VoiceObjects
simplifying voice technologies

Press Release

VoiceObjects AG at CeBIT 2004;
- **with net-Mobile AG in Hall 12, booth C50**
- **with Comverse in Hall 27, booth A42**

VoiceObjects Factory in action:
- **with IBM in Hall 1, booth 4g2/5d2**
- **with T-Com in Hall 26, booth A01**

CeBIT 2004: VoiceObjects Presents High-End Voice Applications in Action

Next-generation voice services for different industries

Cologne, Germany, March 10, 2004: VoiceObjects AG is showing its VoiceObjects Factory product on several booths at the CeBIT trade show in Hanover. VoiceObjects, supplier of the world's leading voice application management system (VAMS), is showing the wide-ranging possibilities of today's voice-driven systems. Using actual examples, VoiceObjects experts demonstrate the advantages of server-based, managed systems for developing, integrating, and operating high-end voice applications across all types of telephony services. Enterprises can maximize customer contact automation, and at the same time deliver higher-quality customer services than conventional voice services allow, while still cutting costs significantly. The VoiceObjects Factory VAMS is designed to run larger applications for several thousand simultaneous callers efficiently and smoothly, and it allows voice portals and a wide variety of services for a broad base of users.

The main IBM booth (booth 4g2/5d2) in Hall 1 presents the telephone banking portal deployed by Postbank, Germany's largest retail bank. This solution, implemented with VoiceObjects Factory, shows how telephone self-service can simultaneously increase the efficiency and the quality of customer contact. This example proves that scalability, cost-effectiveness and customer satisfaction are no longer incompatible.

At booth A01 in Hall 26, T-Com is displaying its new Voice Web Portal, a unique service offering. T-Com now provides ready-to-use voice applications as managed services for rent. Using VoiceObjects Factory, the Voice Web Portal allows companies to expand their e-

business by adding voice as a communication channel to provide customer self-service over the telephone – without having to invest in specialist infrastructure or staff.

At net-Mobile AG booth in Hall 12, booth C50, VoiceObjects is showing off another new application: voice-driven infotainment portals for mobile phone customers. These portals provide mobile access to up-to-date, useful and entertaining information wherever the caller may be. This presentation features T-Mobile's new "InfoTalk" portal.

net-Mobile and VoiceObjects have formed the Voice-ASP consortium to offer off-the-shelf mobile phone portals, including full support (from design and implementation, right through to billing) for mobile carriers and other enterprises. This allows to offer goods or services such as infotainment content, ring tones, or cell phone logos via a voice-driven portal.

With Comverse in Hall 27, booth A42, VoiceObjects experts are revealing the details of high-end voice application success: based on multiple examples of real applications, VoiceObjects AG explains the advantages of a voice application management system (VAMS) such as VoiceObjects Factory.

About the Company: VoiceObjects AG

VoiceObjects AG produces and markets *VoiceObjects Factory*, a voice application management system for the fast and easy provision of voice-driven services. The privately owned company is based in Bergisch-Gladbach, Germany, and also has an office in London.

Further information is available at www.VoiceObjects.com.

About the Product: VoiceObjects Factory

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

For further information, please feel free to contact

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