

PersoniCom™ variable voice technologies enable organizations to reach every customer personally, with voice messages targeted specifically to each recipient. Each message is unique! Combining content specific to the listener and their passions, with the voice of a known personality...gains attention, builds instant credibility and drives the consumer to action.

PersoniCom voice messages can be delivered via telephone, email, SMS or the web, and add incredible leverage to viral marketing campaigns.

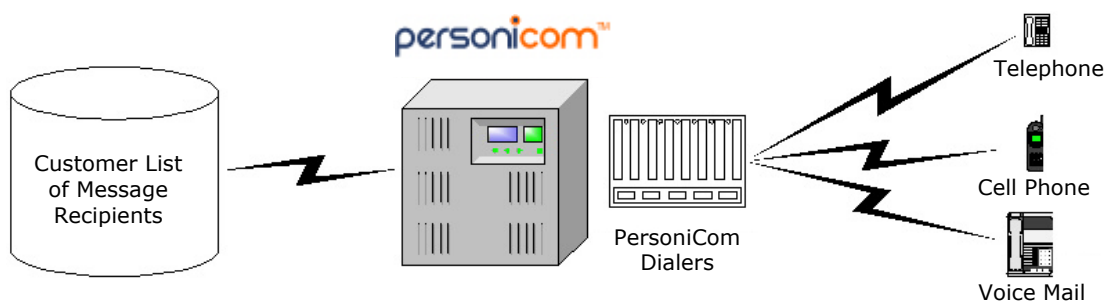
PersoniCom Message Delivery Methods

The following describes message delivery for each media type.

A. Telephone Delivery

PersoniCom voice messages are delivered to recipient telephones and voice mail systems in accordance with the communications plan. A recipient list is first generated from the customer database, containing pertinent information for each message and the telephone number for delivery. The list is processed by the PersoniCom Data and Content Server. The content of the recipient list is limited to the information necessary to perform the call.

PersoniCom delivers each personalized message via the Digital Voice Concatenation Server and Message Delivery Engines (including high capacity dialing systems), based on the schedule and timeframes outlined in the communications plan.



Seconds prior to dialing the target phone number, PersoniCom extracts the appropriate voice phrases and creates a concatenated audio file via the Digital Voice Concatenation Server. Following message delivery, the audio file is deleted.

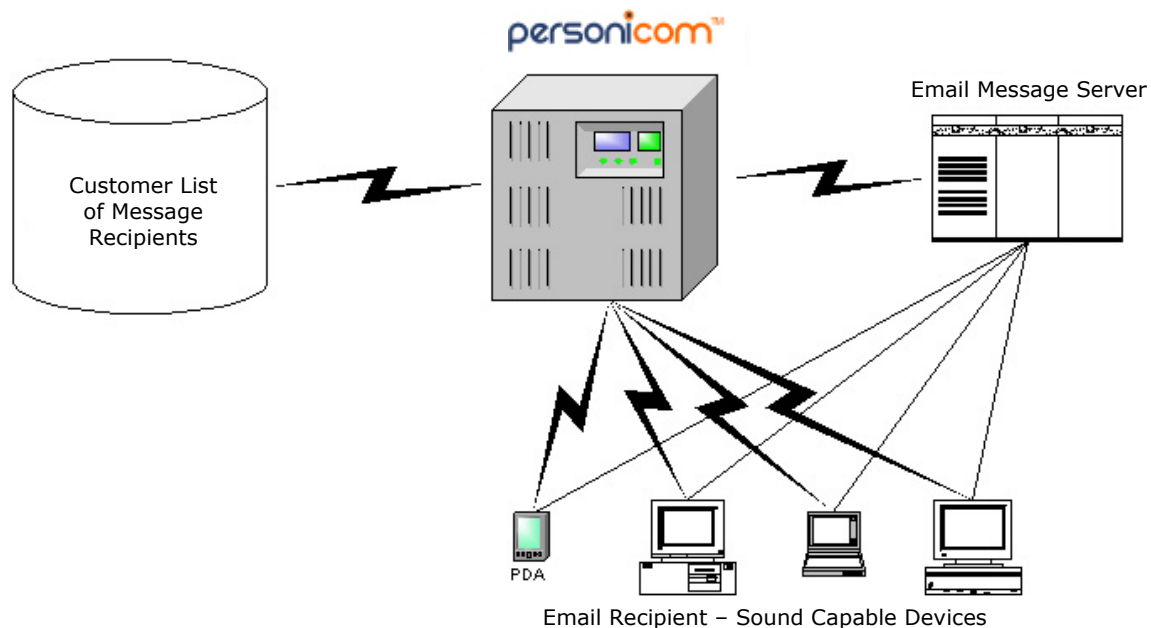
PersoniCom's Personalized Message Delivery Engines recognize whether each call is answered by a live recipient or an answering machine/voice mail system and delivers the appropriate message for each situation. Call result information is stored for history reporting purposes.

