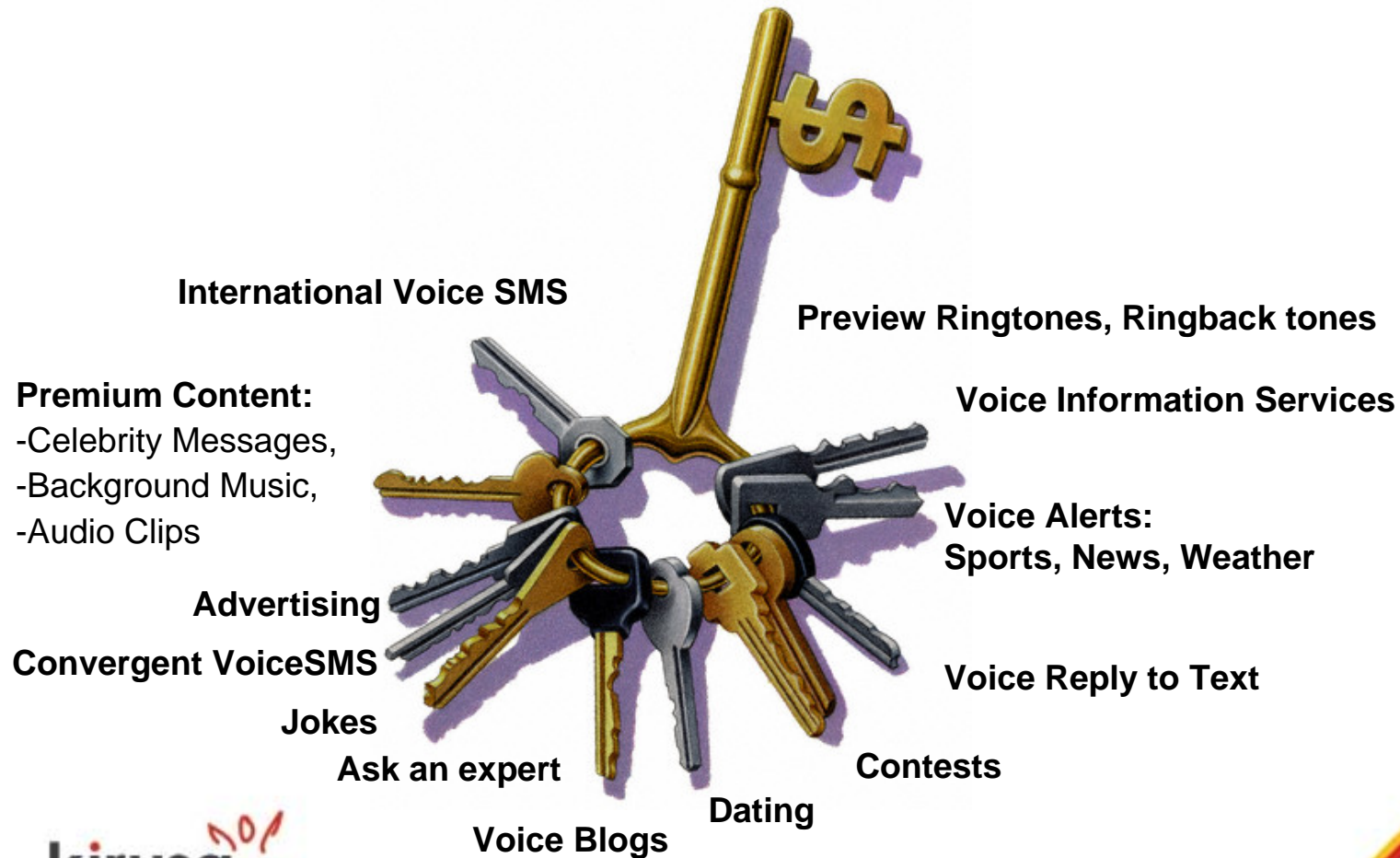


- #1 mobile operator in Bangladesh
- Rapidly growing GSM Network
- 5 M subscribers (9/05) to 10 M subs (11/06)
- Voice SMS launched September 2005
- Based on Kirusa platform
- Supported with newspaper & TV advertising
- Priced 25%-50% over text messages
- Rapid adoption
 - 6% first week; 16% first month
 - Over 40% (3.6 million users) by August 2006

**Value
Proposition**

● **Opportunity**

Voice SMS opens new revenue sources



Market Potential

● Market Potential

- **Can reduce cost by shifting traffic from Capex-intensive Voice Mail to revenue-generating Voice SMS.**
- **eMail gateway integration stimulates new revenue from existing bundled**
- **eMail services**
- **Voice SMS can help exploit MMS investment.**
 - **Voice SMS helps educate/ graduate (new) users to a multimedia experience**
 - **Increases penetration, adoption and thus more revenue**
 - **The integration of Voice SMS with the MMS gateway**
 - **removes a barrier to penetration and adoption**





