

TeleMessage Mail Plug-in

Messaging today means much more than just E-mail. SMS Messages, Phone Messages, Faxes and Instant Messages among other channels, have become a necessity for reaching people quickly and efficiently wherever they may be. TeleMessage's Mail Plug-in enables all this from the standard Outlook, Outlook Express, or Lotus Notes interfaces enriching your employees with messaging capabilities from their standard mail tool and existing contact list. The TeleMessage Plug-in enables you to send E-mails as MMS messages, SMS text messages, Phone calls and Faxes.

You can even add voice attachments you want to be played in voice calls, add documents and images to send to Fax machines. Or use the embedded MMS Composer and Player to transform any multi-media content to a mobile message.

You can also get E-mail notifications and Meeting reminders to your mobile and reply to E-mail from your mobile phone.



User benefits

TeleMessage's Mail Plug-in enables users to enjoy the following:

- **Send an E-Mail to any device** - Now you can send your E-mail messages to:
 - MMS (add any content: text, music, voice, images or video and our MMS composer will adapt it to mobile display)
 - SMS (send long messages and voice messages to SMS),
 - Voice calls to Phones (landline and mobile, voice and text)
 - Fax machines and Pagers.

For example: now you can send an E-mail to your wife's home phone. Her phone will ring and a text-to-speech engine will play the text to her over the phone. You can send an urgent E-mail to the SMS distribution list of all the sales team, with a change of a meeting schedule; Or add a document to an E-mail and send it to the fax machine of your lawyer.

- **Send a message to any person's device in your contact list** – you have spent valuable time putting all your contact details in your address book, building distribution lists – so why not send E-mails to any device of these contacts.
 - No need to pickup the phone and tell dozens of people about a new meeting – you can send them an E-mail directly to their mobile/landline phones – saving you time and money.
 - No need to print the document and go to the fax machine to send a fax – send it directly from your mail client.
 - Tired of typing SMS messages on the tiny keypad of your phone – send an E-mail to a mobile as an SMS or MMS. And lower your communication costs.

TeleMessage Mail Plug-in uses all your existing contacts and their devices to send messages.

- **Send Notifications from your calendar to your mobile phone** - when your calendar reminds you of a meeting or task, this reminder can be sent as an SMS to your mobile phone.
- **Forward your E-mail to your mobile phone** - your E-mail can all be sent as an SMS to your mobile phone.
- **Filter your emails** - according to sender, to/cc, subject and more. Move them to different folders and auto reply to them. Now users can quickly and easily make dozens of calls, send faxes and distribute text messages to your employees, suppliers and clients directly from their mail client.
- **Email reader capabilities** - To hear the interesting E-mails, all you have to do is press the "Send" button on your mobile phone. You will hear the complete E-mail message including any sound attachments.





- **Reply to E-mails from your mobile using SMS text or your own voice** - You can send a text reply to E-mail, by simply typing your reply as an SMS message on your phone. Your text reply will be sent back to the original sender's E-mail, as if you wrote it on your computer. Alternately, you can reply directly by simply speaking into your phone. Your voice recording will be sent back to the original sender's E-mail.
- **Improve efficiency and lower communication costs** - make dozens of calls, send faxes and distribute SMS and MMS messages to your employees, suppliers and clients directly from your mail client and with the same ease of use. Reduce and shorten tasteless phone calls, send SMS in stead of talking and start saving immediately.
- **Generate more MMS content** – Allow consumers to forward, songs, jokes or other funny and "cool" E-mail as MMS – Add "Forward as MMS" button in each E-mail and start educating the market and creating valuable MMS traffic.

Solution highlights

The Mail Plug-in solution is based on TeleMessage's proven and scalable messaging platform, thus enabling a host of additional flexibility and features:

- Easy self provisioning, subscription and management of subscribers.
- Easy configuration, maintenance and statistical usage reporting.
- Dynamic Pre and Post-paid billing with programmable CDRs.
- Security features for authorized access, user privacy and data protection.
- Seamless look and feel changes with Operators logo or jingle branding.
- Clear 2.5 and 3G vision: Easy migration to the full TeleMessage UMS and Plug-in MMS version.

Don't wait - you can start driving additional MMS, SMS and voice traffic now !

Supported Mail Plug-in Versions

- Full version: Phone, Fax, SMS (voice + text + image + documents)
- SMS Only version: Text only
- Full support for foreign characters, Unicode and multiple languages. Encompasses Text, Voice, Text-to-Speech and all other devices.
- Supports:
 - Microsoft Windows Operating Systems: 95, 98, Me, 2000, XP, 2003
 - Microsoft Outlook: 97, 98, 2000, 2002 (XP), 2003
 - Microsoft Outlook Express: 6.0, 6.5
 - Lotus Notes: 5.0, 5.5, 6.0, 6.5
- MMS version: Full MMS Composer and MMS Player capabilities, as well as media conversion and content adaptation and downsizing.

