At a glance



OVERVIEW

uReach Technologies—headquartered in Holmdel, NJ—is the leading provider of converged communication solutions for the global service provider market. The uReach Converged Services Framework (CSF) offers a standards-based and IMS-compliant approach for uniformly deploying our value-added voice and data services across wireless, wireline and IP properties quickly, economically and in scale. uReach further differentiates itself by offering both hosted and licensed deployment options to better align solutions with the business models of today's fastest growing service providers.

Running exclusively on open systems, our Voice Messaging, Unified Messaging, Audio SMS, Fixed-Mobile Convergence and Single Number Services have been deployed with more than 40 service providers in 38 countries, improving the way millions of subscribers communicate every day.

Market Summary

In today's communications marketplace, the traditional dividing lines between local, long distance, wireless, video and Internet services have become increasingly blurred. Double-, triple- and quadruple-play offers are starting to become more and more common as service providers seek to discover new competitive offerings and differentiators to win the loyalty of the ever-more-fickle subscriber.

With increased competition comes higher acquisition cost. Couple that with thinning margins and it quickly becomes clear that service providers need to lock customers in longer and offer greater revenue-generating services. The key to maximizing these revenue opportunities lies in moving beyond bundles into truly integrated or converged service offerings. In this approach, consumers who purchase voice, video, data and wireless services from a provider get more than a single bill—they get a communications experience that is greater than the sum of its parts. They receive services that cut across the traditional "siloed" verticals to deliver new and compelling functionality that enriches their entire communications experience.

uReach Technologies accomplishes the goal of making convergence real for the end user by allowing service providers to deploy value-added voice and data services across wireless, wireline and IP properties quickly, economically and in scale. The result is services that cut across the triple play and deliver a truly converged experience to the customer.

Key Applications

- Voice Messaging
- Unified Messaging
- Converged Voice Mail
- Fixed Mobile Convergence
- IPTV
- Single Number Service
- Auto Attendant
- sayTEXT™ Audio SMS
- Missed Call Notifications
- Intelligent Call Manager

At a glance

Solution Summary

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to deliver our applications quickly and economically. Our solutions offer carrier-grade scalability and reliability. They have been deployed with several of the world's largest providers and they service millions of customers.

What Makes uReach Different?

THE USER EXPERIENCE

- Applications are created to leverage the power of converging networks.
- Applications are optimized by years of market testing.
- Interfaces and functionality can be easily customized, speeding time to market.

THE SOLUTION DESIGN:

- "Green field" design for next generation and converged network deployments.
- Carrier-grade, reliable and scalable solutions running on open systems.
- Standards based for easy integration and expansion (SIP based and IMS ready).
- Network-agnostic solution designed to deliver converged services.

THE GO-TO-MARKET:

- Supports both functional and interface emulation of legacy systems.
- Hosted and licensed deployment models speed time to market and growth.

Management Team

- Krishnamurty Kambhampati, CEO and Co-Founder
- David J. Ittner, CTO and Co-Founder
- David J. Warnock, CFO and Senior Vice President of Business Operations
- Saul Einbinder, Senior Vice President of Marketing and Business Development
- Mary Valentino, Senior Vice President of Global Sales
- Pam Hurley, Vice President of Global Operations
- Richard Stern, Vice President of Marketing

Investors

- Argo Global Capital
- Cloquet Capital Partners
- Marquette Venture Partners

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Converged Services Framework



THE FRAMEWORK THAT MAKES CONVERGED SERVICES A REALITY

In today's communications marketplace, the traditional dividing lines between local, long distance, wireless, video and Internet services have become increasingly blurred. Double-, triple- and quadruple-play offers are starting to become more and more common as service providers seek to discover new competitive offerings and differentiators to win the loyalty of the ever-more-fickle subscriber.

With increased competition comes higher acquisition cost. Couple that with thinning margins, and it quickly becomes clear that service providers need to lock customers in longer and offer greater revenue-generating services. The key to accomplishing this goal lies in moving beyond bundles into truly integrated or converged service offerings. In this approach, consumers who purchase voice, video, data and wireless services from a provider get more than a single bill—they get a communications experience that is greater than the sum of its parts. They receive services that cut across the traditional "siloed" verticals to deliver new and compelling functionality that enriches their entire communications experience.

The uReach Technologies Converged Services Framework (CSF) allows service providers to do just that. Our highly robust and scalable solution enables service providers to rapidly and uniformly deploy our calling and messaging applications across their fixed-line, mobile and broadband network properties. This enables our applications to cut across the traditional "telco" verticals in order to deliver truly converged functionality to the end user. The uReach Technologies Converged Services Framework (CSF) delivers applications which offer a new level of control and mobility to the user and drive wallet share and loyalty for the provider.

