

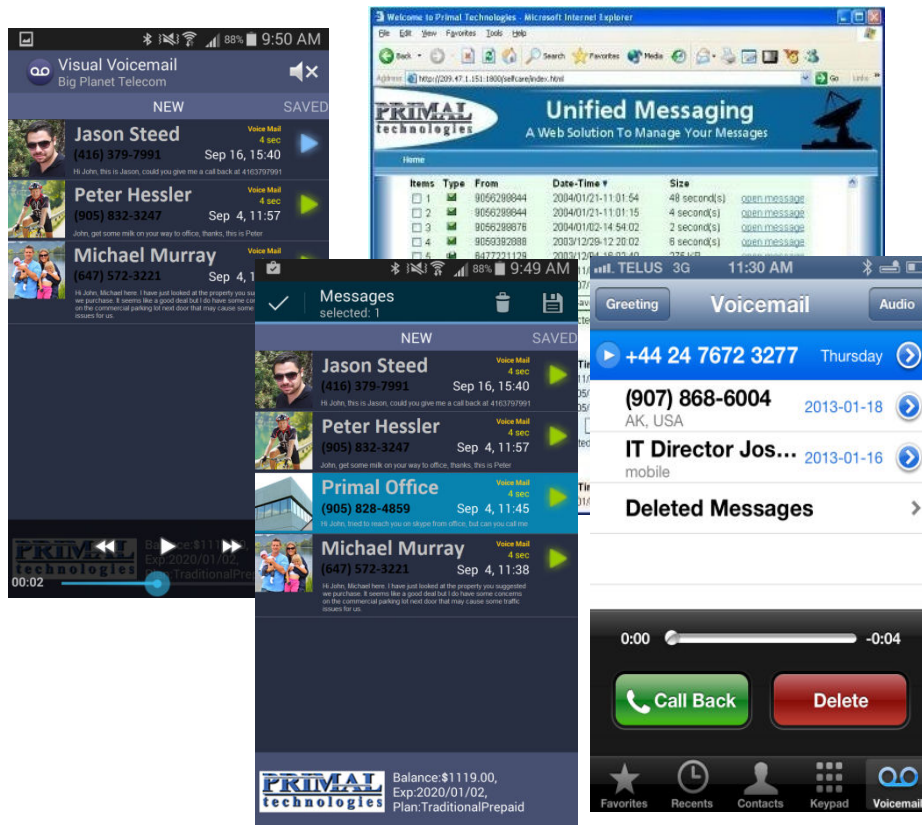
Primal Technologies was an early pioneer of many Unified Messaging features including voice-to-email, fax-to-email, and WWW-based voice and fax mail feature management and message viewing. Primal Technologies further enhances the Unified Messaging experience with support for both the Apple iPhone native VVM client, and the Primal Technologies provided Android client. With either client, subscribers can now easily manage all of their new and existing voice messages through an easy to use, intuitive smartphone app user interface.

The Primal Apple/ACME VVM interworks with the Primal Technologies SMSC (or other 3<sup>rd</sup> party SMSC) for the exchange of VVM status and control messages with the handset VVM client. Full app/server synchronization is included.

Primal Technologies also gives the operator complete control over the type of message waiting mechanism that can be enabled on a per user/template basis (e.g. Traditional SMS, Apple iPhone SMS WAP push, Android GCM).

The Primal Advance Pay/Prepaid Balance, Rate Plan, Expiry / Billing cycle end date can also be shown (i.e. Configurable - See bottom banner in sample Android screenshot below).

Customer logos / branding available.



### Visual Voice Mail Features

Smartphone client access with the following VVM support:

- Android & iPhone Support
- Native iPhone VVM, Android client applet
- IMAP4, SMS WAP Support
- VVM Voice/Fax Message Retrieval (fetches)
- VVM TUI PIN Change
- MD5 Authentication
- Greeting Management
- Out Of Band SMS Commands & Notifications for visual voicemail state, mailbox/greeting updates
- Integrated address book, SMS Reply, Callback
- Optional integrated Primal SMSC for Out of Band SMS Command & Notifications

### Unified Messaging Features:

- Voice to Email via MP3
- Fax to Email via PDF
- WWW Access to Voice and Fax mail
- WWW Customer Management
- Voice-To-Text with Nuance
- Email Integration
- Dynamic Inbox Sorting
- Group Lists
- Family Mailbox
- Pager Notification
- Email Notification
- Time of Day Greeting
- Call Return
- Fax Messaging
- One Number\*
- One Key Call Return
- Mailbox Forwarding
- Receipt Request
- Auto Attendant
- Optional Integrated MMS Server for Voice-to-MMS to support feature phone handsets