

VocalPoint™ VoiceASP



The *instant* voice experience:

From visual Web content to voice — in hours

The power of the Internet lies in its ability to deliver dynamic information and innovative services. However, access has been typically limited to those with PCs.

Now, VocalPoint Technologies, the pioneer and leader in voice Web browsing, introduces a potent yet elegant solution to **extend the reach and convenience** of your Internet applications: VoiceASP. A turnkey service built around our exclusive VoiceBrowser™ technology, VoiceASP extends the access and availability of your Web site to a **friendly phone-based service** — 24x7.

VoiceASP leverages your Web investments and ongoing development initiatives to create high quality, scalable, interactive voice services. Now, you can **develop new revenue sources and improve customer service** — in just hours — without labor-intensive IVR systems or costly live operators.



Immediate any phone, anywhere access to your company's Web content and services

Quality voice services without complex integration

VocalPoint Technologies' VoiceASP solution allows you to quickly offer the convenience of "anywhere" access to critical internet and intranet applications. Using our unique solution, you can deliver branded, scalable, high quality voice services over the telephone — in hours — without any integration effort. The secret to the flexibility and implementation speed of VoiceASP is VocalPoint Technologies' proprietary VoiceBrowser. Our VoiceBrowser accesses content from virtually any Internet or Intranet site, and delivers it live, via speech, to any phone.

This unique technology is:

Powerful: Our solution leverages existing HTML and XML content, automatically creates a structure easily navigable by speech and manages the interaction with the end-user.

Live in hours: With VoiceASP, extending existing web and branding investments to the telephone is efficient and seamless — neither content rewriting nor time-consuming integration efforts are required. New voice services for your customers, partners or employees can be implemented in hours, without diverting scarce engineering resources to the task. You can maintain a Web-centered development focus, eliminating the need for complex translation, synchronization and maintenance.

Easy to use: The system's intuitive interface provides a friendly interface that responds to naturally spoken commands. It frees users from the PC, tiny displays and from visual limitations altogether.

Accessible: The VoiceASP service quickly extends web services to millions of non-PC users — with no education or training necessary. Based on speech, the service is compatible with any wireless or wireline phone.

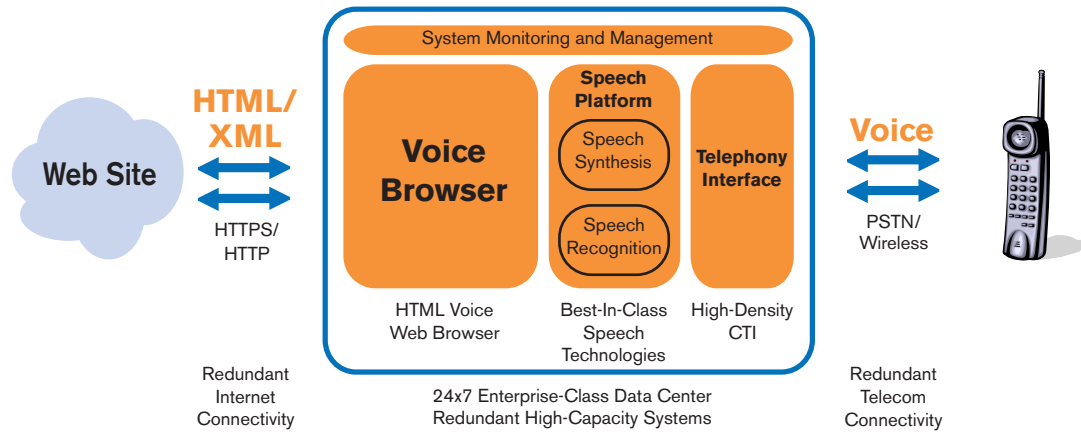
Enterprise-class operations and infrastructure, guaranteed

Getting to market is only half the battle. If customers experience delays, blocked calls, or if they are unable to access your voice content — they may not come back. VocalPoint's VoiceASP platform was built from the ground up to offer the highest level of availability, performance, and flexibility. For critical applications with your brand on the line, you need to be sure that your content is available 24x7.

The combination of VocalPoint Technologies' industry-leading voice browsing solution, enterprise-class infrastructure, and superior network connectivity allows us to offer a comprehensive service level agreement that covers both network performance and application availability.

- Working with Intira, the leader in netsourcing, our highly-automated "lights out" data centers follow ISO compliant processes, minimizing the possibility of human error.
- Our infrastructure features only enterprise-class technology from HP, Sun, EMC, Veritas, and Oracle.
- Our comprehensive support includes proactive monitoring and management of the end-to-end voice solution, ensuring a high level of performance and offering a single point of accountability.
- Our world-class technical resources — speech technologists, client server application developers, and user interface experts — give you the confidence to focus exclusively on your core content and application development.