- THE COMPANY



The company

Fast Facts

Founded:	2Q 2001
Location:	New Jersey, USA Bangalore, India New Delhi, India Paris, France Abu Dhabi, UAE
Employees:	55
Products:	Voice SMS Value Added Services Multimodal Platform
Investors:	

● History of Company

- Kirusa was founded in 2001
- Kirusa is the world leader in multimodal infrastructure that allows wireless carriers and enterprises to offer multimodal applications with integrated vocal and visual interfaces.
- Multimodality is key to adoption of wireless services.
- Through multimodality, people can speak, type or use a PDA stylus on a touch screen (input stage) or hear, read text or look at graphics when receiving information (output stage). This gives users the freedom to choose how they want to interact with a service at each step in the process.
- In this way, services are more convenient and easier to use – something people need in their fast paced, everyday life.



The
company



- **World's leading provider of Voice SMS solutions**

- Kirusa is the world's leading provider of the unique and hugely successful Voice SMS application
- It is also the world's leading provider of value added mobile services that combine data and voice (multimodal)
- The company is a Technology leader
- Strong patent position

Kirusa provides new ways for people to communicate that leverage the freedom of multimodality



The company

● Kirusa customers

The customer base of Kirusa today is spread across mobile operators and other service providers spanning multiple countries.



Kirusa
Confidential and
Proprietary

The company

● Kirusa partners



The company has successfully forged partnerships with leading companies in ICT to provide cutting-edge solutions



PT. BUANA INDAH MANDIRI AGUNG
go with us



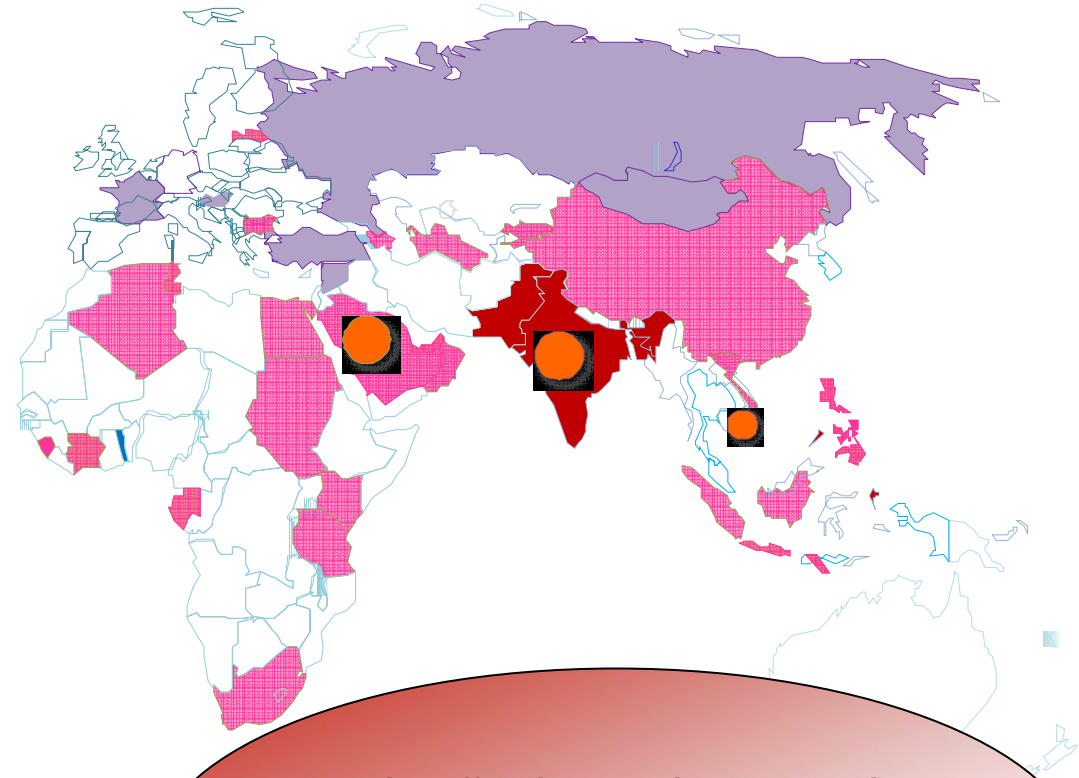
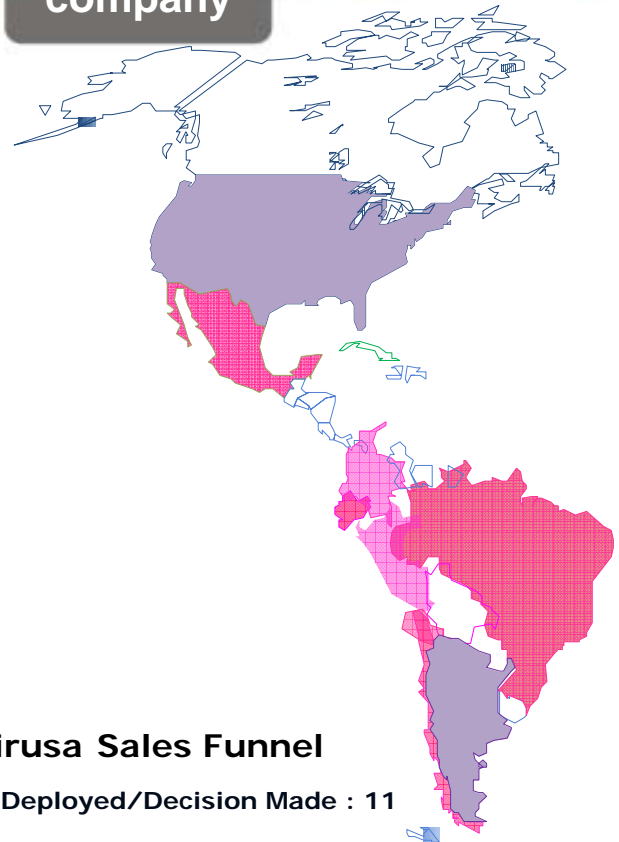
● **Kirusa Solution Overview**



