



## **Speech Recognition in IM+ Revolutionizes Mobile Instant Messaging**

A groundbreaking dictation feature powered by Yap Inc. is now part of IM+<sup>®</sup> instant messenger

Orlando, FL—May 4, 2009—SHAPE Services GmbH, a leading developer of mobile instant messaging, social networking and multimedia applications, today announced the availability of a speech recognition feature in IM+, the best selling mobile instant messenger. SHAPE has joined forces with Yap Inc., pioneer of the first fully automated voice-to-text platform, to add the first of its kind, thumbs-free message dictation feature to IM+ for BlackBerry<sup>®</sup> smartphones.

IM+ with speech recognition will allow users to dictate their instant messages and send them as text to their contacts in Facebook<sup>®</sup>, AIM<sup>®</sup>/iChat, MSN<sup>®</sup>/Windows Live<sup>™</sup> Messenger, Yahoo!<sup>®</sup>, ICQ<sup>®</sup>, Jabber<sup>®</sup>, Google Talk<sup>™</sup> and MySpaceIM. Recent studies indicate that over 70% of consumers prefer using voice to interact with their mobile devices rather than typing. Speech-enablement increases message creation speed and greatly improves the usability of instant messaging on mobile devices.

The beta version of IM+ with voice recognition will be showcased at this week's Wireless Enterprise Symposium (WES) in Orlando, Florida, and the full release is expected at the end of May 2009.

"Recent announcements on speech-enabled mobile applications by Google and Microsoft demonstrate that consumers readily embrace voice as input for their mobile applications," said Felix Gofman, VP of worldwide business development for Yap. "We are thrilled to be working with SHAPE to speech-enable IM+, because we know that fast, highly accurate speech recognition technology is the best way to deliver a premier user experience and a better way of interacting with mobile devices."

"We clearly hear and are responding to our customers' demands for a faster and easier alternative to typing their instant messages," said Igor Berezovsky, CEO of SHAPE Services. "It's obvious that with the constant introduction of new, multi-function devices and creative applications, the market is primed for voice-driven user interfaces. Tiny keypads and complicated menus definitely take the 'instant' out of IM, and together with Yap's superior speech recognition technology, we're putting it back. This technology is absolutely revolutionary for mobile instant messaging, and we are excited to be the first company to provide it."

For a live demonstration of IM+ for BlackBerry, please visit SHAPE Services and Yap at stand #908 at WES, May 5-7, Orlando, Florida – Orlando World Center Marriott & Convention Center.

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**About SHAPE Services:**

SHAPE Services GmbH, is a well-known leader in mobile application development, vendor of world-wide bestsellers: IM+, IM+ for Skype, RDM+, GPSed, Mobiscope, Mobiola. SHAPE's technologies and applications allow mobile users to stay connected to their favorite services, peers and computers. Every day, private and corporate customers worldwide use innovative applications and web services created by SHAPE Services on variety of mobile devices and platforms, such as BlackBerry, iPhone, Symbian, Windows Mobile, J2ME, Palm OS. For more information, please visit: <http://www.shapeservices.com>

**About Yap:**

Founded in 2006, Yap pioneered the world's first fully automated voice-to-text platform for communications service providers. The Company's award-winning speech recognition technologies provide the foundation for innovative applications such as voicemail-to-text, speech-enabled mobile messaging and voice search. Yap's 100% automated approach gives its customers a cost-effective solution that is fast, scalable and secure. The Company is headquartered in Charlotte with offices in Atlanta, Boston and San Francisco, and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit [www.yapme.com](http://www.yapme.com)

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