

## WINGS SMS2Voice



With **WINGS SMS2Voice**, mobile network subscribers can send SMS messages to fixed-line phones, answering machines and faxes. Text messages are delivered from a mobile to a fixed-line phone through text conversion of an SMS into a voice message.

For the moment, exchange of SMS messages is a popular and widespread method of communication between “mobile” users. **WINGS SMS2Voice** is a convergent service expanding SMS capabilities and attracting additional users represented by fixed-line phone subscribers. Sending of SMS messages still remains as easy as usual.

### How it works

A mobile phone subscriber sends a text SMS message to a fixed-line phone subscriber from his/her cell phone. The system calls the recipient’s number, converts the SMS text into a voice format and reproduces it.

The recipient can listen to the message again or send a voice response which is delivered by a call or in a SMS notification message (the subscriber can listen to the response by calling the number specified in the notification).

### Benefits for the operators

- ❖ Increase in the average revenue per user (ARPU):
  - SMS traffic growth;
  - voice traffic gain due to response message listening;
  - possibility of advertising included into messages and calls.
- ❖ Simple and affordable service for the subscribers.
- ❖ Loyalty of the existing customers. Advanced capabilities of sending SMS messages will be regularly used by the subscribers.
- ❖ Competitive advantage. Additional features of sending SMS messages will attract new subscribers.
- ❖ Increase of the service value for the subscribers.
- ❖ Rapid deployment of the new FMC service.

## Benefits for the subscribers

- ❖ Sending of a SMS message to a fixed-line phone number is as easy as sending a SMS message to a mobile phone.
- ❖ No restrictions on the recipients' numbers.
- ❖ Possibility of sending fax messages from a mobile phone.
- ❖ Now it will be possible to send SMS messages to fixed-line phones, to people with impaired vision or to those who cannot use the SMS service (particularly useful for elderly people).
- ❖ Unprecedented ease of SMS receiving: all you need is just to pick up the receiver and listen to the message.
- ❖ To send a response, you can simply speak. The answer is delivered by a call or in a SMS notification (the subscriber can listen to the response by calling the number specified in the notification).
- ❖ A mobile phone subscriber can manage this service through the Internet, including specific customization, voice selection etc.

## Key capabilities

- ❖ The specialty of the solution is high quality of speech synthesis.
- ❖ Identification of the language of the SMS message and generation of voice messages using the necessary language. Support of many languages. Transliteration tool support.
- ❖ SMS sending to a fax. If a recipient has a fax installed at his phone number, SMS can be sent as a facsimile message.
- ❖ Filtration of spam messages or messages containing offensive language or advertisement (the sender receives a delivery failure message).
- ❖ SMS sending to an answering machine. SMS text can be received by an answering machine in the form of a voice message.
- ❖ SMS messages are delivered only at daytime depending on the recipient's time zone
- ❖ Possibility of setting special processing features by the sender's mask of DEF-codes.
- ❖ Subscribers of fixed-line phones are guaranteed to receive all messages due to a flexible technique of recurrent delivery.
- ❖ Notice on delivery status through SMS notifications to the sender.
- ❖ Customized CDR generation.

## Technological benefits

- ❖ **WINGS SMS2Voice** solution is powered by a highly reliable commercial WINGS VAS platform. Its unique flexibility enables quick deployment and does not require any modification in the carrier's infrastructure.
- ❖ The solution is customized and managed through a protected WEB-interface supporting filters for incoming traffic, dial-up profile configuration and various setup modes according to the carrier's requirements.
- ❖ The solution may be customized subject to the customer's individual requirements and integration with all the necessary systems.
- ❖ The system offers a wide range of ready-made statistical reports, containing data on key performance indicators (KPI), message distribution and voice traffic in various sectors and so on. The technologies used allow for quick addition of new statistical reports satisfying any kinds of requirements.
- ❖ Easy deployment of the solution for test operation excludes the need for equipment or software purchasing.