



PRESS RELEASE
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VOICE ENTERS BLOGOSPHERE

Web 2.0 makes it to wireless – speak a blog post from any phone

London, UK, 7th February 2007 – SpinVox, the Voice-to-Screen messaging expert, has enabled voice to enter the blogosphere for the first time with its new ground-breaking service, Spin-my-Blog™. The service allows users to post their thoughts onto a blog by calling a phone number and speaking the message, which is then converted to text and automatically posted on the site.

Spin-my-Blog™ trials are already creating a buzz in the blogosphere ahead of next week's 3GSM, the global mobile industry event, at which SpinVox last year won the innovation award. Available from any mobile handset and network, Spin-my-Blog™ makes mobile blogging easy. People can now communicate with online communities and interest groups wherever they are.

This is a significant development, particularly for dedicated bloggers, as it means people no longer need to wait until they have web and/or PC access to interact with online communities and news groups. If a user wants to share something immediately with their online community, such as an urgent piece of news, a review of a great film or their latest holiday adventure, they can do so without waiting to log on to the Web - users are no longer off-line just because they're out and about being 'mobile'.

For business and industry, Spin-my-Blog™ enables new and faster ways for organisations to share ideas with their peers and customers. For example, media organisations can empower their audiences to interact with them from any phone, enabling universal citizen journalism.

It is a groundbreaking development for Web 2.0, which is largely characterised by the power it gives users to generate and share their own content throughout the Web. Critically, users are no longer tied to a keyboard. SpinVox is a natural interface between online and mobile worlds, enabling the power of Web 2.0 communities to go truly mobile.

More...

Daniel Doulton, co-founder and vice president of strategy and development at SpinVox, explains: "Speaking is the easiest and most natural way of communicating our thoughts, ideas and opinions. What is exciting about Spin-my-Blog™ is that it enables anyone to express their ideas instantly just by making a simple phone call, saying their blog post, and having it appear online. Spin-my-Blog™ is already playing a pivotal role in enabling communities to stay in touch wherever they are, sharing their thoughts with them simply by saying them. The fact is that important events, experiences and thoughts, ones we want to share don't happen when we're in front of a PC but when we're out and about! We have defined and made mobile blogging a reality - voice can now be used to create web content in an instant, from any phone, anywhere."

With nothing to upgrade or download users are given a Spin-my-Blog™ number which is automatically connected to their blog. Spin-my-Blog™ is currently going through extended trials and is available as a free trial at: www.spinvox.com/blog

SpinVox will launch a range of new services at 3GSM, which further define its Voice-to-Screen messaging category.

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Notes to Editors

SpinVox brought together the two most popular methods of communication – voice and text – and created a new category of messaging called Voice-to-Screen. Its award-winning technology is now enabling everyday communication to be exciting, more powerful and above all simpler through the simple gestures of speaking and reading. These unique experiences are driving new recurring revenues for mobile and fixed-line operators.

At the heart of SpinVox is its patented Voice Message Conversion System™ (VMCS), which underpins the company's retail, enterprise, service provider and global carrier products. VMCS is maintained on an enterprise-class hardware infrastructure by an expert management team to meet the rigorous demands of global carriers.

SpinVox created the world's first Voicemail-to-Text service in 2003, which was launched in 2005 through partnerships with major UK retailers such as The Carphone Warehouse, The Link, Caudwell Group/4uBuisness and Hutchinson 3G.

Able to support multiple languages, SpinVox now leads the way in powering the convergence of voice and screen in today's messaging markets. As well as serving retail brands and a growing direct customer base, the company's innovative products are in service with global carriers and internet brands.

SpinVox - because speaking is the most natural way to send a message, and reading the most useful way to receive one

Click here to see the full list of awards: <http://www.spinvox.com/news/awards.php>

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