



MOBIVOX

***How to bring mass market
application to the mobile
world***

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Mobile service is still rudimentary and mainly local



- Prohibitive international calling
- People are phone numbers
- Fragmentation of contacts (VoIM, Outlook, Gmail, etc)
- Fragmentation of calling modes
 - Rift between mobile & fixed
 - Rift between Skype and phones
- One-to-One only
- Minutiae and attention required to dial

Vast majority of mobile users around the globe do NOT have a smart phone, unlimited data plan, 3G, a Ph.D. in cellular configuration



- Large majority of mobile handsets worldwide will remain basic phones
- Few consumers will even consider downloading download a mobile app
- Fragmented installed base of handsets and OS



Building a mass market mobile business: A contrarian view

Acknowledging the fundamentals

- What is the #1 mobile killer app today?
- What is the #2 mobile killer app today?
- What is the average mobile handset?
- What is the mobile OS standard to develop applications?
- How much voice is carried through mobile data networks?
- Where will the next billion handsets come from?
- Which mobile carrier is truly global?
- What channel is proven to be most effective in telephony?
- Is price that important?

Which technology (ies) can bring disruption to the largest addressable mobile market?



Speech on Mobile

Evidence that speech is about to change mobile

→ Business 2.0, February, 2007:

“Tipping Point, the market is up 100% up 100% from just two years ago”

→ Wall Street Journal, January 2007:

“[Google](#) and [Yahoo](#) are both expected to introduce voice-based search for mobile-phone users soon in which you say what you are searching for and hear the selections spoken back to you”

→ March 2007

Acquisition of TellME Networks by Microsoft for rumoured \$1B

→ Recent VC backed speech-enabled players include:

Mobivox, Pinger, Jott, Jingle Networks, etc.



MOBIVOX leverages VoIP and Speech to transform the mobile experience



VoxGirl (speech assistant) personalizes the user experience



Hi! My Name is Voxgirl, your
personal calling assistant

- ☺ Humanized, warm experience
- ☺ Supports PC based and phone experience
- ☺ Speaks US/UK English today
- ☺ Mandarin, American Spanish, Hindu English, French, by year-end
- ☺ Offers Guided experience
- ☺ Will bring other speech services to your mobile soon



Highlights

- ☺ Voice on mobile Data (mobile VoIP) will not match circuit-switched volumes anytime soon
- ☺ It is possible to deliver a mass market disruption by using existing infrastructure
- ☺ Average user will not install an application on their mobile
- ☺ Average user cares tons about price
- ☺ Average user may or may not be in Western world
- ☺ Average user will pay (some) for a better mobile experience
- ☺ Speech can bring the best of the Internet to every mobile user, anywhere..