



**Solaiemes unveils VoxServe, the platform that enables a wide range of compelling Push-to-Talk based services. 30/October/2008.**

Madrid, October, the 30th, 2008. Solaiemes announces the commercial launch of new product line, VoxServe, targeting to increase the use cases of push-to-talk technology enabling meaningful capabilities to deliver person-server voice interactions for CRM (customer relationship management), ERP (enterprise resource planning), User Generated Content in media sharing sites, and mobile advertisement within a wide range of compatible devices.

The VoxServe release 1.0 is designed following the OMA standards and is compatible with OMA PTT device clients and in case of using a carrier or service provider with NSN PoC server, the Nokia PTT capable devices (huge market share) become also compatible. Then mass market solutions based on PTT voice can be deployed for personal use cases (voice-notes, shopping-lists, audio-diary, audio-blogging) and CRM/ERP use cases ( voice authentication, audio-reporting, etc).

With this new platform Solaiemes is looking for partnering Mobile Carriers, independent PTT service providers and MVNO to design and deploy new value added services for their subscribers to increase loyalty, reduce churn and improve the user experience. Also new concepts of mobile banking will benefit with cost-effective and highly usable solutions VoxServe powered.

**About Solaiemes.**

Solaiemes is a mobility-focused technology company; with a value proposition strongly focused on creating innovative, new use cases for mobility, and increasing usability on the mobile side. Solaiemes leads the way in monetizing and getting the most from current data networks and mid-tier handsets, generating value for MNOs, enterprises, service providers and Web 2.0 communities. With Solaiemes technology concepts as m-CRM (customer relationship management), m-ERP (Enterprise Resource Planning), and m-UGG (user generated content in WEB 2.0) finally become feasible. [www.solaiemes.com](http://www.solaiemes.com)

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