For Telephone Delivery communications, a PersoniCom specialist will work with your marketing team to ensure that relevant telecommunications regulations regarding message delivery are considered prior to each campaign.

B. Email Delivery

PersoniCom voice messages are delivered to recipients via emails containing URL links which will allow PersoniCom to generate on-demand personalized audio files. A recipient list is first generated from the customer database, containing pertinent information for each message and email address for delivery. The list is processed by the PersoniCom Data and Content Server. The content of the recipient list is limited to the information necessary to generate the appropriate URL.

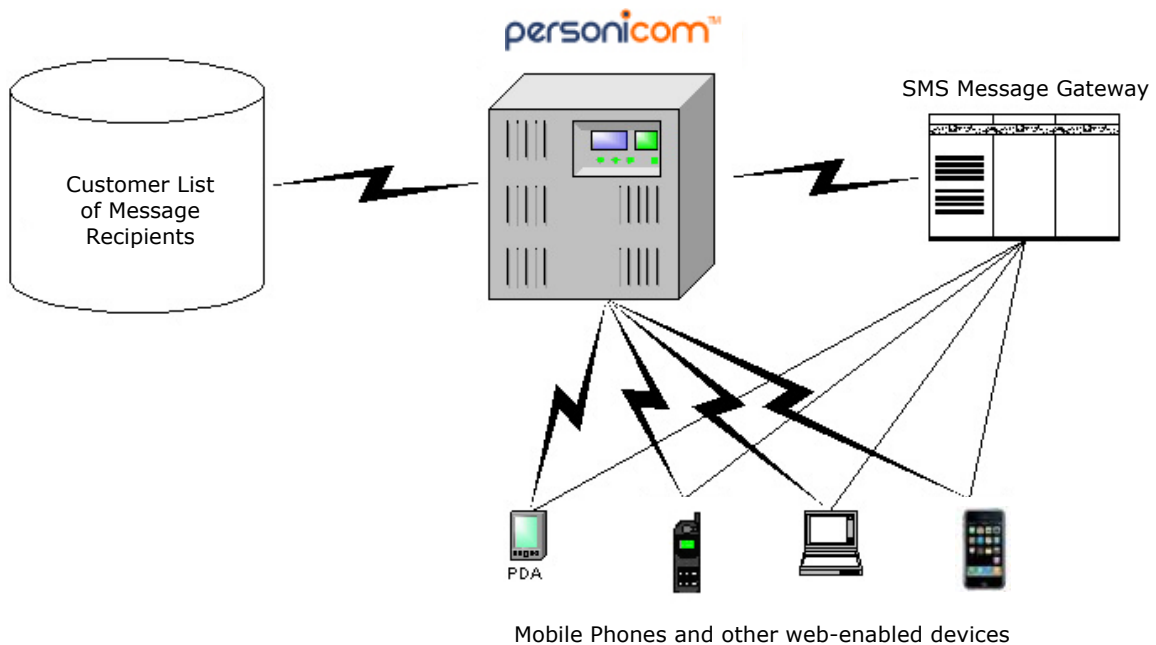
When the recipient clicks on the URL contained in the email message, PersoniCom extracts the appropriate voice phrases and creates a concatenated audio file via the Digital Voice Concatenation Server. The voice message is delivered and played on the recipient computer or other sound-capable device.