The Converged Services Framework (CSF) can be deployed uniformly across fixed-line, mobile and broadband networks

- Carrier-grade Reliability and Scalability Running on Open Systems
- Standards-based for Easy Integration and Expansion
- Extensible, IMS-ready Solution for Converging Networks
- Flexible Offer Creation That Speeds Time to Market
- Feature-Rich Applications and Proven User Interfaces
- Flexible Deployment Models for Right-Sized Solutions
- Market Proven with Industry Leading Providers

Converged Services Framework

Standards-Based For Easy Integration

uReach Technologies' solution supports many industry standards and protocols, including HTTP, SMPP, SMTP, VXML, POP3, IMAP, VPIM, SS7, SIP and ANSI-41, to allow for easy integration with applications and networks. Programmatic interfaces using standards such as LDAP, SOAP, XML and SNMP allow for seamless OSS provisioning and billing integration.

Carrier-Grade Reliability And Scalability

The uReach Technologies solution achieves carrier-grade reliability and scalability via a fully redundant, highly available and distributed architecture. Available in both NEBS and non-NEBS configurations, the solution runs on Intel-based or Sun platforms, delivering scalability from thousands to millions of users. Additionally, the inherently distributed nature of the architecture allows capacity to be increased incrementally by adding additional computing and storage elements as needed.

Extensible, IMS-Ready Solution

Our software architecture consists of three logical layers linked by APIs. This approach permits the rapid deployment of new applications capable of supporting diverse device and network types simultaneously. In the case of IMS this approach is especially important, as it enables our solution to transition seamlessly without causing disruption to end users.

Flexible Offer Creation

uReach offers an extremely robust yet flexible building block approach to offer creation. uReach's Converged Services Framework (CSF) allows service providers to offer a full suite of applications, from enhanced voice messaging to converged one-number solutions, all running on the same common infrastructure. Many key elements of the solution can be quickly customized to suit a service provider's needs. Different bundles can be offered to provide various classes of service.

Feature-Rich Applications and Interfaces

uReach's goal is to make convergence real for the end user, and nowhere is that more apparent than in our applications. Offering an unparalleled level of control and functionality, our applications allow service providers to deliver compelling and differentiating experiences to their customers. Some of our most popular applications include: Fixed Mobile Convergence, Single Number Service, Auto Attendant, Voice Messaging, Unified Messaging, Converged Voice Mail and Audio SMS.

Flexible Deployment Models

uReach offers both hosted and licensed deployment options that allow service providers to enter the market quickly with a low capital investment, and then scale in cost increments that are aligned with customer growth. In some cases, the hosted deployment option can have a service provider up and running within 30 days. Multiple deployment options allow service providers to seamlessly move from one model to another without exposing their customers to a transition.

Market Proven With Leading Providers

uReach Technologies' solutions are in operation today with several of the largest service providers in the world. Every aspect of our offering has been tested and certified by our service provider customers and hardened to meet their stringent deployment standards. Further, our applications have been market tested for over seven years with millions of end users.

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The uReach Technologies Product Suite



POWERFUL CONVERGED MESSAGING AND CALLING APPLICATIONS

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The key applications and service offerings that can demonstrate unique value to the end user. Whether for residential or business customers, uReach offers service providers the ability to develop a host of new and revenue-generating service offerings that truly stand out from the crowd. uReach's Converged Messaging, Converged Calling and premium SMS services deliver an unparalleled level of control and functionality to the end user. Our applications can be ubiquitously accessed from the telephone, PC, wireless device and IPTV interface. They allow users to take control of their messages, calls and personal information in a number of exciting new ways. Some of our most popular applications include: Voice Messaging, Unified Messaging, Converged Voice Mail, Fixed Mobile Convergence, Single Number Service, Auto Attendant and sayTEXT™ Audio SMS.

Our applications allow service providers to deliver compelling and differentiating functional experiences to their customers

- VOICE MESSAGING - Voice messaging that thinks outside of the box.
- UNIFIED MESSAGING - E-mail, video, voice and fax in a single mailbox.
- CONVERGED VOICE MAIL - Fixed-lined and mobile voice messaging.
- FIXED MOBILE CONVERGENCE - Fixed-line and mobile calling.
- SINGLE NUMBER SERVICE - One number that follows users anywhere.
- AUTO ATTENDANT - Giving small businesses a voice.
- sayTEXT™ AUDIO SMS - A bridge between voice and SMS.
- MISSED CALL NOTIFICATIONS - Call capturing beyond the coverage area.
- INTELLIGENT CALL MANAGER - Desktop control of calls and messages.

