

SNEAK PREVIEW

70% of calls end in voicemail.

What if you could

The average voicemail lasts 30 seconds.


call people up...

The average phone call is more than 90 seconds.¹

And not have to talk

to them?

**Introducing IP LaunchPad Voice Suite™ –
Making Communications More Productive**



Open Port's IP LaunchPad Voice Suite is a family of revolutionary voice applications for service providers that help their subscribers be more productive – by talking less. Installed on our IP LaunchPad™ platform, Voice Suite offers never-before-seen voice applications, such as VMS Bridging, Voice Message Broadcasting, and Certified Voice Messaging, that let your subscribers send messages by phone much like they send email through PCs – eliminating costly and distracting phone conversations. And because voice messages are routed over an IP network, your subscribers see reduced long distance charges. All of this results in increased demand and revenue for a service provider's network services.

¹ Source: Ameritech, 1998

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IP LAUNCHPAD VOICE SUITE MAKING COMMUNICATIONS MORE PRODUCTIVE

VMS Bridging (for Telcos) is a revolutionary voice application that lets subscribers send voicemail directly into a recipient's voice mailbox – even if the recipient is *outside* the local voicemail system. VMS Bridging routes voicemail over IP, resulting in new revenue opportunities for Telcos. VMS Bridging also features:

- **Interconnected Voicemail Systems** so Telco's can reduce operating costs by interconnecting all their voicemail systems – resulting in rapid expansion of their voice network footprint
- **Enhanced Voicemail Reply** enabling any on- or off-net recipient to reply to *any* voice message they receive

IP Enhanced Voicemail (for Service Providers) lets service providers offer enhanced voice applications that reduce their subscribers' long distance costs by routing voice messages across an IP network. IP Enhanced Voicemail also features:

- **Never Busy Voice Messaging** letting subscribers send recorded voice messages to any recipient, even if the number is busy or doesn't have voicemail
- **Real-time Voice Messaging** "Mom, Dad! She's having a baby! Meet us at the hospital!" Real-time Voice Messaging lets subscribers record and send a message to other recipients as a phone call – saving them from a long conversation, when a brief message will do... or is necessary!
- **Certified Voice Messaging** allowing subscribers to securely send sensitive messages to any recipient with a prearranged PIN number or key
- **Voice Message Broadcasting** enabling subscribers to broadcast a single voice message to multiple recipients in *real-time* or as *voicemail*
- **Standard Voicemail Services** providing your subscribers with the voicemail services they're familiar with, in addition to the benefits and cost efficiencies of routing voicemail over IP
- **Integration with other Enhanced Services** lets service providers offer other revenue-generating services, such as IP LaunchPad Fax Suite™ or unified messaging
- **Industry Standards Compliance** so Voice Suite seamlessly interfaces with other vendors' voice products as well as your network using H.323, H.245, and G.711 protocols

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IP LaunchPad lets service providers "fill the pipe" with multiple IP-based services – from IP voice and fax today to unified messaging and more tomorrow – from a single, integrated platform. With IP LaunchPad, it takes service providers days instead of months to deploy their new IP services.

www.iplaunchpad.com



Open Port Technology, Inc., founded in 1993, is a pioneer in the Internet telephony industry, and was named as one of the top 10 IP telephony vendors (Piper Jaffray, February 1999). Open Port has helped some of the world's leading Internet and telecommunications companies deploy IP messaging services, including China Telecom, Concord Technologies Inc., GRIC Communications Inc., the MCI Worldcom Companies, Motorola and Southwestern Bell Corp. Open Port's technology is at the core of the UUFAX service from UUNET, one of the world's first global, carrier-class Internet fax solutions.

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