

## **IMImobile enables voice portal for Aircel**

*- Voice Portal accessible on dialing 555; to provide various infotainment services including Music, Astrology and News -*

**Hyderabad, India, February 2005:** IMImobile, the country's leading end-to-end enabler of mobile Value Added Services has developed a Voice Portal for Aircel, the leading cellular operator in Chennai and Tamil Nadu circles. For the first time in country, the Voice Portal will provide services in English and a regional language - Tamil.

The service includes a host of attractive infotainment features like Greetings, Astrology, Music Messaging and Ringtones, Celebrity information, and News. In the ring tone category, which is the highest used service, Aircel subscribers can download a wide range of popular and latest Tamil songs and classics. To access the Voice Portal, subscribers need to simply dial the short code 555 and follow the instructions.

"Voice portals are becoming a rage with the youth across country. With a wide range of features available like music, dating, astrology, sports among others and that too in their mother tongue, subscribers of Aircel will find the Voice Portal extremely entertaining. The Mobile phone is now a popular medium with deeper penetration amongst the masses. Services such as Voice Portals will be able to eliminate the existing language barrier for better access and reach of Value Added Services." Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said.

IMImobile has put in place a content management system (CMS) that will provide content services to Aircel. The service will work on any handset and there is no need for infrastructure upgrade or back-end provisioning for the operators.

One can browse through the rich selection of music across the various categories and languages and listen to one's favourites while on the go. Also one can dedicate songs with a personal message to any Aircel number. The ring tones of these songs can also be downloaded. There is a wide collection of music based on occasions like Birthdays, Valentine's Day, Rakhi, Diwali, Holi, New Year and song collections on the latest, classic, romantic and Kannadasan Hits. Other features include celebrity specials on stars like Rajnikanth, Vijay, Trisha among others and movie albums like Chandramukhi, Anniyan and so on.

The Astrology Service provides horoscope for the day, which one can access on the basis of either the star sign or the birthday. Astro info is updated everyday.

The section on Prayers allows one to perform pooja from the Aircel mobile. One can listen to an exhaustive collection of devotional songs like Suprabhatham, Bhajans, Amman songs, Gayathri Mantra, Murugan songs, Iyappan songs, Gurbani among others.

Another fun section is the Karaoke services where one can entertain their loved ones with their own songs. They can choose from popular tunes, sing along and record a new song in their own voice and send it to others.