Voice Messaging

With the right voice messaging offer, service providers can attract new customers and retain their most valuable ones. Our solution offers fixed-line, mobile and broadband service providers a solution that extends the utility, reach and accessibility of traditional voice mail, making it accessible anytime, from anywhere, and over any device. Our solution also offers advanced features, like Web access, e-mail/SMS/MMS message delivery, a speech-enabled interface for hands-free telephone access and advanced notifications.

The uReach Technologies Product Suite

Unified Messaging

uReach Technologies' Unified Messaging brings together e-mail, voice mail, fax and video messages in a single, unified mailbox that is universally available. Our solution also offers advanced features, like full-featured voice mail, e-mail and fax capabilities, a speech-enabled interface and advanced notifications.

Converged Voice Mail

Users enjoy having unique greetings for their mobile, fixed-line and broadband phone services, but they hate the burden of having multiple mailboxes to check and administer. With Converged Messaging from uReach Technologies, users get the personalized greeting and notification options they want without the need for multiple, disparate mailboxes.

Fixed Mobile Convergence

uReach Technologies' Fixed Mobile Convergence solution enables users to move calls freely between their fixed-line and mobile phones. The result is a converged communications experience that delivers a new level of control and mobility to the user. Our solution also integrates with all of our messaging products.

Single Number Service

Staying in touch often means giving out multiple telephone numbers and putting the burden on callers to know where and when to contact you. Now there is a better way. uReach Technologies' Single Number Service allows calls to follow a user to multiple destinations based on defined schedules or presence. The result is a single number that actually finds the user wherever and whenever they want.

Auto Attendant

The uReach Technologies Auto Attendant was designed with the unique needs of small businesses in mind. Auto Attendant allows the creation of multiple employee extensions, each with it's own voice mail box. The result is a service that manages phone calls and messages professionally and efficiently, without the need for expensive equipment.

sayTEXT™ Audio SMS

sayTEXT is the next evolution of text messaging. With it, mobile users can send personalized or pre-recorded audio clips to each other using SMS. By eliminating the need to type, sayTEXT makes text messaging much easier on the go. The service is ubiquitous and works regardless of carrier network or handset generation.

Missed Call Notifications

This unique premium SMS service captures attempted/missed calls when a mobile user is outside of the coverage area, busy or not reachable, and no voice mail is left. The system notifies the user via SMS of who called and when. It also supports aggregated notifications, so a user receives only a single SMS when their phone becomes available. Missed Call Notifications also offers advanced features like web access and seamless integration with our converged messaging and calling products.

Intelligent Call Manager

Intelligent Call Manager gives users the ability to screen and manage incoming calls and messages right from their PCs. Voice mail messages can be heard through the PC speakers, Caller ID information can be viewed from the desktop and subscribers can even route calls with the click of a mouse. This highly differentiating application can be integrated with all of uReach Technologies' converged calling and messaging products to deliver a whole new level of control.

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Converged Messaging

Voice Messaging



A VOICE MESSAGING SOLUTION THAT THINKS OUTSIDE OF THE BOX.

In today's competitive marketplace, voice messaging is more than just call answering—it's an essential part of any bundled voice offering and an important point of differentiation. With the right voice messaging offer, service providers can attract new customers and retain their most valuable ones. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies solution offers fixed-line, mobile and broadband service providers a solution that extends the utility, reach and accessibility of traditional voice mail, making it accessible anytime, from anywhere and over any device. Our solution also offers advanced features, like Web access, e-mail/SMS/MMS message delivery, a speech-enabled interface for hands-free telephone access and advanced notifications.

With the right voice messaging offer, service providers can attract new customers and retain their most valuable ones

- Network Agnostic for Fixed Line, Mobile and Broadband
- Supports Legacy Feature and Interface Emulation
- Advanced Notifications to SMS, MMS and IM
- Access Mailbox from Web and Wireless Web
- Fax Store and Forward Capabilities
- Robust Voice-Activated Interface
- Message Delivery to SMS and MMS
- Integrates with E-mail

Driving Revenue Means Driving Differentiation

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

Flexible Deployment Options To Supercharge Your Business Case

When it comes to launching new service offerings, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' ValueGrow℠ - Value-Added Managed Services programs were designed with your business case in mind. This unique program offers service providers the ability to deploy our applications as managed services and transition them to licensed solutions at a later date. This flexibility helps speed new products to market while controlling costs and reducing risk. ValueGrow offers a seamless transition path from managed to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption.

