



## **For Immediate Release**

### **Yap, Developer of the World's First Fully Automated Voicemail-to-Text Platform, Announces New Release Delivering More Than 50% Conversion Accuracy Increase at Twice the Speed**

*Automation of voice-to-text conversion and reduced cost lead to increased demand and adoption among service providers*

CHARLOTTE, NC – March 31, 2009 – Yap, the world's first provider of fully automated voicemail-to-text for communications service providers, today announced it has achieved significant accuracy and speed improvements in its latest platform release. With this release, the Company is delivering a number of highly anticipated enhancements including an estimated conversion accuracy improvement of over 50%, and 2x faster turnaround time (TAT).

"The communications market wants a fully automated speech-to-text solution that's scalable, fast and private," said Yap CEO Igor Jablov. "And with this latest platform release, we are now approaching accuracy levels of competitive products that use human transcription. In addition, being fully automated means we can turn messages around consistently within less than a 2x TAT, rather than the 8x+ TAT other vendors offer."

Yap's voice-to-text platform enables mobile applications such as spoken SMS and instant messaging, voice search, and voicemail-to-text. For service providers, Yap's Voicemail-to-Text creates significant voice and text uplift and reduces the tendency for callers to hang up instead of leaving voicemail. By receiving their messages quickly as text, subscribers easily create a message cycle that drives minutes of use, data and SMS traffic.

Voicemail-to-text services are increasingly becoming ubiquitous and universally expected by phone & voicemail users—the recent introduction of free voicemail-to-text by Google Voice is poised to change the way consumers expect to interact with their voicemail.

"We are excited to see companies like Google enter the automated voice-to-text space, because it validates what we've been working on since our inception," said Jablov. "Yap's fully automated solution gives service providers fast message turnaround, no privacy concerns and no message limits, at one-tenth of the cost of human transcription-based services. Our approach allows inexpensive bundling of voicemail-to-text with other services for mass adoption, something that is simply unattainable with human-based transcription."

Following its introduction three years ago, Yap's success has been driven through its partnerships with voicemail-to-text providers such as GotVoice and YouMail and Internet giant AOL.



“We are excited to be continuing to work with Yap to deliver a fully automated voicemail-to-text solution to our users,” said Alex Quillici, CEO of YouMail. “Yap's technology is a key value added service of our next generation voicemail platform and will continue to be an important strategic partnership as we further differentiate ourselves in the market.”

Yap has recently partnered with telecom solutions providers ArdaCOM and 4DK Technologies. In addition, Yap is seeing greater demand for its services from carriers, cable operators, and web portals as well as Web 2.0 technology providers. Yap has won many awards for its technology including *Speech Technology Magazine's* Speech Luminary Award and was named a TechCrunch40 Finalist.

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#### **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).