Operator benefits

TeleMessage gives you a valuable service that can be implemented in a very short time.

TeleMessage and its partners, offer you our experienced Professional Services Group that can do the support, billing, customization and much more.

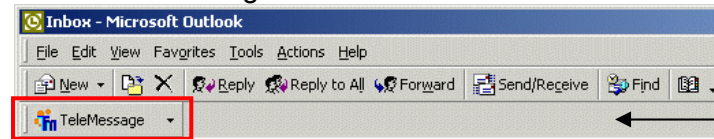
So you can start to:

- Increase Average Revenue Per User (ARPU) by:
 - New revenue source – increase voice and SMS traffic.
 - Convert E-mail/calendar notifications to MMS, SMS and voice calls revenues.
 - A sticky application the user uses every day.
- Decrease Churn:
 - Get presence on user desktop with your brand and logo.
 - Link user's regular E-mail to his mobile phone (and your company).
 - Increase brand awareness - All the messages can be branded with operator's name, logo or jingle.
 - Differentiated offering – fully customized end-to-end solution with self provisioning, and download portal.



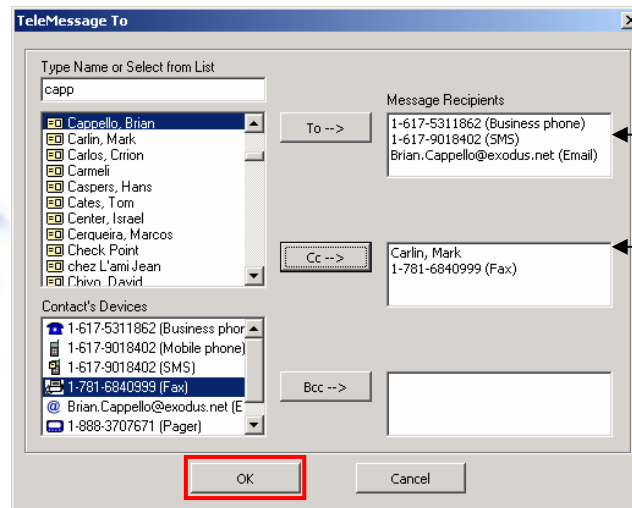
Microsoft Outlook interface samples

The product is integrated into your Outlook client of as a new button as seen in the box in the image below.



Remark: Button text and logo, as well as message sent can be fully branded.

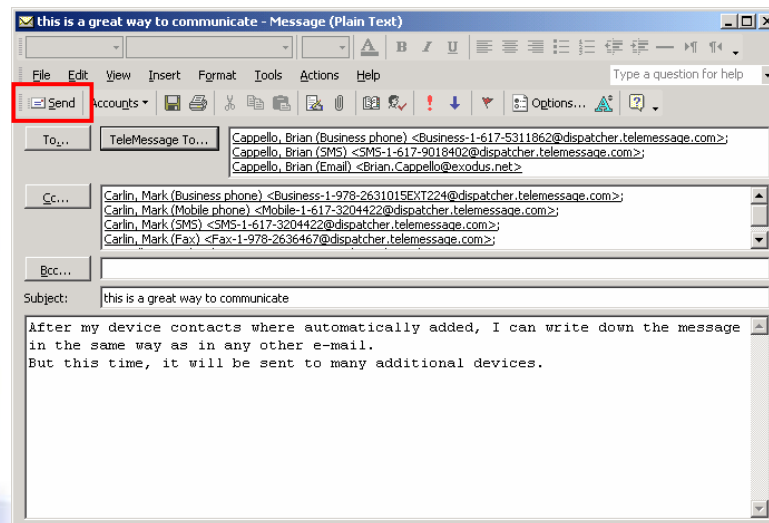
The product utilizes your Outlook address book to send messages to any device in your contact list:



Add individual devices by marking them & pressing the 'To', 'Cc' and 'Bcc' buttons

Or mark and add a contact to send a message to all his devices

Once the contacts and devices are selected and added, you can continue typing, and sending your message as you would do with any other E-Mail.



The contacts and devices you chose are filled in the proper fields

Continue typing and editing the message just as a regular email message

Attach image, voice or documents to your message

To learn more about the TeleMessage Mail Plug-in solution, or to arrange a product demonstration, contact us at:

E-mail: info@TeleMessage.com
 Website: www.TeleMessage.com

TeleMessage US
 524 Main Street
 Acton, MA 01720
 USA
 Tel: +1 978 263-1015
 Fax: +1 978 263-6467

TeleMessage R&D Center
 8 Granit Street, Kiryat Arie
 Petach Tikva 49222
 Israel
 Tel: +972 3 922-5252
 Fax: +972 3 922-5253

