

Kirusa's InstaVoice Kicks off as the first Voicemail skill on Amazon's Alexa Platform

 kirusa.com/media-news/press-release/2017/20170323

New Providence, New Jersey, Thursday, March 23, 2017: Kirusa, a global leader in providing telecom & social media solutions, has announced yet another first-of by presenting InstaVoice as the first Voicemail app on Alexa-enabled devices - Amazon Echo and Amazon Dot. With this latest development, users can directly access InstaVoice's Voicemail features as part of Alexa's myriad skill sets.

Kirusa's InstaVoice Service provides an intuitive chat-like interface that hosts features like unlimited voicemails, missed call alerts over data, transcribed content delivery over email, option to link multiple numbers, and message withdrawal. The collaboration with Amazon integrates InstaVoice into the 'Alexa-skills' ecosystem. Users can configure their InstaVoice account to avail a seamless access to voicemails over Alexa Platform.

"Kirusa goes a step further in its consistent endeavor to deliver innovative, reliable, adaptable and integrated voice services.", said Inderpal Singh Mumick, Founder, and CEO of Kirusa. "Amazon's Alexa is a precursor to the much anticipated IOT revolution; wherein one can expect the fundamental transformation of messaging over cloud, powered by voice technology. We are looking forward to seeing the results of this combined effort, meant to enhance a user's experience of voicemails."

Sharing the same spirit, Surinder Singh Anand, Vice President of product management said, "I am delighted to see that InstaVoice is a frontrunner in the Alexa Skillset voice messaging environment. We are hoping that subscribers will find value in the enhanced forum and experience the engaging wave of change that connected technology promises."

Accessing voicemails and inbox status on the Alexa platform requires the user to set up a passcode after installing their InstaVoice account. To start listening to the voicemails, one has to simply say, "Alexa, start InstaVoice." The command is followed by a swift response from the virtual assistant, asking for the access passcode. This is followed by continuous updates on the user's voicemails and inbox until you say "Alexa Stop." The user can ask Alexa to skip to the next message or voicemail suiting their convenience.

About Kirusa

Kirusa is a global leader in providing telecom & social media solutions that enable customers to have a voice and connect seamlessly. Kirusa's solutions include InstaVoice®, InstaVoice Celeb™, InstaVoice Sports™, InstaVoice Channels, InstaVoice Ring™, myGenie™ & a host of mobile marketing solutions, which are offered in partnership with over 40 mobile carriers in Africa, India, LatAm, and the Middle East, as well as via the app stores for iOS, Android & Windows. Kirusa solutions are built on its patented technology and its highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls/messages a month. Kirusa solutions are being used by over

100 Million mobile users in four continents every month. Kirusa has been recognized as one of Top 20 most promising technology companies by Silicon India and one of Top 25 emerging technology companies by Smart Techie magazine. The InstaVoice app won first prize at NJTC Mobile Apps Forum. Informa selected InstaVoice as a finalist for the Best App in Africa. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. InstaVoice is a US registered trademark of Kirusa, Inc. For more information, visit: www.kirusa.com

For further inquiries, please contact

For Kirusa

Alchemy Corporate Communications

Anju Makin

Tel: +1(973) 536-2652

E-mail : anju_makin@alchemycc.com