

CALL VOICEMAIL

Skip the ring and go direct to voice mail

Call Voicemail (# CALLVM) is a Canadian voice messaging service which connects you directly to someone's mobile voicemail avoiding the ring completely. To access the service you simply dial #callvm (#225586) on your mobile phone and follow the voice prompts to reach the service. You will then be asked to enter the mobile number of the person you wish to reach. To complete the service simply leave a message like you normally would on their voice mail. It's that simple.

The cost of each call is \$1.00 and is available on the wireless networks of Bell, Rogers, TELUS and their affiliates* and also on Videotron. Currently subscriber reach for # callvm is 24 million subscribers which represents 95% + of Canadian mobile subscribers.

If you've ever been apprehensive about making a phone call and anxiously wished for a voicemail greeting as you dialed, you know exactly why this product is inspired. It strips away the clumsiness of a voice-to-voice call while still being able to claim to have attempted direct one on one communication. We envision and position this service for:

- Breaking up a relationship
- Morning-after apologies
- Stalling on or avoiding a meeting
- Making excuses to a boss
- Divorced or former partner communications

- "Duty" calls to chatty friends and relatives
- "Just touching base" reminder/nagging calls
- Cancelling or postponing an appointment
- Comedic, joke, prank calls to friends
- Many more somewhat "quirky" applications



Essentially, the product "creates the illusion of communication" without making you actually have to listen to people, play politics or hear someone else's side of an argument. It plays into a powerful part of the human psyche: - our desire to avoid conflict. It paves the path of least resistance beautifully, and we can imagine that quite a few people will be going down that path on a regular basis so the usage opportunity is virtually endless.

• Bell Mobility (Solo, Aliant Mobility, Telebec Mobilite, Northern Tel and Northwest Tel and Presidents Choice), Rogers (Fido) and TELUS (Koodoo and ClearNet).

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