Voice Messaging

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers around the world.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Voice Messaging Features:

» **Best-in-Class Voice Mail**
Offers a rich set of features for users to send, receive and administer their voice messages.

» **Phone, Web and Wireless Access**
Users can access their messages and administer their accounts from any device.

» **Message Delivery from SMS and MMS**
The service can leverage SMS and MMS for multimedia message delivery.

» **Integrated Fax Capabilities**
Users can receive faxes in their accounts and forward them to any fax machine for printing.

» **Speech Recognition**
Users can use the power of their own voices to navigate their accounts hands free.

» **Enhanced Notifications**
Users can be notified of new messages via pager, SMS, MMS, IM, e-mail and out-dialed call, as well as SMDI and SS7.

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Converged Messaging

Unified Messaging



E-MAIL, VOICE MAIL, FAX AND VIDEO MESSAGES IN A SINGLE MAILBOX.

In today's hectic world, message overload is an all-too-common occurrence. Different kinds of messages, in different mailboxes, with different notification options, can run users ragged. Now, there is a solution. uReach Technologies' Unified Messaging brings together e-mail, voice mail, fax and video messages in a single, unified mailbox. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies solution offers fixed-line, mobile and broadband service providers a highly differentiated messaging offer. uReach Technologies' Unified Messaging is universally accessible. Our solution also offers advanced features, like single, unified mailbox, full-featured voice mail, e-mail and fax capabilities, a speech-enabled interface and enhanced notifications.

Different kinds of messages, in different mailboxes, with different notification options, can run users ragged. Now, there is a solution

- A Single Mailbox for E-mail, Voice Mail, Fax and Video Messages
- Best-in-Class Voice Messaging Capabilities
- Support for Receipt of 3gP Video Messages
- Integrated Fax Messaging Capabilities
- Message Delivery Via SMS and MMS
- Phone, Web and Wireless Access
- Enhanced Notification Options

Driving Revenue Means Driving Differentiation

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

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Unified Messaging

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers around the world.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies' has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Unified Messaging Features:

» **Single Mailbox**
Voice mail, e-mail, fax and video messages are stored in a single, unified mailbox.

» **Best-in-Class Voice Mail**
Offers a rich set of features for users to send, receive and administer their voice messages.

» **3GP Video Support**
Users can save and organize video messages.

» **Integrated Fax Capabilities**
Users can compose and receive faxes in their accounts. They can print from any fax machine.

» **Message Delivery Via SMS and MMS**
Message can be delivered via SMS and MMS.

» **Phone, Web and Wireless Access**
Users can access their messages and administer their accounts from any device.

» **Enhanced Notifications**
Users can be notified of new messages via pager, SMS, MMS, IM, e-mail and out-dialed call, as well as SMDI and SS7.

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Converged Messaging

Converged Voice Mail



ONE MAILBOX FOR FIXED-LINE, MOBILE AND BROADBAND VOICE MAIL

Users enjoy having unique greetings for their mobile, fixed-line and broadband phone services, but they hate the burden of having multiple mailboxes to check and administer. With Converged Messaging from uReach Technologies, users get the personalized greeting and notification options they want, without the need for multiple, disparate mailboxes. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies solution offers a highly differentiated messaging service that can enhance triple and quadruple plays by making voice mail retrieval and management seamless. uReach Technologies' Converged Messaging is universally accessible. Our solution also offers advanced features such as a speech-enabled interface and enhanced notifications.

Users get the personalized greeting and notification options they want, without the need for multiple, disparate mailboxes

- One Mailbox for Fixed-Line, Mobile and Broadband Voice Mail
- Best-in-Class Voice Messaging Capabilities
- Unique Greeting and Notifications Options
- Message Delivery Via SMS and MMS
- Phone, Web and Wireless Access
- Enhanced Notification Options

Driving Revenue Means Driving Differentiation

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

Flexible Deployment Options To Supercharge Your Business Case

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Converged Voice Mail

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers around the world.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Converged Voice Mail Features:

» **Single Mailbox**
One mailbox to check and administer for fixed-line, mobile and broadband voice mail.

» **Best-in-Class Voice Mail**
Offers a rich set of features for users to send, receive and administer their voice messages.