C. SMS / Text Message Delivery

PersoniCom voice messages are delivered to recipients via SMS text messages containing URL links which will allow PersoniCom to generate on-demand personalized audio files. A recipient list is first generated from the customer database, containing pertinent information for each message and email address for delivery. The list is processed by the PersoniCom Data and Content Server. The content of the recipient list is limited to the information necessary to generate the appropriate URL.

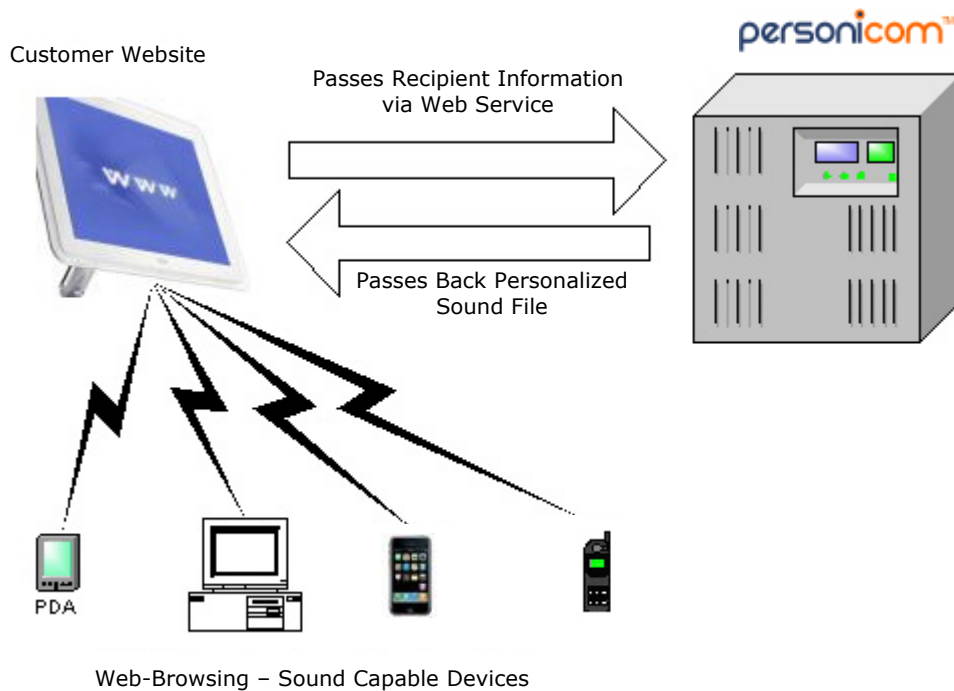
When the recipient clicks on the URL contained in the email message, PersoniCom extracts the appropriate voice phrases and creates a concatenated audio file via the Digital Voice Concatenation Server. The voice message is delivered and played on the recipient mobile phone or other web-enabled portable device.



D. Web Delivery

PersoniCom voice messages are delivered to recipients during a web or mobile WAP session. Customer website visitors may request the message, or the message can be played based on a specific website event (such as clicking a "submit" button). PersoniCom Web Delivery requires the customer to implement website functionality which interacts with PersoniCom's web services.

When the recipient performs the appropriate website request, the website or mobile WAP site passes recipient specific information to PersoniCom which in turn creates the personalized voice message via the Digital Voice Concatenation Server and returns it to the website for subsequent delivery on the recipient computer or other sound-capable device.



E. Combined Medium Delivery – Web / Telephone

PersoniCom voice messages can be requested in one medium – like the web – and delivered via another. For instance, a recipient might visit a website or mobile WAP site and request that a PersoniCom personalized message be delivered to their cell phone.

The following diagram illustrates how a Combined Medium Delivery is executed.

