

Voice Ambience

Color your call in the right atmosphere

Foster the imagination of your customers by allowing them to create an illusion while making phone calls. Allow them to personalize their calls with a background sound. They will love to express themselves in a different way, creating a different ambience suited to their mood. During a phone call, a background sound is imposed by the user's location. Hence, a well selected background sound can evoke a broad spectrum of positive musical connotations simply triggered or enhanced by a central motif or design.

Voice Ambience has been designed to insert an audio background and add enjoyable emotions during a call, either outgoing or incoming. With Voice Ambience your clients can enjoy their calls and even make them longer by introducing audios that can be chosen from a wide range of themes thus making every call different and unique, more entertaining or romantic...with Voice Ambience there are no limits to create a special moment.

Now you can offer more value to your customers who look for innovative services which are easy to access and to use, but for a reasonable price. Voice Ambience will allow your customers to create a special atmosphere while saying "Happy Birthday" to a friend with an emphasizing melody played in the background. It will also permit a husband to surprise his wife by saying love words while a romantic song is being played. Finally, a relative that lives far from you can receive your call with an emotive or funny sound and you can share some amusing moments together while talking on the phone.

You will love placing calls

With the Voice Ambience you can have more entertaining calls by adding audio or video files. You like to call a friend and make him think you are at the beach or in the jungle? With Voice Ambience you can decide from a huge range of different background themes.

Voice Ambience offers a wide range of sounds to surprise your friends every time in a new, fun and exciting way. Set the most appropriate background ambience individually for every call: for different people, different moods, times of the day, etc.. Voice Ambience features various options of customization and therefore enhances the entertainment experience. It will be a unique experience for every callee.

Private use: Have fun with your friends with every call

But also for personal use Voice Ambience provides some compelling features for you. Imagine you want to tease a friend since your football team won the cup. Using Voice Ambience you can call him with the anthem of your football team while you talk. Or its Valentine's Day and you want to surprise your beloved one by calling her with your favourite song. There are millions of ways and occasions to surprise your beloved ones day after day. With Voice Ambience, fun is served!

Business use: Promote your brand

But Voice Ambience will not only allow you to address your customers, you can also offer the service to companies so they can make more compelling marketing campaigns. Either as a campaign within their Loyalty Programs or to attract new customers or segments, Voice Ambience can fit the needs of all types of companies who wants to do innovative Mobile Marketing. The service has already proved to be a powerful tool in different Christmas campaigns persuading customers to buy a product or make them aware of new services.

Additionally, it can be used in a company Call Center to integrate a certain background theme in their calls thus creating a stronger branding.

Endless Possibilities

With Voice Ambience, everybody takes part in the fun. It is a mass service which can be targeted to all market segments: people of all ages, students, professionals, even people who are not very familiar with mobile devices.

Voice Ambience can be used in all kind of devices: featured phones, PDAs, Tablets or Smartphones..... Everybody can share more fun with their callers.

Voice Ambience allows getting more agents to a richer ecosystem: content providers, carriers....More content means more downloads and more traffic from clients, new and potential ones. Implement a new source of revenues in your business. As you add more value to their calls, your customers will be more willing to call and even make their calls longer than usual.

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.

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