» **Unique Greetings and Notifications**
Users can configure unique greetings and notifications for their mobile, fixed-line and broadband phones.

» **Message Delivery Via SMS and MMS**
Messages can be delivered via SMS & MMS.

» **Phone, Web and Wireless Access**
Users can access their messages and administer their accounts from any device.

» **Enhanced Notifications**
Users can be notified of new messages via pager, SMS, MMS, IM, e-mail and out-dialed call, as well as SMDI and SS7.

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Converged Calling Solutions

Fixed Mobile Convergence



SEAMLESSLY INTEGRATES FIXED-LINE AND MOBILE CALLING FOR USERS

Users are demanding solutions that bridge the gap between fixed-line and mobile communications. To stay competitive, service providers must explore ways to seamlessly integrate the mobile and fixed-line experience, letting users manage their communications where and how they want. uReach Technologies' Fixed Mobile Convergence solution does just that. Leveraging the power of our Converged Service Framework (CSF), the uReach Technologies solution offers a highly differentiated calling service that can enhance triple and quadruple plays by allowing users to move calls freely between their fixed-line and mobile phones. The result is a converged communications experience that delivers a new level of control and mobility to the user. Our solution also integrates with all of our messaging products.

To stay competitive, service providers must explore ways to seamlessly integrate the mobile and fixed-line experience

- Seamlessly Integrates Fixed-Line and Mobile Calling for Users
- Transfer Whisper In-Call When SIP Clients Register
- Presence-based Active Call Routing
- Optional Integrated Call Screening
- Phone, Web and Wireless Access
- Enhanced Notification Options
- Converged Messaging Ready

Driving Revenue Means Driving Differentiation

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

Flexible Deployment Options To Supercharge Your Business Case

When it comes to launching new service offerings, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' ValueGrow℠ - Value-Added Managed Services programs were designed with your business case in mind. This unique program offers service providers the ability to deploy our applications as managed services and transition them to licensed solutions at a later date. This flexibility helps speed new products to market while controlling costs and reducing risk. ValueGrow offers a seamless transition path from managed to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption.

Fixed Mobile Convergence

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers globally.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Fixed Mobile Convergence Features:

» **Fixed-Line, Mobile and VoIP Integration**
Users can seamlessly transfer calls in real time between their fixed-line and mobile phones.

» **Transfer Whisper In-Call**
Users are notified via whisper in-call when SIP clients register and are available for transfer.

» **Presence-Aware Active Call Routing**
Call routing can be changed automatically based on fixed-line and mobile presence detection.

» **Optional Integrated Call Screening**
Users can screen calls before they answer, to protect their privacy.

» **Phone, Web and Wireless Access**
Users can access their accounts and administer their service from any device.

» **Converged Messaging Ready**
Seamlessly integrates with uReach Technologies' converged messaging products.

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Converged Calling Solutions

Single Number Service



A SINGLE NUMBER THAT ALLOWS CALLS TO FIND USERS ANYWHERE

Staying in touch often means giving out multiple telephone numbers and putting the burden on callers to know where and when to contact you. Now there is a better way. uReach Technologies' Single Number Service allows calls to follow a user to multiple destinations based on defined schedules or presence. The result is a single number that actually finds the user wherever and whenever they want. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies solution offers fixed-line, mobile and broadband service providers a highly differentiated calling offer that can attract new users while providing a compelling up/cross sell to existing users. Our solution also offers advanced features, like Web access and a speech-enabled interface for hands-free telephone access.

uReach Technologies' Single Number Service allows calls to follow a user to multiple destinations based on defined schedules or presence

- Users Can Use One Phone Number to Manage All Their Calls
- Schedule and Presence-based Call Management
- Scheduled and On-the-Fly Conference Calling
- Optional Integrated Call Screening
- Phone, Web and Wireless Access
- Converged Messaging Ready

Driving Revenue Means Driving Differentiation

In the ever-crowed communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

Flexible Deployment Options To Supercharge Your Business Case

When it comes to launching new service offerings, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' ValueGrow℠ - Value-Added Managed Services programs were designed with your business case in mind. This unique program offers service providers the ability to deploy our applications as managed services and transition them to licensed solutions at a later date. This flexibility helps speed new products to market while controlling costs and reducing risk. ValueGrow offers a seamless transition path from managed to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption.

