

Executive Summary

VocalPoint Technologies provides speech navigation software and services that allow rapid deployment of voice applications using HTML content. Designated one of PC Magazine's *Top 100 Internet Infrastructure Companies* for 2001, VocalPoint's unique approach provides enterprises with the fastest path to a voice experience. By going directly from HTML to speech, critical business information can be delivered to customers, employees and partners over the phone, anytime, anywhere.

Today, HTML is the predominant language of the Internet and companies worldwide have invested significantly in HTML-based applications. VocalPoint's unique, patented VoiceBrowser™ leverages this investment by presenting HTML content in a structure easily navigable by spoken commands. As a result, businesses can quickly extend the reach of their current Web applications to any phone—in hours—without undertaking complex content repurposing or system integration efforts.

Overall, VocalPoint Technologies' unique solutions provide businesses:

- Extremely rapid implementation of scalable, reliable voice services
- Leverage of existing investments in Web content and applications
- Flexibility to customize or modify the voice services to optimally meet their needs
- Extensibility to future simultaneous voice/data services
- Cost-effectiveness.

Market Opportunity

With the improvement in the quality of speech recognition technologies, and increasing acceptance of speech systems, the reach and convenience of Internet applications can be extended beyond the PC. Because of its ubiquity, the telephone – wireline or wireless – is the logical device for accessing voice-enabled content. As a result, the voice applications market is expected to exceed \$10 billion by 2005. (*Kelsey Group, Dataquest, Wainwright*).

VocalPoint Technologies, through its patented technology and service offerings, is well positioned in this expanding marketplace. Our unique technology enables companies to extend Internet and Intranet content to anyone with a telephone, anywhere in the world, quickly and cost effectively.

Product and Service Summary

VocalPoint currently offers two products, *VoiceBrowser™* and *VoiceASP™*:

- ***VocalPoint VoiceBrowser™*** enables businesses to quickly build customized voice services that access live Web content. By licensing this unique software and deploying it within a network infrastructure, telecommunications carriers, voice platform vendors, and Global 2000 companies can easily create highly flexible, dynamic voice services.
- ***VocalPoint VoiceASP™*** is a complete outsourced enterprise-class voice solution. For customers not wanting to manage their own voice deployment, VoiceASP allows extremely fast implementation of services connecting existing Web content to any phone.

Competitive Advantages of VocalPoint's Technology

The biggest challenges faced in developing voice-based services are

- the expense and inflexibility of traditional voice solutions such as IVR
- the resource, time-to-market and integration challenges associated with developing customized solutions.

VocalPoint solves these issues by leveraging our customer's existing investment in Web applications and by simplifying implementation efforts. Our solutions provide:

Flexible Web-content access and navigation. Our VoiceBrowser makes the development of voice services a seamless extension of a company's existing Web development efforts. The cornerstone of our technology is the automatic creation of a navigation tree for each Web page based on a combination of the VoiceBrowser's imbedded heuristics and additional "tuning" parameters provided to refine the experience. The resulting navigation tree guides the user interaction with the Web content in an intuitive, natural way. Through this unique approach we: (1) allow a customer's current HTML/XML investments to be seamlessly extended to the phone, (2) automatically create a quality voice user interface, and (3) provide simple tools to customize the voice experience without modifying the visual site.

Simple, fast implementation. Because our software browses HTML, it is not necessary to rewrite existing sites into new markup languages – like Voice XML – in order to offer a quality voice experience. As a result, services can be implemented in hours using our VoiceASP solution.

Easy integration. For customers looking to deploy their own voice infrastructure, our software can be easily integrated with existing investments. The modular, Java-based system architecture and open network API of VoiceBrowser streamline integration efforts for carriers and network providers. As an example, in approximately one month Telecom Italia integrated VoiceBrowser into a platform that combines VocalPoint's HTML navigation capabilities with Telecom Italia's internal speech recognition and text-to-speech technologies, personal communications solutions, and legacy IVR systems.

