VoiceGenie Introduces GenieFactory™ Advanced Graphical Voice Application Management System

Complete graphical development and deployment environment facilitates creation of dynamic voice and DTMF applications

Toronto/Canada and Cologne/Germany, September 10, 2003 – VoiceGenie Technologies Inc., the world's leading provider of VoiceXML speech platform solutions, and VoiceObjects AG, the global leader in Voice Application Management Systems (VAMS), today announced the introduction of GenieFactory™, a comprehensive, open standards-based voice application software package that enables user-friendly, speech-driven self-service applications.

Combining VoiceGenie's best-selling VoiceXML platform technology with VoiceObjects' complete browser-based IDE (Integrated Development Environment) and proven Voice Application Server architecture, GenieFactory™ offers a modular concept with advanced features for the design and creation of voice applications as well as their operation and administration. Re-usable and customizable dialog elements that perform basic individual functions replace pre-fabricated and inflexible "overall" solutions, dramatically simplifying and speeding the deployment process for speech-driven personalized and/or touch-tone IVR applications. The innovative graphical development interface allows customers to efficiently and rapidly achieve superior application results while minimizing associated costs.

Integrating complete support for the 2.0 VoiceXML standard and in line with its open architecture, GenieFactory™ enables enterprises and carriers to easily transition from proprietary IVR systems to Next-Gen IVR solutions. Designed to integrate quickly and seamlessly into almost any environment, the product leverages existing IT backend systems' logic and rules by integrating them directly into the dialog flow, allowing for compatibility and integration potential with future technologies.

"Enterprises today are looking to reduce costs, leverage existing technology and speed time-to-market with new services and offerings, which ultimately leads to a faster return on investment," said Eric Jackson, VP of Strategy and Business Development at VoiceGenie. "Combining the industry-leading expertise of VoiceGenie and VoiceObjects, GenieFactory™ allows our customers to reach exactly these objectives: to build vital voice applications more easily, rapidly and cost-effectively."

Selected features of the GenieFactory™ package include:

- **Seamless integration with VoiceGenie's VoiceXML platform solutions, using speech platform drivers.**
- **Complete browser-based IDE for point-and-click authoring, monitoring and maintenance of voice applications.**
- **Integrated scalable Voice Application Server to handle a growing number of calls.**
- **Easy development and addition of voice applications, custom voice modules or specific design features based on the VoiceObjects "construction kit" approach.**

- **Hot deploy option allowing for continuous development and seamless deployment of new application versions without stopping the current service numbers.**

"The maturity of the voice market today coincides with increasing demand for a real industrialized process in creating compelling new voice applications. GenieFactory™ is the first product to answer this need," said Dr. Christian Dugast, Head of Business Development at VoiceObjects. "Having our Voice Application Management System combined with the open standards-based VoiceGenie platform, we are better positioned to help enterprise customers of all types easily integrate new voice applications into their existing infrastructures, rapidly and economically."

The GenieFactory™ package is available immediately through VoiceGenie and is offered at special introductory pricing until October 31, 2003. Please contact VoiceGenie at www.voicegenie.com for further information or http://www.voicegenie.com/content/vgform/exquote.html-78d to receive your personalized quote.

About VoiceGenie

VoiceGenie Technologies Inc. is the world's leading provider of open VoiceXML platform solutions, development environments, and tools. Allowing enterprises and telecom carriers to develop and deploy sophisticated IVR (Interactive Voice Response) applications, speech-enabled services, and voice portals, VoiceGenie's platform enables large-scale, mission-critical applications worldwide, answering millions of calls for customers each day. Delivering the highest levels of scalability, flexibility, performance, and reliability, it allows applications to be deployed seamlessly into almost any environment, leveraging investments in new and existing applications even as the environment evolves. The VoiceGenie platform has received numerous independent product awards.

Officially founded in January 2000, VoiceGenie's early work on its core product dates back to 1995. Today, more than 2000 companies are using VoiceGenie's Gateway solutions worldwide, including AT&T, AIG, Air Canada, France Telecom, Merck, Mobilkom Austria, Orange, SBC Technology, Verizon, Vesta, and others. VoiceGenie's partners comprise leading organizations such as AT&T, BBN, HP, Intel, Oracle, Rhetorical, Scansoft, Voxeo, and many more. For additional information, please visit www.voicegenie.com.

About VoiceObjects

Product: VoiceObjects Factory

V*oiceObjects Factory* is the leading Voice Application Management System (VAMS) for the development and operation of personalized voice and DTMF applications. The concept is based on the dynamic generation of speech dialogs from objects – the *VoiceObjects*. Following the Lego principle, *VoiceObjects* can be assembled into interactive dialogs of any complexity using integrated tools and modular elements without complex programming. The software is independent of manufacturer and supports such standards as VoiceXML and SALT. *VoiceObjects Factory* consists of the scalable *VoiceObjects Server,* for dynamic dialog deployment, and the browser-based *VoiceObjects Desktop* for design, development, administration and management. *VoiceObjects Factory* integrates operational tools with functions for generation, administration, maintenance, and dialog analysis. The software is available for the Web Application Servers Apache Tomcat, BEA WebLogic, Caucho Resin, IBM WebSphere Application Server, JBoss, and Jetty.

Company: VoiceObjects AG

VoiceObjects AG, based in Bergisch-Gladbach, Germany, develops and markets *VoiceObjects Factory*, a management system for the fast and easy provision of voice-controlled services. The privately owned company was founded in 2001 and has 44 employees. VoiceObjects

partners with companies like Comverse, Genesys, IBM, Nuance, VoiceGenie, Voxpilot, and others. Further information is available at www.VoiceObjects.com.

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