Single Number Service

A Framework For Converged Services

The uReach Technologies Converged Services Framework (CSF) allows us to uniformly deploy our calling and messaging applications across fixed-line, mobile and broadband networks. This allows service providers to deliver service offerings that cut across the traditional telco verticals in order to deliver truly converged functionality to the end user. Our comprehensive service delivery framework is designed to provide highly scalable solutions that can be deployed quickly and economically.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Single Number Service Features:

» **One Number for Every Call**
One number that can find users at any destination that they choose.

» **Advanced Call Management**
Supports scheduled, presence-based and on-the-fly configuration of call routing.

» **Conference Calling**
Users can set up on-the-fly conference calls or reservation-based conference calls.

» **Optional Integrated Call Screening**
Users can screen calls before they answer, to protect their privacy.

» **Phone, Web and Wireless Access**
Users can access their accounts and administer their service from any device.

» **Converged Messaging Ready**
Seamlessly integrates with uReach Technologies' converged messaging products.

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Converged Calling Solutions

Auto Attendant



A SUITE OF CALLING AND MESSAGING SERVICES FOR SMALL BUSINESS

Every small business wants to project a professional image to its callers, but most can't afford the overhead or expense associated with a premise-based phone system. The uReach Technologies' Auto Attendant solution was designed with the unique needs of small businesses in mind. Auto Attendant allows the creation of multiple employee extensions, each with its own voice mail box. The result is a service that manages phone calls and messages professionally and efficiently, without the need for expensive equipment. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies solution gives fixed-line, mobile and broadband service providers the ability to tap into the lucrative and elusive small business market with a highly differentiated offering.

The service manages phone calls and messages professionally and efficiently, without the need for expensive equipment

- Multiple Configurable Extensions and Message Mailboxes
- Best-in-Class Voice Mail Features and Functionality
- Integrated Fax Messaging Capabilities
- Optional Integrated Call Screening
- Web-based Setup and Configuration
- Enhanced Notification Options

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Auto Attendant

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers around the world.

Built For A Better Bundle

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Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition the solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Auto Attendant Features:

» **Multiple Extensions and Mailboxes**
Supports multiple, schedule-based extension call forwarding and messaging.

» **Best-in-Class Voice Mail**
Offers a rich set of features for users to send, receive and administer their voice messages.

» **Integrated Fax Capabilities**
Users can compose and receive faxes in their accounts. They can print from any fax machine.

» **Optional Integrated Call Screening**
Users can screen calls before they answer, to protect their privacy.

» **Web-based Administration**
Designed to be managed from the Web easily without the need for complicated software or special equipment.

» **Enhanced Notifications**
Users can be notified of new messages via pager, SMS, MMS, IM, e-mail and out-dialed call, as well as SMDI and SS7.

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Value-Added Services

sayTEXT™ Audio SMS



BUILDING A BRIDGE BETWEEN VOICE AND TEXT MESSAGING

sayTEXT is the next evolution of text messaging. With it, mobile users can send personalized or pre-recorded audio clips to each other using SMS. By eliminating the need to type, sayTEXT Audio SMS makes text messaging much easier on the go. The service is ubiquitous and can work regardless of carrier network or handset generation.

By eliminating the need to type, sayTEXT Audio SMS makes text messaging much easier on the go.

- Works with Any Handset Regardless of Network
- Supports Personal and Premium Clips for Messages
- Makes Text Messaging Completely Hands Free
- Multimedia Distribution Lists for Messages
- Supports Intercarrier Messaging

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sayTEXT™ Audio SMS

A Framework For Converged Services

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Key sayTEXT™ Audio SMS Features:

» **Works with Any Handset**
No special handset or phone client is required. The Audio SMS service will work with all current mobile handsets in the market.

» **Personal and Premium Clips**
Users can speak a message or select a prerecord premium fun clip.

» **Makes Text Messaging Hands Free**
Allows users to speak messages instead of typing on alphanumeric keypads.

» **Multimedia Distribution Lists**
Users can create distribution lists to SMS, MMS, e-mail, IM, Audio SMS and text-to-landline destinations.

» **Intercarrier Messaging**
Any carrier that supports SMS message exchange can do the same with Audio SMS messages.

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Value-Added Services

Missed Call Notifications



KEEPING SUBSCRIBERS CONNECTED, EVEN WHEN THEY MISS THE CALL

Missed Call Notifications is a powerful solution for the network coverage blind spot that afflicts all mobile users. This unique premium SMS service captures attempted/missed calls when a mobile user is outside of the coverage area, busy or not reachable, and no voice mail is left. The system notifies the user via SMS of who called and when. It also supports aggregated notifications, so a user receives only a single SMS text message when their phone becomes available. Missed Call Notifications also offers advanced features like Web access and seamless integration with our converged messaging and calling products.