Customer Benefits

VocalPoint solutions eliminate the technical, price and time-to-market barriers traditionally associated with deployment of voice services. Key benefits for our customers include:

- Quickly building new revenue streams with minimal investment by providing telephone-based services
- Improving business efficiency by providing mobility solutions for Web-accessible information, including corporate CRM, e-mail and sales-force automation solutions
- Reducing the cost of providing phone-based customer or employee service, through complete or partial replacement of IVR and live operator systems.

Representative Customers

Telecom Italia. One of the world's largest telecommunications operators, Telecom Italia has a global distribution agreement to deploy VocalPoint technology. By integrating VoiceBrowser into its *VoxNauta* platform and deploying it throughout its network, Telecom Italia is launching phone-based services that provide users a range of information, including popular Web sites, email, travel schedules and other personalized content.

@bovehealth. A leading healthcare benefits administration ASP, @bovehealth has incorporated VocalPoint technology into its suite of health plan administration services. Through this addition, @bovehealth better serves its customers by delivering personalized plan information over its new Web-based telephone interface, extending access to its health plan benefits solutions to consumers without convenient computer access.

Company History

Formerly Vocal Point, Inc., the company was founded in 1997 by veteran research scientists experienced in neural network and speech recognition research. In 1998, the company received two Small Business Innovation Research (SBIR) grants for speech recognition in high-noise environments, such as F-16 cockpits. Through this early research a team was assembled that developed VocalPoint's current solutions.

This group understood that speech recognition, computational resources, and information on the Web were converging, and in late 1998 began to commercialize the VoiceBrowser technology. The company's focus is on developing and marketing its patented and evolving voice application solutions for the global marketplace.

Funding

As of October 2000, VocalPoint raised over \$10 million from The Ignite Group, SVAngels, Bain & Company's San Francisco Partners, Telecom Italia, SBIR grants and individual investors.

Executive Management

Kurt Losert, CEO. Kurt brings over 15 years of experience in high technology from senior management and divisional leadership positions at AltaVista Company, Compaq Computer Corporation and McKinsey & Company. He holds an MBA from Harvard University.

Garry Chinn, Chief Technology Officer. A noted researcher and former professor, Garry was previously a research scientist at Tanner Research, where he was responsible for three SBIR contracts in speech recognition and related technology. He earned his Ph.D. in Electrical Engineering from UCLA.

Richard Sugerman, Chief Financial Officer. Richard brings the company over 20 years of senior financial management experience, including serving as CFO for StellarNet, Ventiv Health and Effective Security Systems. He holds a CPA.

Kevin O'Mara, Vice President of Engineering. Kevin brings 25 years of experience in managing software development. Immediately prior to VocalPoint, O'Mara was Vice President of Development at Per-Se Technologies. He holds an MBA from San Diego State University.

Donald Ursem, Vice President of Network Operations. Don is responsible for leading the deployment of VocalPoint's network infrastructure. Ursem has 20 years of systems management experience, with Franklin-Templeton, Remedy, Novell and other companies. Ursem holds an MBA from Columbia University.

Christine Koncal, Vice President of Marketing. Responsible for all marketing, communications and product management efforts, Christine brings 20 years of marketing experience with technical and consumer companies, including Procter & Gamble, Oracle, Visa International, CustomerLinux and the Altius Group.

Lauren Wojnarowski, Director of Business Development. Lauren brings over 20 years experience from her time spent in developing business and building international alliances and partnerships while at AltaVista Search, Sybase, and Digital Equipment Corporation.

Jeff Barnes, Director of Business Development. Prior to joining Vocal Point, Jeff was President of Pacific Growth Capital. He has extensive strategy development experience from Bain & Co. and holds an MS from the London School of Economics.

Ken Gora, Director of Human Resources. Ken has over 20 years experience in recruiting and human resource management in both Fortune 500 and start-up environments. He holds a doctorate in Psychology from Golden State University.

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