

ABBREVIATED DIAL CODES (#codes)

Monetizing mobile callers on a per minute or per call basis

Abbreviated Dial Codes (ADC) is the use of a very short mobile telephone number to reach a service. Their purpose is to be universal, short, and easy to remember. ADC often referred to as pound codes (#codes) or voice short codes allows mobile callers access to premium services traditionally provided by premium rate 900 numbers. In North America it is not possible to dial premium rate 900 numbers from a mobile phone.

Consumers simply dial the pound code on their mobile followed by typically a 4-digit number. The consumer is then routed to the associated service whether an automated IVR service or a live agent response. Providing a voice based solution enhances the user experience and in many cases is preferred for applications.

ADC was created so that mobile users could access premium services and provide a convenient payment and billing platform for mobility subscribers. Service providers and web merchants now have the ability to charge up to \$50.00 per transaction or per call or per minute basis.

Abbreviated Dial Codes make mobile transactions easy for both the consumer and the carrier. The simplicity of dialing #1234 from a mobile phone has resulted in a substantially growing response and conversion rate from the consumer. Abbreviated Dial Codes allow the on-the-move consumer to access information on products and services via their mobile phone. Consumers receive a call to action via TV, Web, Print Media, Radio; dial #1234 and listen to the easy-to-follow voice prompts. The associated transaction is charged to their mobile telephone bill or deducted from their prepaid account balance. Clients can be billed on a per call or per minute basis.



ADC from Triton Global is directly integrated into the billing systems of all major Canadian carriers including Rogers, Bell and TELUS, Videotron and their associated mobility brands and with our direct carrier connections, we offer an unsurpassed coverage and access in Canada, representing more than 23.5 million mobile telephone subscribers.

The ADC Product can be used for :

- Call in and game show participation and voting
- One on one voice consultation services
- Premium service lines