The system notifies the subscriber of who called and when

- Works with Any Handset
- Drives Call Completion
- Supports Notifications to E-mail, IM, SMS and MMS
- Missed Call History
- Supports Multiple Languages
- Aggregated Notifications

Driving Revenue Means Driving Differentiation

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Missed Call Notifications

A Framework For Converged Services

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Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Features Include:

» **Works with Any Handset**
No special handset or phone client is required—Missed Call Notifications will work with all current mobile handsets on the market. It can also work with fixed-line phones.

» **Drives Call Completion**
Missed Call Notifications increases the likelihood that calls will be returned, driving call completion.

» **Supports Notifications to E-mail and IM**
Users can receive notifications to SMS, e-mail or IM—or all three if they choose.

» **Check Missed Call History**
Subscribers can check missed call history via SMS, Web, WAP, USSD, etc.

» **Supports Multiple Languages**
Subscribers can choose their preferred language to display missed call notification SMS.

» **Aggregated Notifications**
When a caller makes several call attempts, the subscriber receives a single consolidated notification, for less SMS clutter.

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Introducing uReach Technologies'

ValueGrow℠ - Value-Added Managed Services



uReach Technologies' *ValueGrow*℠ - Value-Added Managed Services is a new and compelling option for service providers looking to enter the market quickly with a minimum of up-front cost. This unique turnkey approach makes it fast, easy and economical to deploy new services with uReach Technologies.

uReach Technologies' *ValueGrow* – Value-Added Managed Services is ideal for:

- VoIP and Next-Generation Service Providers
- Service Providers with a Highly Distributed Subscriber Base
- Service Providers with Immediate Legacy System "Overflow"
- Any Provider Looking to Limit Up-front Deployment Costs

Our Most Popular Applications—On-Demand

All of uReach's most popular calling and messaging applications—including Voice Messaging and Unified Messaging—are available as *ValueGrow* hosted solutions. And just as with licensed solutions, they are fully customizable and can be tailored to meet your specific functional and branding requirements.

Transition Your Solution Over Time

uReach Technologies' *ValueGrow* - Value-Added Managed Services also provides the flexibility of converting your hosted offering into a licensed purchase at a later date. *ValueGrow* offers a seamless transition path from hosted to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption. This ensures you're never locked in.

Proven Operational Excellence

uReach Technologies' hosted solutions are in operation today with several of the largest service providers in the world. Every aspect of our offering has been tested and certified by our service provider customers and deemed hardened enough to meet their stringent requirements for reliability and availability. Our Managed Services operations and facilities have been operating for over seven years, servicing millions of end users and delivering an average availability of greater than 99.99%.

Building A Better Business Case With *ValueGrow* - Value-Added Managed Services

In today's highly competitive marketplace, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' *ValueGrow* – Value-Added Managed Services was designed with your business case in mind. Our hosted solutions offer you the ability to speed new products to market while controlling costs and reducing risk.

ValueGrow - Value-Added Managed Services

Here are just a few ways uReach Technologies' *ValueGrow* - Value-Added Managed Services can help you supercharge your business case:

» **Reduced CAPEX –** Controlling capital expenditures may not be the only reason to turn to a hosted solution from uReach Technologies, but it's certainly a major factor. uReach Technologies' hosted solutions convert what would normally be a large up-front fixed expenditure into a variable monthly cost that you can align with revenue and subscriber growth.

» **Eliminates Engineering, Furnishing and Installation –** With a hosted solution, there are no costs or resources required to physically deploy equipment and software in your network. This offers a significant time and cost savings—especially for service providers seeking to serve multiple markets/sites.

» **Control Facilities, Software and Maintenance Costs –** When you host your converged services solution with uReach Technologies, we assume the responsibility for maintaining all of the hardware, software and facilities necessary to power your solution. This includes upgrades, capacity planning and regular maintenance.

» **Reduces Training and Personnel Costs –** uReach Technologies' personnel will be responsible for deploying and managing your solution. The economies of scale associated with managing services in a common plant for multiple service providers allow us to work more inexpensively and efficiently than any one provider could on their own. The result is a significant cost savings that frees up your operations and IT resources to focus on activities more core to your business

uReach TECHNOLOGIES

The Results Speak For Themselves

Service Providers of all types throughout North America have recognized the power of uReach Technologies' *ValueGrow* - Value-Added Managed Services.

Here's what some of them are saying about their hosted solutions from uReach:

SunRocket

"uReach provides SunRocket with a cost-effective, best-in-class messaging solution that helps us differentiate ourselves in the marketplace."

