

OMTP DEFINES STANDARDISED INTERFACE FOR VISUAL VOICE MAIL

Submitted by: MUSTARD PR

Thursday, 23 April 2009

London, UK, April 23 2009: The OMTP today issued its latest recommendation document which defines an open and standardised interface between Visual Voice Mail (VVM) clients and voice mail servers. By gaining consensus for this key enabler between operators and vendors, market fragmentation can be avoided.

Visual Voice Mail services are becoming increasingly popular with consumers. Instead of having to listen to all your messages, VVM enables you to see, control and manage your voice mails from your handset screen and decide whether to reply, delete or even compose a new message via the VVM client. However, due to current fragmentation issues across differing handsets, the delivery and growth of VVM is hampered and consumers and the industry are missing out as a result. To address this, operators and vendors within OMTP have driven the VVM recommendation.

A key recommendation within the document is for the industry to implement a VVM protocol based on IMAP4 and SMS for natively supported handsets. This will ensure that, whatever the chosen device, the basic procedures will be the same whether you're retrieving messages, changing passwords or changing languages. By ensuring that the standard functionalities of VVM servers can be accessed through a range of VVM clients via the defined interface, service development and delivery can be expedited, service offerings enhanced and user experiences improved, all facilitating faster and wider uptake of VVM services.

"Visual Voice Mail services are highly attractive for mobile users and are becoming more popular in the market. As such, we are pleased to see that through the successful cooperation between operators and vendors, within OMTP, a standard interface implementation for Visual Voice Mail services has been produced. This common solution will limit market fragmentation and facilitate to develop the market." states Michael Hagspihl, Executive Vice President Terminal Management, T-Mobile International.

Tim Raby, CEO of OMTP said, "The voice mail service has changed little over many years of successful use by customers. Visual Voice Mail is a major step forward in enhancing this essential service and the new OMTP standardised interface will simplify deployment across different devices and operator platforms"

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About OMTP

OMTP is a forum funded by companies from across the mobile phone value chain, set up with the aim of gathering and driving mobile terminal requirements to ensure consistent and secure implementations, thereby reducing fragmentation and simplifying the customer experience of mobile data services across mobile terminals. OMTP is backed by many of the largest mobile operators and has members from major hardware and software vendors. For more information, visit <http://www.omtp.org> and <http://bondi.omtp.org>.

For further information regarding the OMTP, please contact:

Sarah Bedwell
MUSTARD PR
Tel. +44 1628 502601
E-mail: sarah@mustardpr.com