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BUBBLETALK

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WirelessDevNet.com Press Release

Vodafone Egypt Has Huge Success With BubbleTALK 'Voice SMS' Service

Mountain View, CA, 30th May 2007: Within two months of launch, Vodafone Egypt has seen a massive take-up of its new 'Voice SMS' service, as 15% of its subscriber base have started using the service. The service, provided by 'Voice SMS' pioneer Bubble Motion, has already improved Average Revenue Per User (ARPU) for users of the service by 1.5%.

The major impact of the Voice SMS service, which Vodafone Egypt launched under the brand name MiniCall, is in sharp contrast to most other new services launched by operators globally in recent years. Above all, the success of this and other BubbleTALK implementations compares favourably with other messaging technologies, as SMS revenues remain flat, MMS usage remains low and Push-to-Talk and consumer mobile email have failed to take off.

Critically, the new BubbleTALK service is generating a new and stable revenue stream without cannibalising existing services, including SMS. This demonstrates that the availability of Voice SMS has created new situations where people want to use messaging, where they would not have thought to use it previously. In particular, Vodafone Egypt's subscribers are using Voice SMS to convey more emotional messages in a way that text-based messaging cannot achieve.

Part of the attraction of the BubbleTALK service is that consumers are able to send Voice SMS messages to subscribers from other network operators in Egypt. The BubbleTALK service also works on any handset that is capable of voice and SMS and requires zero client software to be installed on the handset.

The 15% penetration figure under three months is in line with Bubble Motion's projections for consumer take-up. Bubble Motion typically implements the Voice SMS solution within just 3 weeks, making Voice SMS a new core service alongside voice and SMS.

Richard Daly, Chief Commercial Officer at Vodafone Egypt said: "We have high expectations for the BubbleTALK service and the success of MiniCall launch in Egypt proves that we are on the right track. Our subscribers have started to use the service and recommend it to their friends and family. This is only a start as the product evidently has more potential of being a key messaging product in the market" Bill Crawley, VP Business Development Asia-Pacific and MEA commented, Bubble Motion commented: "In an industry that has been searching in vain for a new 'killer app', BubbleTALK is starting to look more and more like it may just fit the bill. The fact that Vodafone Egypt and other operators are experiencing such rapid, tangible results demonstrates that operators would be wise to prioritise Voice SMS over riskier new services."

For more information please visit www.bubblemotion.com

About Bubble Motion
Bubble Motion is the award-winning pioneer of 'Voice SMS' services for mobile operators. The company allows operators to create a

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new revenue stream within 3 weeks, using their existing infrastructure with no cannibalization of existing services. This allows operators to create a new core service. BubbleTALK, the carrier grade intentional voice messaging service provided by Bubble Motion is the worldwide standard for intentional voice messaging or 'voice SMS'. With 8 mobile operator partners, in 6 countries, and local points-of-presence in an additional 31 countries, BubbleTALK is available to over 1 billion people with local-dial access.

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