BCE

"The uReach solution gave us a complete package for delivering a next-generation service that meets our customers' needs."

verizon

"We think uReach's product and their professional services support are excellent. They've enabled Verizon to quickly enter the market with a suite of services that are rapidly growing in demand."

Rural Communications

"uReach had our service up and running within days of signing an agreement. We are now poised to offer a competitively priced voice mail service to our target customers, and with uReach's next-generation services we can up-sell our customers new enhanced services."

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Value-Added Services

Intelligent Call Manager



TAKE CONTROL OF CALLS AND MESSAGES FROM THE DESKTOP

Many service providers struggle with extending network-based messaging and calling services to the desktop in a unique and compelling manner. uReach Technologies' Intelligent Call Manager accomplishes this goal by giving users the ability to screen and manage incoming calls and messages right from their PCs. With Intelligent Call Manager, voice mail messages can be heard through the PC speakers, Caller ID information can be viewed from the desktop and subscribers can even route calls with the click of a mouse. This highly differentiating application can be integrated with all of uReach Technologies' converged calling and messaging products to deliver a whole new level of control.

With Intelligent Call Manager, voice mail messages can be heard through the PC speakers, Caller ID information can be viewed from the desktop and subscribers can even route calls with the click of a mouse

- Real-time Message Screening
- Real-time Call Screening and Control
- Visual Caller ID and Alerts
- Visual Call History
- Integrated Message and Event Notifications
- Remote Monitoring

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Intelligent Call Manager

A Framework For Converged Services

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Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

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uReach TECHNOLOGIES

Key Features:

» **Real-time Message Screening**
Intelligent Call Manager is the first network-based service where users can listen to a message as it's being recorded. Users can pick up or redirect the call in midmessage. For the first time, service providers can effectively compete with the answering machine.

» **Real-time Call Screening and Control**
Users can screen calls in a variety of ways. For each incoming call, caller ID information supplemented with personal information is displayed.

» **Visual Caller ID and Alerts**
Users are alerted of incoming calls and have various call handling options. Play a message to the caller—for example, "I will call you back." Send the call to voice mail. Transfer the call to another phone. Place a return call.

» **Visual Call History**
Intelligent Call Manager logs history of incoming calls, including the caller's name, number, location, time and day.

» **Integrated Message and Event Notifications**
Users can receive notifications of new messages and calendar events and can access the message with a single click.

» **Remote Monitoring**
Users can monitor incoming calls to their number from any PC running the client software—for example, monitoring calls to the office when at home, or vice versa, and answering a call remotely, if desired.

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Converged Messaging

Converged Voice Mail



ONE MAILBOX FOR FIXED-LINE, MOBILE AND BROADBAND VOICE MAIL

Users enjoy having unique greetings for their mobile, fixed-line and broadband phone services, but they hate the burden of having multiple mailboxes to check and administer. With Converged Messaging from uReach Technologies, users get the personalized greeting and notification options they want, without the need for multiple, disparate mailboxes. Leveraging the power of our Converged Services Framework (CSF), the uReach Technologies' solution offers a highly differentiated messaging service that can enhance triple and quadruple plays by making voice mail retrieval and management seamless. uReach Technologies' Converged Messaging is universally accessible. Our solution also offers advanced features such as a speech-enabled interface and enhanced notifications.

Users get the personalized greeting and notification options they want, without the need for multiple, disparate mailboxes

- One Mailbox for Fixed-Line, Mobile and Broadband Voice Mail
- Best-in-Class Voice Messaging Capabilities
- Unique Greeting and Notifications Options
- Message Delivery Via SMS and MMS
- Phone, Web and Wireless Access
- Enhanced Notification Options

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Converged Voice Mail

A Framework For Converged Services

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Key Unified Messaging Features:

» **Single Mailbox**
One mailbox to check and administer for fixed-line, mobile and broadband voice mail.

» **Best-in-Class Voice Mail**
Offers a rich set of features for users to send, receive and administer their voice messages.

» **Unique Greetings and Notifications**
Users can configure unique greetings and notifications for their mobile, fixed-line and broadband phones.

» **Message Delivery Via SMS and MMS**
Messages can be delivered via SMS & MMS.

» **Phone, Web and Wireless Access**
Users can access their messages and administer their accounts from any device.

» **Enhanced Notifications**
Users can be notified of new messages via pager, SMS, MMS, IM, e-mail and out-dialed call, as well as SMDI and SS7.

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