VocalPoint VoiceASP Solution



Built-in scalability

The pace of your voice services growth can be unpredictable. At VocalPoint, we've designed our ASP platform with high growth applications in mind. We offer you the peace-of-mind that your voice experience will scale to meet the demands of a growing user base.

- VocalPoint's professional services team works with you to define volume thresholds that will be monitored and proactively managed. This data can proactively trigger provisioning of additional resources as your business grows.
- Our advanced load-balancing capabilities dynamically assign servers and allow us to add additional resources without service interference.
- Our customized reporting and statistics help you to determine usage patterns, measure results and plan expansion.
- Our flexible billing options let you control your service expenditures by paying only for the capacity you need.

Flexible branding and user interface

As with the visual Web, you want your customers, employees and partners to experience a voice interaction that reflects your company's unique branding, positioning and personality. VocalPoint Technology's VoiceASP service gives you the power to customize the user interface to meet your exact needs — without changing your Web site's content. In addition to a fast, friendly and intuitive experience, we provide:

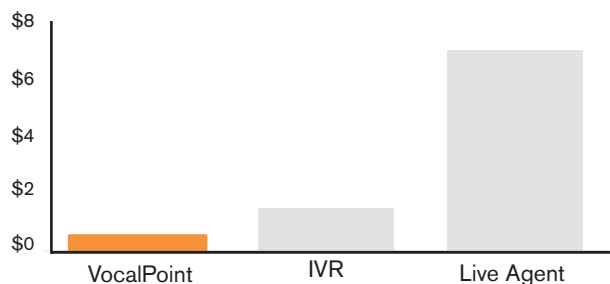
- Simple, fast tuning of services and content
- Customized help to better support your customers
- Prerecorded welcome and menu scripting options
- Content and advertising insertion capabilities.

Dramatic Cost Savings

VocalPoint Technologies' VoiceASP solution allows you to quickly and effectively offer the convenience of "anywhere" access to critical Internet and Intranet applications. VoiceASP provides you with a superior, cost effective voice solution, without grappling with expensive and inflexible IVR deployments, or making a "leap of faith" commitment to new technologies.

VoiceASP Cost Advantage

Service cost per 4.5 minute call



Source: Bell Canada, Ernst & Young, The Kelsey Group

VocalPoint VoiceASP Advantages

- **Launch flexible voice services using Web content — without rewriting or waiting for future standards**
- **Build revenue and extend branding by reaching the broadest possible market**
- **Deploy quickly**
- **Avoid expensive capital outlays, and inflexible IVR implementations**
- **Scale seamlessly as your demand increases.**

System Features and Specifications

Customizable User Experience

- Flexible content support
 - Native support for HTML: title, body, headings, ordered and unordered lists, links, image captions, tables, and data entry forms
 - VocalPoint Extended Cascading Style Sheets (xCSS) to tailor experience for voice — with no impact on visual browsers.
 - Template Server to apply xCSS enhancements to specific pages without any source site modifications
- Intuitive navigation
 - Intuitive menu-driven command structure
 - Voice or DTMF (Touch Tone®) input accepted
 - User barge-in supported (can be disallowed)
 - Automatic and custom grammars
 - Friendly error handling
 - Progressive help system
 - Customizable prompts and commands
- Multilanguage support

Industry Standard Compatibility

- Hypertext Markup Language (HTML)
- Extended Cascading Style Sheets (xCSS) (VocalPoint extensions to Internet-standard CSS2)
- Hypertext Transfer Protocol (HTTP)
- Secure Hypertext Transfer Protocol (HTTPS)
- HTTP Cookies
- Java Speech Grammar Format (JSGF)
- Internet Audio (wav, uLaw, voc, au, aiff, iff, snd, 8svx, aLaw)

Enterprise-Class Reliability

- Self-healing, self-managing applications
 - Advanced client-server architecture distributes operations among key components for scalability, load-balancing, and fault tolerance
 - Capacity can be increased by provisioning additional servers
- “Lights-out” data center environment
 - ISO-compliant processes
 - Fast Ethernet TCP/IP LAN
 - Fully redundant switched interfaces (Foundry switches)
 - Replicated Internet and firewall connections
 - UNIX database services on Oracle 8i, Sun Solaris
 - File services and logging using EMC high availability storage
- Robust communications infrastructure
 - Replicated DS1 and DS3 PRI telephony interfaces, multicarrier connected via SONET ring
 - Local or toll-free PSTN services available
 - Alternate telephony routing provided
- 24 x 7 management
 - Continuous monitoring via HP OpenView & Keynote
 - Heartbeat Monitor Alerting (HMA) to ensure availability of system and source Web site
 - 24 x 7 Help desk support available
 - Flexible escalation support
- Comprehensive service level agreement

Call us today

A fast, flexible, cost effective voice experience is only a phone call away. For more information on how our service offerings can position your company for success, please contact us at partners@vocalpoint.com, or call us directly at 415.615.0600.

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