

Ring Back Tone

Inject more fun to your calls

Have you ever wondered why you have to listen to that monotone ring until the person you are calling picks up the phone? Or when you call a company and they always put you on hold and make you listen to bad elevator music? You don't want that your callers get the same boring feeling.

With Ring Back Tone from now on the waiting time until someone picks up the phone will be fun. By simply substituting the usual repetitive ring tone with a more entertaining sound people can enjoy their waiting period and get in a relaxed mood before chatting with the other party.

People will love calling you

Ring Back Tone service is the perfect service for professional and private use to keep your callers in a good mood while they are waiting to get through to you. Play them your favorite music tracks, jokes or special sound effects, or set personalized messages mixed up with almost any audio content.

Ring Back Tone offers a wide range of customized options to surprise your callers every time, in a fun and exciting way. Set your ring tones for different people or groups, for different times in a day or week to make sure that every call is a unique experience for them.

Ring Back Tone's features and capabilities widen personalization options and enhance the entertainment experience. You can choose different tones for different callers and for different time periods.

Business use: Entice your clients to call you again

Companies can use this powerful tool to widen personalization options. Set up messages with latest product releases, special offers or greetings to your clients at Holidays time. Or invite your Business Partners with a personal message from the CEO to your annual company celebration or Charity event. Also, incoming client calls will be informed about the latest sales special your company is offering, so they can directly ask for more information when they get through to your employees. You can also surprise your over-the-weekend callers by playing your Marketing Manager's favorite song. There are so many possibilities to engage your callers, so don't let them get bored while they are waiting in your line but use this time to let them know more about your company or business!

Personal use: Cheer up your friends every time they call you

Also designed for personal use Ring Back Tone provides compelling features for you. Imagine you are abroad on holidays and can't take your friends' calls because it is too expensive. Using Ring Back Tone you can play a message to let your friends know where you are and that you will call them when you are back in town. Or it is Valentine's Day and you want surprise your beloved by hearing your favorite song before you answer your phone. You may also have play jokes for your callers while they wait for you to pick up. There are millions of ways and occasions to surprise your beloved ones day after day. With Ring Back Tone, fun is served!

Attract every target personally

Ring Back Tone service is a valuable option to customize mobile settings for people of all ages and interests. In the application's web interface you can establish various caller groups and their personalized messages with a few simple clicks within your private account. On time your account is set up, every update of your individual settings can also be made on the fly, accessing via SMS, WAP, WEB or USSD, including all kinds of devices like: featured phones, PDAs, tablets or smart phones.

The service offers an easy-to-use management system, which is able to:

- Listen and assign pre-recorded ring tones files.
- Create and upload personalized voice or musical tones.
- Assign different ring tones to your callers (individually or as a group of callers).
- Schedule tones for special days or times.

Ring Back Tone also allows you to add richer content to the calls you receive:

- Music. Top Hits and known Artists, nationally and internationally or your favorite song.
- Sound effects. Voice-Over of famous people, animal sounds or cartoon characters.
- Humor. Jokes, Funny clips or Gags.
- Personal messages. Announcements and greetings.
- Invitations. For Events, Conferences, Parties, Concerts or Meetings.
- Advertisement. Special offers, Product releases, Web pages.

Get more out of your contacts

With Ring Back Tone, everybody takes part in the fun. It is a mass service targeted to all market segments: young, old, students, professionals and people of all ages. The service is easy-to-use also including people who are not very familiar with mobile devices.

Therefore Ring Back Tone allows getting more agents to a richer ecosystem: content providers or carriers, because more content means more downloads and more traffic from clients, new and potential ones. And as a powerful advertising tool Ring Back Tone can play ads to certain targets before the recipient picks up the phone.

Start personalizing your ring tones now and present your callers with an exciting and fun experience every time they call!

About Almira Labs

Almira Labs is a highly innovative telecom software company focused on providing solutions for wire line and wireless telecom operators. Through an extensive R&D effort, Almira Labs tools allow fast and low-cost development of Value Added Services for the NGIN with an approach that is unique in the marketplace.

Using this technological base, Almira Labs offers CSPs a broad catalogue of new services that deliver rich communications experiences to multiple user communities through innovative video, voice and media broadcast technology. Besides, services are device independent, thus operators can now reach the whole subscriber base regardless of their technological ability or expenditure level. Almira Labs helps Telecom Operators to generate new recurring revenue streams with a very low investment, in the shape of a Network Application Store as a weapon to fight fierce competition from Device-centric applications stores like the Apple or Android ones.

Madrid

PTM - Parque Científico de Madrid
C/ Santiago Grisolia 2, Oficina 212 - 213
28760 - Tres Cantos - **Madrid - Spain**
+34 911 845 904

Málaga

Edificio Bic Euronova
Avenida. Juan López Peñalver, 21
29590 - Málaga - **Málaga - Spain**
+34 951 010 625