- **Superior user options**
 - Reply to Text SMS with voice
 - Send SMS messages in voice & voice reply
- **Patent pending Direct Listen**
 - User: Direct access to message through a simple link
 - Operator: seamless cross-network delivery
- **International Voice SMS**
 - **Send Voice SMS messages to subscribers in other countries**
- **Group messaging**
- **Powerful event based charging**
- **Network address book**
- **User-defined primary and secondary language preference**
- **Easily customized to new languages**

The company

Expanding from Strength



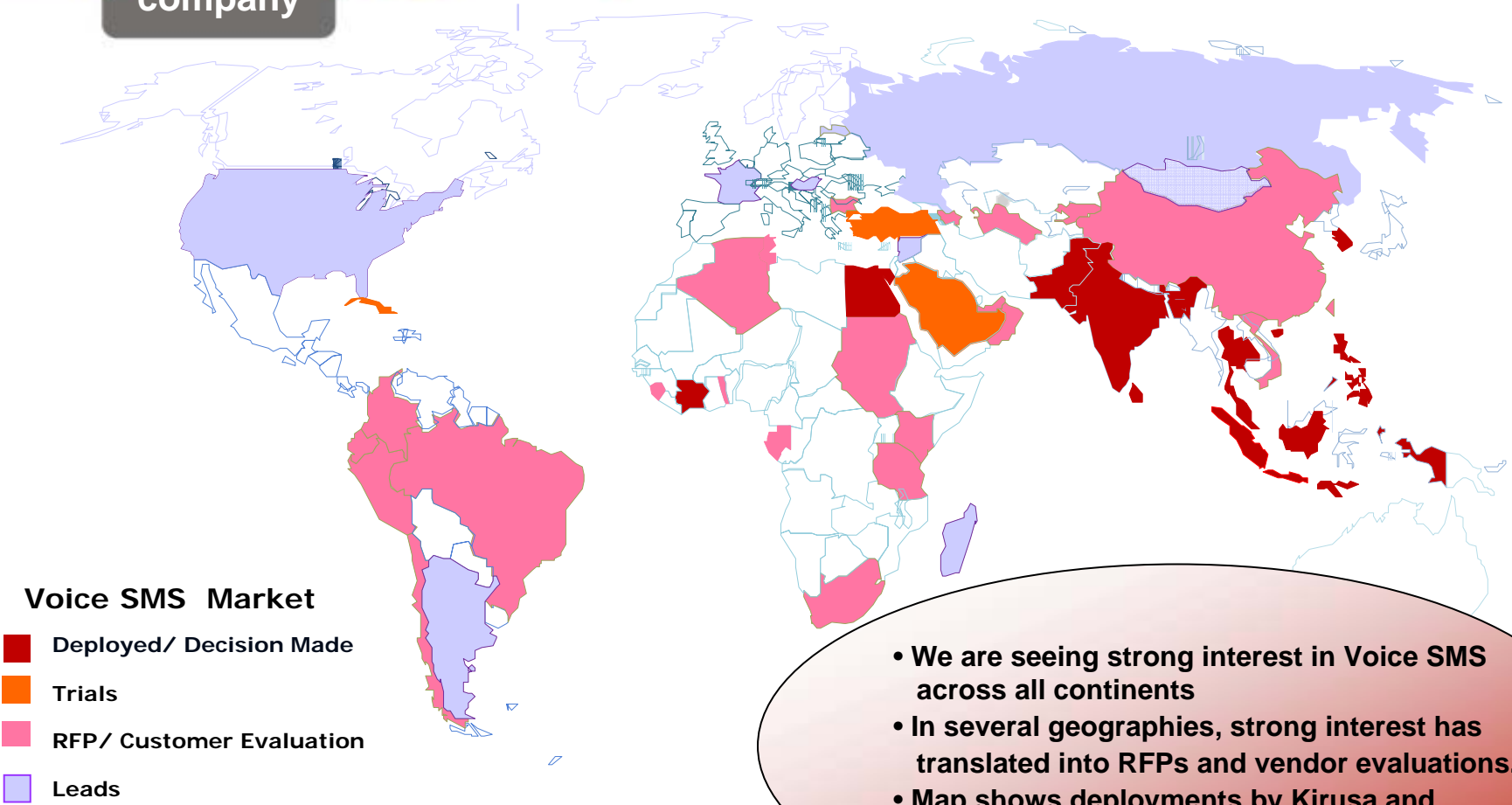
Kirusa Sales Funnel

- Deployed/Decision Made : 11
- Trials : 3
- RFP/Vendor Evaluation : 31
- Strong Leads : 12

•Domino affect in countries where Voice SMS deployed by Kirusa / competitor
• Repeating success story of South Asia in other Geographical territories

The company

Voice SMS Market Map



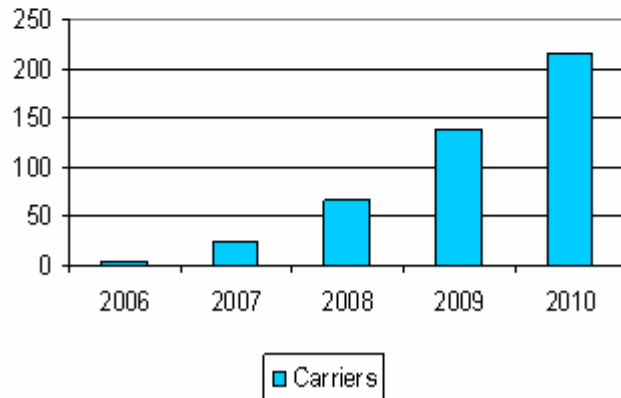
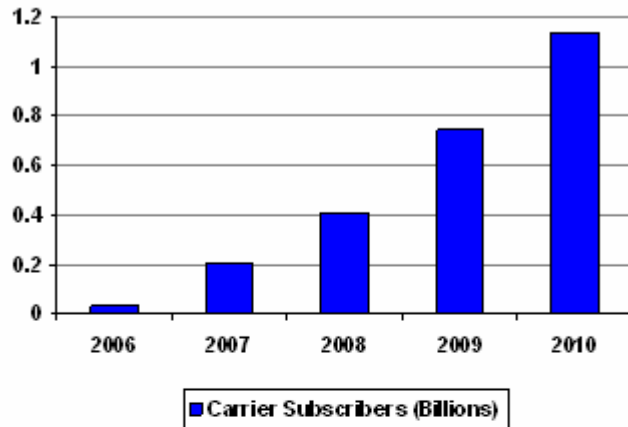
• We are seeing strong interest in Voice SMS across all continents

• In several geographies, strong interest has translated into RFPs and vendor evaluations.

• Map shows deployments by Kirusa and its competitors



The company



KIRUSA

● Market Expansion Strategy

● India out Strategy

- Focused in 2006 on South Asia (India, Bangladesh, Pakistan)
- Establish strong customer base in the fastest growing, and the largest projected market in the world
- Eight customer wins to date; 2-4 more expected by 2Q 2007

● Expanding Voice SMS globally in 2007 and beyond

- Follow strong demand from Middle East, SE Asia, Africa
- Establish early leadership in Europe and Latin America with wins in 2007
- Establish footprint
- Leverage HP Global relationship, and local/regional partners

● Leverage differentiated features and IP

● Expand VAS portfolio using existing customer relationships

- P2P and A2P, Premium Voice SMS, Content, banking,

● Establish reseller relationships for 2008+

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Thank you!

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